

From: [Everett, Matt](#)
To: [Emily Walsh](#)
Subject: Re: Coffee with Gabrielle Fialkoff
Date: Thursday, August 13, 2015 4:55:41 PM

Hm, there isn't really anything too close by. Maybe Mansion restaurant on 86 and York? But that's not ideal.

From: Emily Walsh
Sent: Thursday, August 13, 2015 4:45 PM
To: Everett, Matt
Subject: RE: Coffee with Gabrielle Fialkoff

Is there a better place to meet than Gracie?

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

From: Emily Walsh
Sent: Thursday, August 13, 2015 2:04 PM
To: Everett, Matt
Subject: RE: Coffee with Gabrielle Fialkoff

He'll see her at Gracie then! Thanks.

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

From: Everett, Matt [MEverett@cityhall.nyc.gov]
Sent: Thursday, August 13, 2015 1:19 PM
To: Emily Walsh
Subject: RE: Coffee with Gabrielle Fialkoff

We are all good for 6:30. Thanks!

From: Emily Walsh [<mailto:Emily@berlinrosen.com>]
Sent: Thursday, August 13, 2015 11:34 AM
To: Everett, Matt
Subject: RE: Coffee with Gabrielle Fialkoff

OK, I'll have him there around 6:30. Let me know if anything comes up. Thanks!

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

From: Everett, Matt [MEverett@cityhall.nyc.gov]
Sent: Thursday, August 13, 2015 11:29 AM

To: Emily Walsh
Subject: RE: Coffee with Gabrielle Fialkoff

Yes, and I will have Gab head up a bit early as well.

From: Emily Walsh [<mailto:Emily@berlinrosen.com>]
Sent: Thursday, August 13, 2015 11:28 AM
To: Everett, Matt
Subject: RE: Coffee with Gabrielle Fialkoff

Sounds good. Should Jonathan go to the UES early?

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

From: Everett, Matt [MEverett@cityhall.nyc.gov]
Sent: Thursday, August 13, 2015 11:26 AM
To: Emily Walsh
Subject: RE: Coffee with Gabrielle Fialkoff

Hi Emily,

Gab now has to go to a Senior Staff meeting with the Mayor from 4-5. Can we just see if they can grab each other for a few minutes before the planning meeting tonight?

From: Emily Walsh [<mailto:Emily@berlinrosen.com>]
Sent: Tuesday, August 11, 2015 2:18 PM
To: Everett, Matt
Subject: RE: Coffee with Gabrielle Fialkoff

Great, 15 Maiden Lane, suite 1600. Thanks for your hhelp!

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

From: Everett, Matt [MEverett@cityhall.nyc.gov]
Sent: Tuesday, August 11, 2015 2:17 PM
To: Emily Walsh
Subject: RE: Coffee with Gabrielle Fialkoff

Thanks Emily, Gab can come down to Maiden Lane. 4:30 Thursday it is.

From: Emily Walsh [<mailto:Emily@berlinrosen.com>]
Sent: Tuesday, August 11, 2015 11:39 AM
To: Everett, Matt
Subject: RE: Coffee with Gabrielle Fialkoff

That's great. Happy to do our office on Maiden Lane or her favorite coffee place.

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

From: Everett, Matt [MEverett@cityhall.nyc.gov]
Sent: Tuesday, August 11, 2015 11:27 AM
To: Emily Walsh
Subject: RE: Coffee with Gabrielle Fialkoff

Great, could we say 4:30 downtown?

From: Emily Walsh [<mailto:Emily@berlinrosen.com>]
Sent: Tuesday, August 11, 2015 10:21 AM
To: Everett, Matt
Subject: RE: Coffee with Gabrielle Fialkoff

Hi Matt,

He's free from 4:30 until the planning meeting. Do you want to have them meet before hand? We can do either down here or UES. Let me know what's easiest.

Thanks!
Emily

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

From: Everett, Matt [MEverett@cityhall.nyc.gov]
Sent: Tuesday, August 11, 2015 9:38 AM
To: Emily Walsh
Subject: Coffee with Gabrielle Fialkoff

Hi Emily,

I think that Gabrielle and Jonathan have been trading texts about finding a time to get together this week. He had offered tomorrow or Thursday at 9am but she has meetings that she cannot change.

Would he be able to do 30 mins in the following windows?

Thursday: 10:30-12, 2:30-6

Thanks!
Matt

Matt Everett
Mayor's Office of Strategic Partnerships

Office: 212-341-5382

Mobile: 347-453-5585

meverett@cityhall.nyc.gov

From: [John Del Cecato](mailto:John.Del.Cecato)
To: [Walzak, Phil](mailto:Walzak.Phil)
Cc: [Hinton, Karen](mailto:Hinton.Karen); [Wolfe, Emma](mailto:Wolfe.Emma); [Hagelgans, Andrea](mailto:Hagelgans.Andrea); jonathan@berlinrosen.com
Subject: Re: WSJ
Date: Thursday, August 13, 2015 10:28:37 PM

Happy to do it. Just let me know when I start

> On Aug 13, 2015, at 10:23 PM, Walzak, Phil <PWalzak@cityhall.nyc.gov> wrote:

>

> Yeah I like that

> You can be outside ratfucker on twitter

>

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

> From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]

> Sent: Thursday, August 13, 2015 10:19 PM

> To: Walzak, Phil

> Cc: Hinton, Karen; Wolfe, Emma; Hagelgans, Andrea; jonathan@berlinrosen.com

<jonathan@berlinrosen.com>

> Subject: Re: WSJ

>

> Yes. Lots of "it wasn't a bad story" and "I treated you fairly" and "when can we get coffee".

>

> I told him I guess I wasn't that interesting to him, since I gave him a minimum wage story and he didn't do it - and that I had seen story after story that I didn't like. I said I just didn't have time for reporters when it's not my skill set, and was gonna leave the reporter contacts to the professionals.

>

> That said, I think his colleague also worked Ragone over - and while Peter thought he was helping, his comments weren't helping I this context.

>

> Maybe I'm channeling Louis CK here, but I feel like people on the outside (like me) should be assigned a duty - like going after our opponents - and just delivering that via Twitter. That way, reporters don't get to pick and choose how they use information.

>

>

>

>

>> On Aug 13, 2015, at 10:12 PM, Walzak, Phil <PWalzak@cityhall.nyc.gov> wrote:

>>

>> He respond to u?

>>

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

>> From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]

>> Sent: Thursday, August 13, 2015 09:58 PM

>> To: Walzak, Phil

>> Cc: Hinton, Karen; Wolfe, Emma; Hagelgans, Andrea; jonathan@berlinrosen.com

<jonathan@berlinrosen.com>

>> Subject: Re: WSJ

>>

>> I bitches to him already and told him I was done talking to him. But probably means more coming from Karen.

>>

>>

>>

>>

>>

>>> On Aug 13, 2015, at 9:54 PM, Walzak, Phil <PWalzak@cityhall.nyc.gov> wrote:

>>>

>>> KH want to shoot him a note?

>>>

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

>>> From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]

>>> Sent: Thursday, August 13, 2015 09:50 PM

>>> To: Walzak, Phil; Hinton, Karen; Wolfe, Emma; Hagelgans, Andrea; Jonathan Rosen
<jonathan@berlinrosen.com>

>>> Subject: WSJ

>>>

>>> I gave Dawsey the prez forum piece - and reminded him that it had been said dozens of times since 4/2/15. He made it sound like it was a new thing. Also, Bdb obviously didn't "take to TV" on HRC announcement video day. We had that planned for days before she leaked that she'd be releasing video.

>>>

>>>

From: [John Del Cecato](#)
To: [Walzak, Phil](#); [Wolfe, Emma](#); [Hinton, Karen](#)
Cc: [Hagelgans, Andrea](#); ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)
Subject: Re: WSJ
Date: Friday, August 14, 2015 8:37:19 AM

For my part, though - it was sloppy... I shouldn't have gotten pressured into giving Josh the presidential forum piece without thinking through the strategy... I screwed up

On 8/13/15, 11:09 PM, "Walzak, Phil" <PWalzak@cityhall.nyc.gov> wrote:

>Won't make an impact

>

>

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

>From: Wolfe, Emma

>Sent: Thursday, August 13, 2015 11:06 PM

>To: Hinton, Karen

>Cc: John Del Cecato <jfdc@akpdmedia.com>; Walzak, Phil; Hagelgans,

>Andrea; jonathan@berlinrosen.com <jonathan@berlinrosen.com>

>Subject: Re: WSJ

>

>True

>

>

>

>> On Aug 13, 2015, at 11:05 PM, Hinton, Karen <KHinton@cityhall.nyc.gov>

>>wrote:

>>

>> It was a nothing story.

>>

>> Sent from my iPhone

>>

>>> On Aug 13, 2015, at 10:28 PM, Wolfe, Emma <EWolfe@cityhall.nyc.gov>

>>>wrote:

>>>

>>> That was a bad story

>>>

>>>

>>>

>>>> On Aug 13, 2015, at 10:25 PM, Hinton, Karen

>>>><KHinton@cityhall.nyc.gov> wrote:

>>>>

>>>> Let me read the story.

>>>> Sent from my iPhone

>>>>

>>>>> On Aug 13, 2015, at 10:19 PM, John Del Cecato <jfdc@akpdmedia.com>

>>>>>wrote:

>>>>>

>>>>> Yes. Lots of "it wasn't a bad story" and "I treated you fairly" and

>>>>>"when can we get coffee".

>>>>>

>>>>> I told him I guess I wasn't that interesting to him, since I gave

>>>>>him a minimum wage story and he didn't do it - and that I had seen

>>>>>story after story that I didn't like. I said I just didn't have time

>>>>>for reporters when it's not my skill set, and was gonna leave the

>>>>>reporter contacts to the professionals.

>>>>
>>>> That said, I think his colleague also worked Ragone over - and while
>>>>>Peter thought he was helping, his comments weren't helping I this
>>>>>context.

>>>>
>>>> Maybe I'm channeling Louis CK here, but I feel like people on the
>>>>>outside (like me) should be assigned a duty - like going after our
>>>>>opponents - and just delivering that via Twitter. That way,
>>>>>reporters don't get to pick and choose how they use information.

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>>>>> On Aug 13, 2015, at 10:12 PM, Walzak, Phil
>>>>><PWalzak@cityhall.nyc.gov> wrote:

>>>>>
>>>>> He respond to u?

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

>>>>> From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]
>>>>> Sent: Thursday, August 13, 2015 09:58 PM
>>>>> To: Walzak, Phil
>>>>> Cc: Hinton, Karen; Wolfe, Emma; Hagelgans, Andrea;
>>>>>jonathan@berlinrosen.com <jonathan@berlinrosen.com>
>>>>> Subject: Re: WSJ

>>>>>
>>>>> I bitches to him already and told him I was done talking to him.
>>>>>>But probably means more coming from Karen.

>>>>>
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>>>>>

>>>>>> On Aug 13, 2015, at 9:54 PM, Walzak, Phil
>>>>>><PWalzak@cityhall.nyc.gov> wrote:

>>>>>>
>>>>>> KH want to shoot him a note?

>>>>>>
>>>>>> ----- Original Message -----
>>>>>> From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]
>>>>>> Sent: Thursday, August 13, 2015 09:50 PM
>>>>>> To: Walzak, Phil; Hinton, Karen; Wolfe, Emma; Hagelgans, Andrea;
>>>>>>Jonathan Rosen <jonathan@berlinrosen.com>
>>>>>> Subject: WSJ

>>>>>>
>>>>>> I gave Dawsey the prez forum piece - and reminded him that it had
>>>>>>>been said dozens of times since 4/2/15. He made it sound like it
>>>>>>>was a new thing. Also, Bdb obviously didn't "take to TV" on HRC
>>>>>>>announcement video day. We had that planned for days before she
>>>>>>>leaked that she'd be releasing video.

>>>>>>
>>>>>>

From: [Jonathan Rosen](mailto:Jonathan.Rosen)
To: [B](#)
Subject: RE: Smart man
Date: Friday, August 14, 2015 4:18:05 PM

See you there, then.

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

From: B [<mailto:BCCD@cityhall.nyc.gov>]
Sent: Friday, August 14, 2015 4:17 PM
To: Jonathan Rosen
Subject: Re: Smart man

How about 5:15pm at Bar Toto and you get out before 6pm?

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

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Friday, August 14, 2015 04:09 PM
To: B
Subject: RE: Smart man

Alternatively could make it to Park Slope in 30 mins now and free until 6 until I have to pick up my kids. Either good.

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

From: B [<mailto:BCCD@cityhall.nyc.gov>]
Sent: Friday, August 14, 2015 3:34 PM
To: Jonathan Rosen
Subject: Smart man

You were wise last night. I need to talk more to you about what the group discussed last night. Want to see you in person. If you have a little time, I'll be in the Slope later. If not, whenever works for you in the next few days. Thanks

From: B
To: [Hagelgans, Andrea](#); [Williams, Dominic](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); [Salazar-Rodriguez, Prisca](#); [Leopold, Elana](#); [Wolfe, Emma](#)
Cc: [FLONYC](#); ["jfdc@akpdmedia.com"](#); ["Jonathan@berlinrosen.com"](#); [Klein, Monica](#)
Subject: Re: SI ADVANCE: Firefighter shot responding to house fire on Staten Island
Date: Friday, August 14, 2015 4:32:57 PM

Sometimes miracles do occur...

From: Hagelgans, Andrea
Sent: Friday, August 14, 2015 04:31 PM
To: B; [Williams, Dominic](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); [Salazar-Rodriguez, Prisca](#); [Leopold, Elana](#); [Wolfe, Emma](#)
Cc: [FLONYC](#); ["jfdc@akpdmedia.com"](#) <jfdc@akpdmedia.com>; ["Jonathan@berlinrosen.com"](#) <Jonathan@berlinrosen.com>; [Klein, Monica](#)
Subject: RE: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

Politico/Cap reported this:

State Senator Diane Savino, who also attended the press conference, told POLITICO New York that the mayor's whereabouts during the morning was a non-issue. "Elected officials don't belong at a crime scene," she said.

From: B
Sent: Friday, August 14, 2015 3:59 PM
To: [Williams, Dominic](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); [Salazar-Rodriguez, Prisca](#); [Leopold, Elana](#); [Wolfe, Emma](#); [Hagelgans, Andrea](#)
Cc: [FLONYC](#); ["jfdc@akpdmedia.com"](#); ["Jonathan@berlinrosen.com"](#); [Klein, Monica](#)
Subject: Re: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

I just spoke to Jake Lemonda [REDACTED] president of the UFOA which represents to fire officers -- including lieutenants. He says he has already issued a positive statement re: being present at my visit with Hayes and how much it was appreciated. He also says (I can't verify) that he's spoken to Cassidy (not his member, keep in mind) and Steve says he will not comment -- fwiw. Make sure Lemonda's statement gets out there -- I told him I needed him to stand up here and speak the positive truth, and he agreed. He says other union leaders will attack me -- I assume he means mullins and lynch. I need a scorecard tmrw re: who was a friend and who was cheap. Fwiw, the electeds at the presser (Savino, Cusick and Rose) all told me they thought the attack was outrageous -- see if you can get them on record. Rose was in the hospital room with me. Ironically, the firefighters and officers I encountered were overwhelmingly warm and appreciative, including the members of Engine 158 who I spoke with at the hospital. I know this too shall pass, but let's deal with these bastards.

From: B
Sent: Friday, August 14, 2015 03:18 PM
To: [Williams, Dominic](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); [Salazar-Rodriguez, Prisca](#); [Leopold, Elana](#); [Wolfe, Emma](#); [Hagelgans, Andrea](#)
Cc: [FLONYC](#); ["jfdc@akpdmedia.com"](#) <jfdc@akpdmedia.com>; ["Jonathan@berlinrosen.com"](#) <Jonathan@berlinrosen.com>

Subject: Re: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

First of all, the news media is pitiful and it's sad for our city and nation.

Second, we keep getting new scenarios to add to our database. Here's what we know: the media wants to focus on death in all its forms and wants me to be present wherever death or grievous injury is involved. Today's controversy about when exactly I should be at the hospital or an active shooter situation and what I'm "allowed" to do if I'm not there is a case in point.

We can make a conscience decision to surrender to them and just go to fires, crime scenes and memorials all day every day -- or we can govern. Now, that being said, it is worth having a team discussion re: whether we no longer believe we have the firepower to fight back in these situations. If we instead believe the media environment has metastasized, we can then institute a protocol that says that I will go immediately to whatever crisis location exists as the default position. Granted, this attack line today would have been harder to promote if I was at CH -- but then the line could have been I took too long to go visit the hospital. If by now you're thinking this is a lose-lose equation and a trap, you may be right.

Third, this is always an attack on us and what we represent. Only we can decide the template we believe in. Only we can choose to either give in (which might be a logical choice) to this part of the tabloid culture, or to blow by it. But we need a template that is sharper. We've had a basic one before but there's still a long pause and lots of internal discussion typically before we act. We need to have a clearer playbook and faster execution.

Fourth, one person in charge -- the only thing that ever works. From now on, Tom will be responsible for immediately convening all key personnel to decide how and when I go to the scene of a crisis. It must start immediately upon info coming in. And I expect the fastest possible decision. Until we decide otherwise, when Tom is not available, Phil will run this process. And when Phil is not available, Dom will run this process.

They will never defeat us. Only we can do that. Let's get tighter, clearer, faster, better.

From: B

Sent: Friday, August 14, 2015 09:11 AM

To: Williams, Dominic; Walzak, Phil; Hinton, Karen; Snyder, Thomas; Salazar-Rodriguez, Prisca; Leopold, Elana; Wolfe, Emma; Hagelgans, Andrea

Subject: Re: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

Just spoke with Nigro again. He says the lieutenant will be held overnight at the hospital as a precaution. So I can visit whenever we think makes sense

From: B

Sent: Friday, August 14, 2015 09:08 AM

To: Williams, Dominic; Walzak, Phil; Hinton, Karen; Snyder, Thomas; Salazar-Rodriguez, Prisca; Leopold, Elana; Wolfe, Emma; Hagelgans, Andrea

Subject: Re: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

Just spoke with BB. Situation is not over but is contained. Suspect holed up in a basement apt -- surrounding area evacuated. PD is flying the suspect's mom up from DE by helicopter -- suspect has asked to speak with her, hopefully as part of surrender. BB will brief the media now. He suggests I go out after the situation is resolved to be part of the post-incident presser and to thank first responders. Then could visit the wounded lieutenant in hospital or at home if he's been released.

From: Williams, Dominic
Sent: Friday, August 14, 2015 08:35 AM
To: B; Walzak, Phil; Hinton, Karen; Snyder, Thomas; Salazar-Rodriguez, Prisca; Leopold, Elana; Wolfe, Emma; Hagelgans, Andrea
Subject: Re: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

Re: Going — Think we need to let this play out more, but plan on having to make a SI trip later today.

Think should read visiting the firefighter after Nigro connects you.

Think we shouldn't be anywhere near the scene now or any time soon. Think we call that once the scene is no longer active, and would underline that that could be a different trip to hospital, not necessarily to scene.

Emma is talking to electeds and Cassidy and that readout will be helpful as well.

From: Bill De Blasio <BCCD@cityhall.nyc.gov>
Date: Friday, August 14, 2015 at 8:30 AM
To: "Walzak, Phil" <PWalzak@cityhall.nyc.gov>, "Hinton, Karen" <KHinton@cityhall.nyc.gov>, Dominic Williams <dwilliams@cityhall.nyc.gov>, "Snyder, Thomas" <TSnyder@cityhall.nyc.gov>, "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>, "Leopold, Elana" <[LEopold@cityhall.nyc.gov](mailto:ELeopold@cityhall.nyc.gov)>
Subject: Re: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

Pls advise what you guys think next steps should be

From: B
Sent: Friday, August 14, 2015 08:16 AM
To: Walzak, Phil; Hinton, Karen; Williams, Dominic; Snyder, Thomas; Salazar-Rodriguez, Prisca; Leopold, Elana
Subject: Fw: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

Just spoke with Nigro and Bratton. Nigro's at the hospital with the lieutenant -- thankfully he's in good condition. BB's going to the site where the shooter is, and says this could be a prolonged stand-off. Shooter is well-armed. BB will update me when he's out there. Nigro will put me on the phone with the lieutenant shortly most likely. BB held open the possibility that I should go to the site of the standoff. Need you guys to evaluate next steps and prepare to make schedule changes. I would put the guy I'm seeing for my first mtg on alert that we may need to re-sched

From: Clips

Sent: Friday, August 14, 2015 07:42 AM

Subject: SI ADVANCE: Firefighter shot responding to house fire on Staten Island

Firefighter shot responding to house fire on Staten Island

SI ADVANCE - Maura Grunlund

http://www.silive.com/northshore/index.ssf/2015/08/firefighter_shot_as_suspect_se.html#incart_river

An explosive situation unfolded early Friday morning in Mariners Harbor when U.S. Marshal's attempted to serve a warrant to an individual and the person set fire to his home and began shooting, according to police and a law enforcement source at the scene.

One of the bullets struck a firefighter in the ankle, according to a spokesman for the NYPD. The shooter is still believed to be inside the home and the situation active.

Firefighters responded to the blaze at 5:58 a.m. at 15 Destiny Court, just around the corner from St. Clement and St. Michael R.C. Church.

An enormous number of emergency officials are on the scene -- including heavily-armed Emergency Service Unit cops, Haz-Mat officers and about 60 firefighters.

At least three helicopters are flying over the area and there is a heavy smell of smoke in the air.

From: [Goldmark, Karin](#)
To: "JWallack@schools.nyc.gov"; "jfdc@akpdmedia.com"; "jonathan@berlinrosen.com"
Subject: Re: education policies
Date: Saturday, August 15, 2015 1:25:54 PM

So it turns out NYC already has a college grad goal--to double # of grads coming out of CUNY by 2020 (from 2010).

Would like to broaden so I propose adding following:
Beat the national college completion rate (it's 46%) by 2030
NY produces 75,000 additional college grads by 2030 (cumulative)

Requires adding, on average, 5K grads per year--obviously targets would be lower initially.

Josh's #s will be based on a better spreadsheet so we should use his.

Also I think we can take off the \$10K for college that's outside realm of possibility.
That's 500M/yr just at today's grad rates for something state should pay for.

From: Wallack Josh [mailto:JWallack@schools.nyc.gov]
Sent: Friday, August 14, 2015 12:19 PM
To: John Del Cecato <jfdc@akpdmedia.com>; Goldmark, Karin; Jonathan Rosen <jonathan@berlinrosen.com>
Subject: RE: education policies

I'll get back to you later today – sorry for delay.

From: John Del Cecato [mailto:jfdc@akpdmedia.com]
Sent: Friday, August 14, 2015 11:29 AM
To: Wallack Josh <JWallack@schools.nyc.gov>; KGoldmark@cityhall.nyc.gov; Jonathan Rosen <jonathan@berlinrosen.com>
Subject: Re: education policies

Just following up on whether I've got my facts right here

From: John Del Cecato <jfdc@akpdmedia.com>
Date: Thursday, August 13, 2015 at 1:55 PM
To: Wallack Josh <JWallack@schools.nyc.gov>, "KGoldmark@cityhall.nyc.gov" <KGoldmark@cityhall.nyc.gov>, Jonathan Rosen <jonathan@berlinrosen.com>
Subject: education policies

Wanted to check in & see if this is the best/most accurate/most up-to-date list of items that we're thinking of doing in the education speech... Feel free to edit at will - or add/subtract

Doubling the number of New York City public school students who graduate from college
Helping 50 thousand more New York City students graduate from college
Making sure every second grader can read on grade level
Doubling the number of elementary school students who can read on grade level
Cutting the high school dropout rate in half
Adding more community schools which offering mental health services, career counseling,
eye exams, and nutrition assistance
Doubling the funding for pre-kindergarten programs
Providing up to five thousand dollars to all high school graduates for college tuition.
Providing up to ten thousand dollars to all high school graduates for college tuition.
Doubling the percentage of students who graduate from New York City public schools who
are college-ready

From: [Blumm, Kate](#)
To: [Goldmark, Karin](#)
Cc: [Hagelgans, Andrea](#); JWallack@schools.nyc.gov; URamirez@schools.nyc.gov; [Williams, Dominic](#); jfdc@akpdmedia.com; [Walzak, Phil](#); [Snyder, Thomas](#); [Bury, Richard](#); [Wolfe, Emma](#); [Fuleihan, Dean \(OMB\)](#); jonathan@berlinrosen.com
Subject: Re: Speech--next steps
Date: Sunday, August 16, 2015 11:35:01 AM

Karin-- sent around some thoughts/updates and realize I forgot to cc you and several others on this chain. Looping you all now. Captures much of what's here and but open questions below would be very good to resolve.

FROM MOBILE KATE

- > On Aug 16, 2015, at 10:58 AM, Goldmark, Karin <KGoldmark@cityhall.nyc.gov> wrote:
- >
- > Checking in on where we are with speech and putting us all on a thread so we can get coordinated for Weds meeting:
- >
- >
- > 1. Email from B last week:
- >
- > I'm starting to feel this educ speech. College is the right fulcrum here. I think we go heavy into:
- >
- > EVERY middle and high school having a business partner
- >
- > Huge numbers of kids in internships/mentorships/summer jobs
- >
- > EVERY middle/high school student is taking on college tours in nyc multiple times
- >
- > College savings accounts
- >
- > City's new vision of how to get kids to college and help them succeed there/afford it
- >
- > Then all the things we are doing k-12 are shown to be supporting that
- >
- > 2. On college visits piece--this came out of mtg w new State Ed Commissioner--wants college tours/visits specifically mentioned in speech
- >
- > 3. For us to contend with: in 2010 NYC (CUNY and DOE) announced GradNYC, initiative w goal of doubling number of college grads coming out of CUNY by 2020. Now halfway through, we are on track to meet that goal. The number goal isn't overwhelming--I think it's from 7000 to 14,000.
- > I think we should do three things:
- > A. Push timeline to 2030 and include the GradNYC goal in the bigger goal
- > B. Frame the goal as all New Yorkers, not just CUNY or even DOE grads, with special emphasis on DOE grads for the initiatives that get us there.
- > C. Add equity goals for first generation college students.
- >
- > 4. We need to figure out if we are making a "call on state to _____" statement (about increasing TAP or anything else).
- > Any insight on why NYS has not joined Complete College America? (36 states signed up for goals and policy moves on college completion, NY and not among them)
- >
- >

From: B
To: "jfdc@akpdmedia.com"
Cc: Hagelgans, Andrea; Hinton, Karen; Walzak, Phil; "Jonathan@berlinrosen.com"; FLONYC
Subject: Re: NY Times: After Friction, Renewed Zen for de Blasio
Date: Wednesday, August 19, 2015 8:23:07 AM

Those are often the best ideas, John

From: John Del Cecato [mailto:jfdc@akpdmedia.com]
Sent: Wednesday, August 19, 2015 08:16 AM
To: B
Cc: Hagelgans, Andrea; Hinton, Karen; Walzak, Phil; Jonathan@berlinrosen.com <Jonathan@berlinrosen.com>
Subject: Re: NY Times: After Friction, Renewed Zen for de Blasio

I have an idea. Prepare to mock it, and I will prepare to defend it tonight

On Aug 19, 2015, at 8:05 AM, B <BCCD@nyc.gov> wrote:

New idea from Chirlane: create our own click-bait. Our own topical, lively, unconventional, sometimes fun, sometimes controversial content. Pls discuss at mtg tonite

From: Hagelgans, Andrea
Sent: Wednesday, August 19, 2015 07:45 AM
To: B; Hinton, Karen
Cc: Walzak, Phil
Subject: Re: NY Times: After Friction, Renewed Zen for de Blasio

Think we all believe it is idiotic. And a staggering reminder of the sad state of media that this is how they choose to use space that could be better spent covering real problems for nyers. But we keep the high road and push on!

Sent from my BlackBerry 10 smartphone.

From: B
Sent: Wednesday, August 19, 2015 7:41 AM
To: Hinton, Karen
Cc: Walzak, Phil; Hagelgans, Andrea
Subject: Re: Fwd: NY Times: After Friction, Renewed Zen for de Blasio

I agree with you on strategy. I disagree with you on this article, which I think is idiotic

From: Hinton, Karen
Sent: Wednesday, August 19, 2015 05:19 AM
To: B
Cc: Walzak, Phil; Hagelgans, Andrea
Subject: Fwd: NY Times: After Friction, Renewed Zen for de Blasio

A lot of subjective reflection here, to say the least, but a way to move forward. My advice is to let us play good cop/bad cop with room 9. Yesterday was a top shelf performance that I've seen plenty of times before. Keep doing what you did yesterday. And I promise to not get ahead of the team again.

After Friction, Renewed Zen for de Blasio

By **MICHAEL M. GRYNBAUM** and **MATT FLEGENHEIMER**AUG.
18, 2015

He was the mayor of populist messages, pledging to crack down on [toplessness in Times Square](#), a recent pet cause of the New York City tabloids, whose campaigns he typically ignores.

He was the mayor of good deeds, promoting his efforts to [end an outbreak](#) of Legionnaires' disease in the Bronx.

And, notably, [Bill de Blasio](#) was the mayor of magnanimity, demurring when invited to complain about the news media, and calmly fielding a query about his gym habits, which [he had sternly dismissed](#) as “not a serious question” just days ago.

Mr. de Blasio, in a news conference at City Hall on Tuesday, showcased a side of his personality that New Yorkers have seen little of lately: crankiness replaced by comity, defiance replaced by evenhandedness.

When his press secretary, Karen Hinton, signaled that it was time to go, Mr. de Blasio, a former campaign manager who has a habit of overruling aides, collected his papers and walked off.

The appearance was a sign, preliminary to be sure, that Mr. de Blasio may be starting to heed the concerns of allies and advisers who are worried that a pileup of political headaches and public-relations bungles have dimmed views of his administration.

A [Quinnipiac poll this month](#) showed that more New Yorkers disapprove of the mayor's performance than at any other time in his tenure, in the wake of a feud with Gov. Andrew M. Cuomo and scraps over homelessness and taxicabs. The mayor has also faced questions about patronage — a \$150,000-a-year position went to the companion of a top aide — and his populist image, after his wife told court officials that she was too busy to perform jury duty.

After a family trip on Monday to Rhode Island, Mr. de Blasio was back at City Hall on Tuesday. And there were subtle, but perceptible, shifts in his words.

The mayor was frustrated last week by a question about why he had exercised at a gym during a police standoff with a gunman on Staten Island. On Tuesday, he responded, taking pains to underscore his devotion to the job.

“There is no such thing in this job as being off duty,” Mr. de Blasio said. (He also suggested that exercise helped him “be as effective as I can be.”)

Criticized by some on quality-of-life concerns, Mr. de Blasio on Tuesday issued a stern warning when asked about the trend of [topless women in Times Square](#) who wear body paint, a novelty that caught the ire of The

New York Post in April and The Daily News.

“It’s wrong, it’s wrong,” the mayor said, pledging to address the issue “in a very aggressive manner.”

The mayor’s shift in tone came after several days of unflattering headlines, including [an article in The New York Times](#) on Sunday about his difficulties controlling perception of City Hall.

In an interview with The Times for that article on Saturday, Mr. de Blasio expressed deep frustration with how the news media has covered his administration. He began by saying: “Let’s be straightforward here: You’re going to write a piece about how it’s been a bad summer, and you’re not going to talk about our achievements. So I’m really interested in why you’re going to do that.”

The mayor also said that political challenges were a “constant part of the reality of being mayor of New York,” and he asserted that the news media had reported on his predecessor, Michael R. Bloomberg, with “a kid-glove sensibility.”

Privately, some allies of the mayor said this week that they were surprised by the tenor of some of Mr. de Blasio’s comments.

On Tuesday, Mr. de Blasio took a different tack. When a reporter broached the subject of news media coverage, Mr. de Blasio’s reply was calm and unwavering.

“I don’t really have anything to say on that right now,” the mayor said. “Let’s stay on the substance of the day.” He moved on to the next question.

On Wednesday morning, Mr. de Blasio is set to appear on WNYC for an interview. The mayor rarely takes listener call-in questions, but he plans to do so on Wednesday.

On a WNYC show Tuesday, a man identifying himself as “Louis in the Village” called in to defend the mayor, and the station’s producers and

listeners said he was almost certainly [the comedian Louis C.K.](#)

“I really like this mayor,” Louis in the Village said on air. “And I think he deserves a better chance than he’s getting.”

A version of this article appears in print on August 19, 2015, on page A19 of the New York edition with the headline: After Friction, Renewed Zen For de Blasio .
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From: [Blumm, Kate](#)
To: [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Shorris, Anthony](#); "[URamirez@schools.nyc.gov](#)"; [Goldmark, Karin](#); [Williams, Dominic](#); "[jonathan@berlinrosen.com](#)"; [John Del Cecato](#); [Leopold, Elana](#); [Devora Kaye](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](#)"; [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Buery, Richard](#); [Confer, Alexis](#); [Fuleihan, Dean \(OMB\)](#)
Subject: the plan for today's Education Speech Prep
Date: Wednesday, August 19, 2015 10:04:00 AM

Hi, all—I've connected variously with a bunch of you in the past day for some excellent feedback and updates. Right now I'm in the process of revising three documents to have available at the speech prep later:

- 1- Overall education vision and goals doc (with speech planning/goals too)
- 2- Vignettes doc (the student portraits we're painting in the speech to communicate the vision)
- 3- Pull quotes/soundbites doc

I'll send these around to you all as soon as they're ready for feedback so we're all on the same page heading into 5:30. Thanks very much.

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

From: Salazar-Rodriguez, Prisca
Sent: Tuesday, August 11, 2015 7:11 PM
To: Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Blumm, Kate; Walzak, Phil; Shorris, Anthony; Griffith, Chantell; 'URamirez@schools.nyc.gov'; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com'; John Del Cecato; Leopold, Elana; Chao, Raymond; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov)'; Thornton, Demetrius; Wolfe, Emma; Schnake Mahl, Gabriel; Cutler, Dorothy; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB)
Subject: MBDB: Education Speech Prep
When: Wednesday, August 19, 2015 5:30 PM-6:30 PM (UTC-05:00) Eastern Time (US & Canada).
Where: City Hall, The Blue Room

From: [Jordan Smith](#)
To: [Brack, Ryan \(CTO\)](#); [Merritt, Jeff \(CTO\)](#)
Subject: RE: citymart sync
Date: Wednesday, August 19, 2015 11:15:13 AM
Importance: High

Thanks, Ryan.

Jeff, I can talk anytime between 12-2 and 3 pm on. When is good for you?

Jordan

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

From: Brack, Ryan (CTO) [<mailto:RBrack@cto.nyc.gov>]
Sent: Wednesday, August 19, 2015 11:11 AM
To: Jordan Smith; Merritt, Jeff (CTO)
Subject: citymart sync

Hey Jeff Jordan is it possible to please sync today on the press release high-level talking points and Miranda? Have time later today? Thanks!

Sent from my iPhone

From: [B](#)
To: [Walzak, Phil](#); [Hagelgans, Andrea](#); [Hinton, Karen](#)
Cc: [FLONYC](#); ["jfdc@akpdmedia.com"](mailto:jfdc@akpdmedia.com); ["Jonathan@berlinrosen.com"](mailto:Jonathan@berlinrosen.com)
Subject: Calling the question tonite
Date: Wednesday, August 19, 2015 11:45:39 AM

I want to go on brian lehrer every week from now on. Look forward to discussing :)

From: [Hinton, Karen](#)
To: [Walzak, Phil](#); [Wolfe, Emma](#); Jonathan@berlinrosen.com; "jfdc@akpdmedia.com" (jfdc@akpdmedia.com)
Subject: FW: Don Peebles
Date: Wednesday, August 19, 2015 1:22:50 PM

FYI>>>>

From: Carl Campanile [mailto:ccampanile@nypost.com]
Sent: Wednesday, August 19, 2015 1:22 PM
To: Hinton, Karen
Subject: Re: Don Peebles

Ok.

On Wed, Aug 19, 2015 at 1:17 PM, Hinton, Karen <KHinton@cityhall.nyc.gov> wrote:
No.

From: Carl Campanile [mailto:ccampanile@nypost.com]
Sent: Wednesday, August 19, 2015 12:09 PM
To: Hinton, Karen
Subject: Don Peebles

Karen:
Hey there. Carl Campanile of the NY Post here.
Is the mayor responding to the comments made by Don Peebles in today's Post? His criticisms and talk about running for mayor?
Thanks. CC

From: [Salazar-Rodriguez, Prisca](#)
To: ["URamirez@schools.nyc.gov"](#); [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Thornton, Demetrius](#); [Hagelgans, Andrea](#); ["Wallack Josh \(JWallack@schools.nyc.gov\)"](#); [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); [Griffith, Chantell](#); ["jonathan@berlinrosen.com"](#); [John Del Cecato](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Leopold, Elana](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Zuniga, Andrea](#)
Subject: RE: MBDB: Education Speech Prep
Date: Wednesday, August 19, 2015 1:47:35 PM

This meeting is cancelled for today – will be re-scheduled for another time this week.

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

From: Salazar-Rodriguez, Prisca

Sent: Thursday, August 06, 2015 11:55 AM

To: Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Thornton, Demetrius; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea

Subject: MBDB: Education Speech Prep

When: Wednesday, August 19, 2015 5:30 PM-6:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: City Hall, The Blue Room

From: [Blumm, Kate](#)
To: [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Shorris, Anthony](#); "URamirez@schools.nyc.gov"; [Goldmark, Karin](#); [Williams, Dominic](#); "jonathan@berlinrosen.com"; [John Del Cecato](#); [Leopold, Elana](#); [Devora Kaye](#); "Wallack Josh (JWallack@schools.nyc.gov)"; [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Buery, Richard](#); [Confer, Alexis](#); [Fuleihan, Dean \(OMB\)](#); [Zuniga, Andrea](#)
Subject: first doc here RE: the plan for today's Education Speech Prep
Date: Wednesday, August 19, 2015 2:45:00 PM
Attachments: [EDUCATION VISION 2015 v3.docx](#)

Adding Andie. Here's the first doc, attached. There's a lot to sift through so this is meant to bring some order to the proceedings. Note that this doesn't really detail the work underway—the HOW—of how our ideas are animated (e.g. we are Aiming High by increasing # of AP classes in underserved schools by X). The vignettes will have more of this sort of HOW.

Please let me know of concerns/thoughts/feelings/edits ASAP. Even though our meeting is canceled, I'd like to ship these docs to the Mayor tonight or ASAP.

From: Blumm, Kate
Sent: Wednesday, August 19, 2015 10:05 AM
To: Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; 'URamirez@schools.nyc.gov'; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com'; John Del Cecato; Leopold, Elana; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov)'; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB)
Subject: the plan for today's Education Speech Prep

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To: Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Blumm, Kate; Walzak, Phil; Shorris, Anthony; Griffith, Chantell; 'URamirez@schools.nyc.gov'; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com'; John Del Cecato; Leopold, Elana; Chao, Raymond; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov)'; Thornton, Demetrius; Wolfe, Emma; Schnake Mahl, Gabriel; Cutler, Dorothy; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB)

Subject: MBDB: Education Speech Prep

When: Wednesday, August 19, 2015 5:30 PM-6:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: City Hall, The Blue Room

EQUITY AND EXCELLENCE

Every Day, Every Step of the Way

Speech notes:

- College is the fulcrum
 - We cannot fulfill our destiny unless every child who wants to go to college CANcan
 - What is City's new vision of how to get kids to college, how to succeed there, how to afford it, and everything K-12 that supports that?

- APPROACH:
 - Anti-bureaucratic: child-centered, not system/government-centered
 - Anti-status quo – willingness to break it down – undercut perceptions we are perpetuating status quo
 - Historic shifts balanced with deliverables people will notice
 -

- TONE: Positive, resolute, rallying (call to arms – our kids can do it; it will take us all), expansive: we are battling for the soul of public education

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Why we are driven to action:

- The status quo is unacceptable.
- Education determines economic destiny more now than at any point in human history.
- NYC's success as a 21st century global city depends on the success of our education system.

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Values behind our action:

- Every school can and should deliver an excellent education for every child.
- Every child can grow into a successful adult—ready for college, ready for life—if their education gives them the right tools.

Simple set of ideas that express/execute these values:

- Start educating children earlier so all children begin kindergarten ready to succeed.
- Make parents, the first and last teachers of children, our partners.
 - 40 minutes of parent-teacher time each week
 - Community schools
- No Treat each school and each student individually. No two schools and no two children need the same support in order to excel.

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- To fulfill their potential, each child will travel their own academic, social, and emotional journey
- To become great, each school needs different amounts of support in the six key areas that comprise our Framework for Great Schools
- ~~The majority of our investments are going to schools most in need~~
- ~~Parents, the first and last teachers of children, are our partners.~~
 - ~~40 mins of parent teacher time each week~~
 - ~~Community schools~~
- ~~We will address the needs of the whole child. Break down all barriers to learning so children come to school ready to succeed.~~
 - ~~Mental and physical health matter.~~
 - Mental and physical health: community schools (social services, glasses, etc.)
 - Affordability: College savings accounts, testing waivers
 -
- Aiming high matters.
 - Don't force kids to dream about college, a living wage job and a career: show them
 - ~~EVERY~~ Every middle and high school will have a business partner
 - Huge numbers of kids in internships/mentorships/summer jobs
 - ~~EVERY~~ Every middle/high school student is taken on NYC college tours multiple times
 - Most rigorous curriculum/toughest tests in the nation
- ~~Accountability matters~~ Be accountable for both the process and the result.
 - ~~We—City leaders, school leaders, teachers, parents—are all accountable to our students. Progress Pact.-~~
 - Schools are accountable to us not just for test scores and grad rates, but for the rigorous instruction, collaborative teachers, supportive environments, strong family-community ties, effective school leaders, and trust that improve those scores and rates. This is the Framework for Great Schools. Research shows it works.
 - We (gov't) are accountable to New Yorkers for our schools' successes and difficulties alike.
 - We are giving more information for parents and all NYers on how schools are doing, where they need help, what that help looks like.
 - ~~[need to flesh out]~~
- Spread what works. Connect the whole system.
 - Veteran educators will help fellow teachers and principals improve, spreading success throughout the system.
 - Conduct bold experiments (PROSE) and spread what works.
- Treat tests as an important thing, not THE important thing.
 - They only tell you that you need to improve and where that improvement is needed—not how to get it done.
- Make the change that's necessary.

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- o If schools cannot improve with our tailored and targeted support, we will change the personnel, the leadership, or the school itself. But we believe most schools can and will improve, and in fact that is the only route to true citywide improvement.
- **Don't stop at graduation.**
 - o [academic and personal/mindset interventions to get kids to enroll, persist, and complete]

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Our vision:

We are building people, not systems. A community of teachers, staff, and families grows around every student, supporting them at every turn, academically and personally, to and through college and/or a living wage job.

Our endgame goals:

- 75% four-year graduation rate – an additional 5,000 graduates – by 2020 2020 – an additional 5,000 graduates every year (up from 68%) – no school below X% graduation rate
- Double the number of college- and career-ready graduates to 50,000 a year (66%) by 2025 – can we bring in line with 2020?
- We will increase the number of DOE graduates completing college by 50% by 2020.

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Additional XXXk college graduates by 2030 – measuring graduation rates for the first time

Our goals on the way, and the ways we'll know our progress towards achieving them:

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1. Every child in NYC enters kindergarten ready to learn

- Are all eligible 4-year-olds enrolled in full-day, high-quality Pre-K? (Goal: 100%)

2. Every elementary school student has the academic foundation to succeed

- How many 2nd graders are reading on grade level? (Goal: 100%)
- How many parents of students K-2 are aware of their child's reading level (Goal: 100%)
- How many 3rd graders are proficient in ELA?
- How many 5th graders can control impulses, manage stress, motivate themselves, and set and work towards goals?
- How many 5th graders are proficient in math (measured by the State test)?

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3. Every middle school student is socially, emotionally, and academically ready for high school

- Are we reducing the number of 6th graders who are chronically absent?
- How many 7th graders show resilience in dealing with setbacks and challenges, can manage their emotions, overcome conflict, and successfully manage complex projects?

- Conflict resolution: able to overcome conflicts and have healthy relationships with peers
- How many 8th graders are proficient in math (as measured by the State test and Algebra Regents)?
- Are all our middle schoolers exposed to the arts and performance? (Note: this is an SED requirement)

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4. Every high school student is on track to graduate, ready for college, career, and independent living

- Are all our 9th and 10th graders accumulating the right number and nature of credits to be on track to graduate? (Goal: 100%)
- How many high schoolers are taking AP or other college-level coursework? (Goal: ?)
- How many of our graduates do not need remedial coursework in college?
- How many high schoolers are graduating in 4 years? (Goal: 75% by 2020)
- How many graduates enroll in college? (Goal: increase enrollment rates in CUNY2, CUNY 4, non-CUNY by 25% respectively by 2020)
- Persistence

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Our pledge to get there:

By 2022~~XX~~, ~~each student~~ every middle and high school student that enters the City's education system will be guided through this journey by a ~~Personalized Student Success Plan~~ Progress Pact

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This will be a living contract between our students, families, teachers, and school leaders that outlines how each student will reach the goal of graduating high school, ~~and succeeding making~~ college, and succeeding all the way ~~and~~ through college.

With this contract, every student will be held accountable for driving their own learning, and every teacher, principal, and parent will be accountable for enabling that success.

Our vision, come to life:

I. ~~Sam: A four year old is intently focused on building a tower of blocks, as her classmates play behind her—singing with a teacher, drawing early masterpieces, gazing at beginner books.~~

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{THEMES: EARLY LEARNING, HIGH QUALITY TEACHING}

~~Goal: Kickstart lifetime of learning by ensuring every four year old is exposed to a high quality early learning environment.~~

~~What we've done towards this (proof we are undercutting status quo):~~

- ~~• Equity: offer a free, high quality pre K seat to the family of every 4 year old that wants one.~~
- ~~• Excellence: Trained teachers in every pre k classroom (prof dev)~~

~~What more we will do:~~

- ~~• Excellence: offer the best pre k program in the country within X years as measured by national program assessment tool~~

~~II. 8:30am: A second grader rides the bus to school with a parent, proudly showing off the book the class has been reading—explaining what it's about and which character she was chosen to play in a class activity yesterday.~~

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~~[THEMES: READING, PARENT ENGAGEMENT, EXCELLENT TEACHERS, RENEWAL SCHOOLS, SPECIAL NEEDS ED (to be added in)]~~

~~Goal: Every second grader will read, giving them tools to excel in every other subject.~~

~~What we've done towards this (proof we are undercutting status quo):~~

- ~~• Equity: Making sure that all of our schools have great teachers and quality curriculum: Reading/writing workshops in Renewal Schools, following the model used at high performing schools~~

~~What more we will do:~~

- ~~• Equity:
 - ~~○ 100% of parents of students in K-2 will be aware of their child's reading level by 2017~~
 - ~~○ [What do we do if a kid is off track, struggling to learn to read? What are the "targeted reading interventions"??]~~~~
- ~~• Excellence:
 - ~~○ Every elementary school child will have access to challenging summer programming because summer learning loss is a serious issue for our students.
 - ~~• Increase summer programming for students by 50% by 2018 — NEED HARD #s~~~~~~

~~III. Noon: An eighth grader hunched over an algebra book in the library finally solves $A^2 + B^2 = C^2$, and sits back in wonder. She glances up at the clock to see how many minutes are left till her advisory session, when she can tell her adviser how hard it was—and how it feels to finally get it.~~

[THEMES: COMMUNITY SCHOOL, SOCIAL/EMOTIONAL LEARNING]

Goal: Every middle school student is socially, emotionally, and academically ready for high school. In 7th grade, show:

- Academic milestones:
 - Reading and writing at grade level
 - Completion of algebra OR proficiency in 8th grade math
 - Knowing how to manage a multi-stage assignment
- Personal milestones:
 - Resilience/persistence in dealing with setbacks and challenges
 - Conflict resolution: able to overcome conflicts and have healthy relationships with peers
 - Healthy management of emotions
 - Strong connection to a caring adult

What we've done towards this (proof we are undercutting status quo):

- Equity: Community schools model (color/examples TK from KG) — eye exams
- Excellence: Expand afterschool programs for all middle school students, this provides nurturing and academic focus that middle school students need

What more we will do:

- Equity:
 - Target supports for struggling 8th grade students: improve and increase our 8Plus Programs, which builds an academic bridge for high school — KG to provide data
 - Algebra is often called the gateway to higher level math coursework. We will substantially increase the number of Algebra courses offered to our 8th graders — introducing algebra to XX traditionally underserved schools that do not offer it — and maintain a high pass rate for our 8th grade students taking the Algebra Regents

Excellence:

- We will eliminate chronic absence and truancy in 6th grade — annual improvement from current XX% until we reach 100%
- Add research-based social-emotional learning programs to all middle schools by X — NEED REAL LIFE DETAILS HERE
- Continue investments to cultivate interests and passions in middle school students with by increasing arts and sports opportunities by XX — IN WHAT SCHOOLS? IS THIS AN EQUITY PLAY? WHAT IS CURRENT INVESTMENT?

IV. 4pm: A tenth grader runs her fingers over the pages of her ELA workbook. As a recent immigrant, she needs to pass the English Regents to graduate — so her school staff have

created this extended learning period for her and the 15 other English Language Learners in the class.

[THEMES: RENEWAL SCHOOLS, ENGLISH LANGUAGE LEARNERS, GREAT PRINCIPALS]

Note: 20,000 students who begin high school don't finish.

Goal:

- Get every high school student on track to graduate ready for college, career, and independent living.
 - Increase # of 10th graders with credits and Regents needed to keep them on track to graduating on time and college/career ready \times times the number of students on track within Y years
- 75% four year graduation by 2020— an additional 5,000 graduates every year (up from 68%)
- Double the percent of college and career ready graduates by 2025

What we've done towards this (proof we are undercutting status quo):

Equity:

- As part of relentless focus on our most struggling schools at all levels of education: created Renewal Schools
- Ensuring the best instruction for Renewal and other schools by restaffing administrators and teachers who shouldn't be in a learning environment
- Extending the school day
- Tracking every Renewal School student **HOW DOES THIS PLAY AGAINST NEW PERSONAL PLANS**
- Knocking down personal barriers: waiving testing fees, **WHAT ELSE**

What more we will do:

- Equity:
 - Ensure access to rigorous coursework necessary for success : increase # of AP and other advanced courses in traditionally underserved schools— **NEED HARD #s HERE**
 - Increase the number of CTE programs, because CTE students are more likely to graduate high school than their non CTE student counterparts —and have better outcomes for young male students of color
- Excellence:
 - Increase access to CUNY College Now and other programs that will expose students to college level material and enable them to begin earning credits
 - In 350 high schools today; grow to X by Y
 - [If a student is off track— what will we do?]

V. 5pm: A recent graduate comes home from her summer job cleaning hotel rooms to a letter from her [community?] college. It's her fall semester reading list. Total price of textbooks: \$600.

[THEMES: TACKLING "SUMMER MELT," COLLEGE AFFORDABILITY FOR ALL]

- Note: 20,000 students who graduate high school do not enter college.
- Equity: We will not allow finances to be a barrier to education
 - Saving programs—a college savings account for every student to support and encourage family savings for college from a young age
 - Promise Program—a last dollar scholarship to ensure no student faces a gap in scholarship funding that prevents them from pursuing their studies
 - Tackling hidden barriers—identifying the oft forgotten financial challenges that impact many of our students and serve as a major barrier, and implement systemic solutions (e.g., providing all CUNY students with a free MetroCard, like NYC DOE students)

VI. 8:30pm: After a morning spent at a part-time job and classes all afternoon and into the evening, college freshman enters the subway and carefully puts away her Metrocard. At the right stop, she runs up the stairs and greets her study group inside a public library. At stations all over the City, they each swiped a Metrocard provided by CUNY in order to be able to meet in one place and study for the next day's exam.

[THEMES: CUNY ASAP, AFFORDABILITY, PERSONAL SUPPORT FOR COLLEGE GRADUATION]

Note: 17,000 students who begin college do not finish.

- Equity: CUNY ASAP: Students who complete ASAP are more likely to graduate on time and with less debt than their peers. We have committed to expanding ASAP to serve 13,000 students over the next three years, and will continue to support its growth as more and more students graduate
- Excellence: Working to improve college advising at CUNY

VII. It's 8 a.m., the next day: a college senior/recent grad faces her reflection in a mirror, takes a deep breath, and locks the door behind her: on the way out the door for a job interview.

Goal: 20,000 more college degrees by 2025.

See: everything we've just revealed.

###

From: [Blumm, Kate](#)
To: [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Shorris, Anthony](#); "[URamirez@schools.nyc.gov](#)"; [Goldmark, Karin](#); [Williams, Dominic](#); "[jonathan@berlinrosen.com](#)"; [John Del Cecato](#); [Leopold, Elana](#); [Devora Kaye](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](#)"; [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Buery, Richard](#); [Confer, Alexis](#); [Fuleihan, Dean \(OMB\)](#); [Zuniga, Andrea](#)
Subject: use clean version attached RE: the plan for today's Education Speech Prep
Date: Wednesday, August 19, 2015 3:19:00 PM
Attachments: [EDUCATION VISION 2015_v3_clean.docx](#)

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Please let me know of concerns/thoughts/feelings/edits ASAP. Even though our meeting is canceled, I'd like to ship these docs to the Mayor tonight or ASAP.

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I'll send these around to you all as soon as they're ready for feedback so we're all on the same page heading into 5:30. Thanks very much.

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Sent: Tuesday, August 11, 2015 7:11 PM

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Subject: MBDB: Education Speech Prep

When: Wednesday, August 19, 2015 5:30 PM-6:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: City Hall, The Blue Room

EQUITY AND EXCELLENCE

Every Day, Every Step of the Way

Speech notes:

- College is the fulcrum
 - We cannot fulfill our destiny unless every child who wants to go to college can
 - What is City's new vision of how to get kids to college, how to succeed there, how to afford it, and everything K-12 that supports that?
- APPROACH:
 - Anti-bureaucratic: child-centered, not system/government-centered
 - Anti-status quo – willingness to break it down – undercut perceptions we are perpetuating status quo
 - Historic shifts balanced with deliverables people will notice
- TONE: Positive, resolute, rallying (call to arms – our kids can do it; it will take us all), expansive: we are battling for the soul of public education

Why we are driven to action:

- The status quo is unacceptable.
- Education determines economic destiny more now than at any point in human history.
- NYC's success as a 21st century global city depends on the success of our education system.

Values behind our action:

- Every school can and should deliver an excellent education for every child.
- Every child can grow into a successful adult—ready for college, ready for life—if their education gives them the right tools.

Simple set of ideas that express/execute these values:

- **Start educating children earlier so all children begin kindergarten ready to succeed.**
- **Make parents, the first and last teachers of children, our partners.**
 - 40 minutes of parent-teacher time each week
 - Community schools
- **Treat each school and each student individually. No two schools and no two children need the same support in order to excel.**
 - To fulfill their potential, each child will travel their own academic, social, and emotional journey

- To become great, each school needs different amounts of support in the six key areas that comprise our Framework for Great Schools
- **Break down all barriers to learning so children come to school ready to succeed.**
 - Mental and physical health: community schools (social services, glasses, etc.)
 - Affordability: college savings accounts, testing waivers
- **Aim high.**
 - Don't force kids to dream about college, a living wage job and a career: show them
 - Every middle and high school will have a business partner
 - Huge numbers of kids in internships/mentorships/summer jobs
 - Every middle/high school student is taken on NYC college tours multiple times
 - Most rigorous curriculum/toughest tests in the nation
- **Be accountable for both the process and the result.**
 - We—City leaders, school leaders, teachers, parents—are all accountable to our students. Progress Pact.
 - Schools are accountable to us not just for test scores and grad rates, but for the rigorous instruction, collaborative teachers, supportive environments, strong family-community ties, effective school leaders, and trust that improve those scores and rates. This is the Framework for Great Schools. Research shows it works.
 - We (gov't) are accountable to New Yorkers for our schools' successes and difficulties alike.
 - We are giving more information for parents and all NYers on how schools are doing, where they need help, what that help looks like.
- **Spread what works. Connect the whole system.**
 - Veteran educators will help fellow teachers and principals improve, spreading success throughout the system.
 - Conduct bold experiments (PROSE) and spread what works.
- **Treat tests as an important thing, not THE important thing.**
 - They only tell you that you need to improve and where that improvement is needed—not how to get it done.
- **Make the change that's necessary.**
 - If schools cannot improve with our tailored and targeted support, we will change the personnel, the leadership, or the school itself. But we believe most schools can and will improve, and in fact that is the only route to true citywide improvement.
- **Don't stop at graduation.**
 - [academic and personal/mindset interventions to get kids to enroll, persist, and complete]

Our vision:

We are building people, not systems. A community of teachers, staff, and families grows around every student, supporting them at every turn, academically and personally, to and through college and/or a living wage job.

Our endgame goals:

- 75% four-year graduation rate – an additional 5,000 graduates – by 2020 (up from 68%)
- Double the number of college- and career-ready graduates to 50,000 a year (66%) by 2025 – can we bring in line with 2020?
- We will increase the number of DOE graduates completing college by 50% by 2020.

Our goals on the way, and the ways we'll know our progress towards achieving them:

1. **Every child in NYC enters kindergarten ready to learn**

- Are all eligible 4-year-olds enrolled in full-day, high-quality Pre-K? (Goal: 100%)

2. **Every elementary school student has the academic foundation to succeed**

- How many 2nd graders are reading on grade level? (Goal: 100%)
- How many parents of students K-2 are aware of their child's reading level (Goal: 100%)
- How many 3rd graders are proficient in ELA?
- How many 5th graders can control impulses, manage stress, motivate themselves, and set and work towards goals?
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3. **Every middle school student is socially, emotionally, and academically ready for high school**

- Are we reducing the number of 6th graders who are chronically absent?
- How many 7th graders show resilience in dealing with setbacks and challenges, can manage their emotions, overcome conflict, and successfully manage complex projects?
- Conflict resolution: able to overcome conflicts and have healthy relationships with peers
- How many 8th graders are proficient in math (as measured by the State test and Algebra Regents)?
- Are all our middle schoolers exposed to the arts and performance? (Note: this is an SED requirement)

4. **Every high school student is on track to graduate, ready for college, career, and independent living**

- Are all our 9th and 10th graders accumulating the right number and nature of credits to be on track to graduate? (Goal: 100%)
- How many high schoolers are taking AP or other college-level coursework? (Goal: ?)
- How many of our graduates do not need remedial coursework in college?
- How many high schoolers are graduating in 4 years? (Goal: 75% by 2020)
- How many graduates enroll in college? (Goal: increase enrollment rates in CUNY2, CUNY 4, non-CUNY by 25% respectively by 2020)

- Persistence

Our pledge to get there:

By 2022, every middle and high school student that enters the City's education system will be guided through this journey by a Progress Pact.

This will be a living contract between our students, families, teachers, and school leaders that outlines how each student will reach the goal of graduating high school, making to college, and succeeding all the way through.

With this contract, every student will be held accountable for driving their own learning, and every teacher, principal, and parent will be accountable for enabling that success.

###

From: [Salazar-Rodriguez, Prisca](#)
To: ["Jonathan Rosen"](#)
Subject: RE: MBDB: Weekly Planning Meeting
Date: Wednesday, August 19, 2015 4:17:46 PM

Lol - I got u

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

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Wednesday, August 19, 2015 4:16 PM
To: Salazar-Rodriguez, Prisca
Subject: Re: MBDB: Weekly Planning Meeting

[REDACTED] Feel free to wait until last minute when we are starting :-)

Sent from my iPhone

> On Aug 19, 2015, at 4:15 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>

> What is your number - I can call you -

>

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

> From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]

> Sent: Wednesday, August 19, 2015 4:03 PM

> To: Salazar-Rodriguez, Prisca

> Subject: Re: MBDB: Weekly Planning Meeting

>

> I need to dial in from my family vacation. Is there a number?

>

> Sent from my iPhone

>

>> On Aug 19, 2015, at 3:45 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>>

>>

>>

>> <[meeting.ics](#)>

From: [Goldmark, Karin](#)
To: [Blumm, Kate](#); [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Shorris, Anthony](#); ["URamirez@schools.nyc.gov"](#); [Williams, Dominic](#); ["jonathan@berlinrosen.com"](#); [John Del Cecato](#); [Leopold, Elana](#); [Devora Kaye](#); ["Wallack Josh \(JWallack@schools.nyc.gov\)"](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Bury, Richard](#); [Confer, Alexis](#); [Fuleihan, Dean \(OMB\)](#); [Zuniga, Andrea](#)
Subject: RE: please send thoughts
Date: Wednesday, August 19, 2015 7:35:56 PM
Attachments: [EDUCATION VISION 2015 v3 kg edits.docx](#)

Kate,

I think this is coming together nicely. A few thoughts, mostly for us to provide more to you...

Changes tracked in this document.

1. Starting from 5th grade onward, we make absolutely no mention of literacy. I think this is bad signaling and we should include literacy development past 2nd grade.
2. In response to your question, hard to make 2020 the college goal bc (a) that's only 5 years away and we need a longer runway to hit target and (b) City already has a 2020 college completion target—double # of grads coming out of CUNY—a goal I think we should name, embrace, and build on in the college graduation part. Relevant section on goals pasted below with suggested changes.
3. We still need to provide a lot more “how.” We say we will make sure all 2nd graders are reading, but no talk of how we will do that. Same for the graduation rate goals. So, either we need to be super clear and committed to our message that every kid is different and every school's needs are different, or we need to have some way of answering this question—professional development, strong curriculum, constant communication with parents, or, even better, more specific. Maybe this all goes in the Phil Walzak Plan of Action companion book, not in the speech—but I think we have to have it somewhere.
4. Where are we on getting to actual numbers for the college attainment part? Are these the actual target numbers in here, vetted by DOE?

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Sent: Wednesday, August 19, 2015 6:37 PM
To: Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; 'URamirez@schools.nyc.gov'; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com'; John Del

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Subject: please send thoughts

I'm using extra time to keep working on vignettes etc., but please send thoughts on the foundational document sent earlier and reattached here. Thanks very much.

<< File: EDUCATION VISION 2015_v3_clean.docx >>

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Sent: Wednesday, August 19, 2015 3:20 PM

To: Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; 'URamirez@schools.nyc.gov'; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com'; 'John Del Cecato'; Leopold, Elana; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov)'; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB); Zuniga, Andrea
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EDUCATION VISION 2015: Update August 19, 2:35pm

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- **Don't stop at graduation.**
 - [academic and personal/mindset interventions to get kids to enroll, persist, and complete]
 - College Savings Accounts
 - Scale ASAP to help more students make it through community college

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- Double the number of college- and career-ready graduates to 50,000 a year (66%) by 2025 ~~—can we bring in line with 2020?~~
- We will increase the number of DOE graduates completing college by 50% by ~~2020~~2030.
- CHANGE TO ONE OF FOLLOWING:
 - Increase college graduation rate by 50% (= if 15K now, will go to 22.5K)
 - Double college graduation rate (from 15K to 30K)
 - Already on track to double the number of college grads coming out of CUNY by 2020—need to do even more—will need to reach XX,000 college graduates per year by 2030.
 - This will represent XX,000 additional college graduates.

Comment [GK1]: Need to give ourselves a runway here, 2020 kids are in 8th grade now Doubling college readiness while the standards continue to get higher for HS kids is a big, big lift

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Our goals on the way, and the ways we'll know our progress towards achieving them:

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 - Are all eligible 4-year-olds enrolled in full-day, high-quality Pre-K? (Goal: 100%)
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4. Every high school student is on track to graduate, ready for college, career, and independent living

- Are all our 9th and 10th graders accumulating the right number and ~~nature-kind~~ of credits to be on track to graduate? (Goal: 100%)
- Can our students manage and successfully complete a multi-stage assignment such as a research project—assignments they will get in college from day one and that cannot be assessed through a standardized test?
- How many high schoolers are taking AP or other college-level coursework? (Goal: ?)
- How many of our graduates do not need remedial coursework in college?
- How many high schoolers are graduating in 4 years? (Goal: 75% by 2020)
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Comment [GK2]: Between sounds better but is technically not correct, shld be among Grammar cop in me has to say it but I get it if it has to stay this way

With this contract, every student will be held accountable for driving their own learning, and every teacher, principal, and parent will be accountable for enabling that success.

###

From: [Merritt, Jeff](#)
To: [Jordan Smith \(jordan.smith@berlinrosen.com\)](mailto:jordan.smith@berlinrosen.com)
Subject: Rationale
Date: Thursday, August 20, 2015 10:17:00 AM
Attachments: [MOTI Demo Project Rationale 2015-02-04.docx](#)

MEMO

Date: February 5, 2015

To: Michael Owh, Mayor's Office of Contract Services
Jose Jimenez, Mayor's Office of Contract Services

From: Jeff Merritt, Mayor's Office of Tech and Innovation

Subject: Demonstration Project for Innovative Procurement

I. Rational for this Demonstration Project

In a keynote address at Internet Week in May 2014, Mayor de Blasio laid out a vision for a more innovative, participatory model for procuring government technology:

“We know the City government has so much it can do more effectively when it comes to technology. And one of the things I've heard, and I've deeply appreciated by so many members of the tech community, is they've said, look at the fact that the way we think about technology in City government is so often outmoded. And they point to, for example, our procurement process, our RFP process – that takes so long that by the time the process is completed the technology has already changed and the outcome of the process is made, to some extent, moot. And people in the community have said, can't we create a more flexible, interactive, communicative process that actually reflects the way the knowledge economy is going, the way innovation is moving? And we're committed to doing that. We know it can be done.”

For years, the standard ethos for beginning a new procurement has been to define detailed product requirements and then solicit bids to determine who can offer the best product at the lowest cost. While this approach can work well if you're buying pens or paper, unfortunately it doesn't always work with technology – where there may be countless different approaches and solutions for solving the same problem. More often than not, technology decisions are made with insufficient market intelligence, inadequate risk management and a narrow vendor-pool.

This demonstration project is the result of research at the Mayor's Office of Technology and Innovation aimed at identifying new models for procuring government technologies – particularly in cases where City government may not know what products or solutions are on the market or are best suited to meet a particular need. Recognizing that these methodologies and techniques for problem-based procurement and challenges are new to most Agency Chief Contracting Officers (ACCOs), the attached project plan places a

strong emphasis on capacity building while also testing the value and benefit of this approach.

II. Recommended Vendor & Methodology

Citymart was identified as the strongest partner for this project based on their unparalleled experience, unique methodology, extensive knowledge, and database of more than 20,000 solution providers in a diverse range of fields including energy, mobility, tourism, climate, waste, utilities, participation, and accessibility. We are not aware of an organization or company that is offering comparable proven methods or services to Citymart.

To date, Citymart has completed contracts on over 100 projects with more than 50 global cities including Paris, London, Barcelona and Mexico City. In the US, Citymart has successfully sourced solutions through challenge programs for Boston, Tacoma, and San Francisco. As a testament to the significant social impact Citymart can deliver in cities, Citymart received a grant from the Knight Foundation in 2014 to establish operations in New York City, thereby making their services become more accessible to US cities

Citymart has developed a unique and proven methodology for problem-based procurement which it delivers through a collaborative and open model. After identifying and refining agency needs to create problem statements, Citymart analysts proactively engage solution providers using established and documented protocols. They also follow-up and support their submission process, assuring that bids represent the best possible vendor pool. Citymart's database of vendors and solutions is unique and contains critical intelligence not available elsewhere - including experts' evaluations, solution track records, and description of projects previously executed, successes, impact assessments, and other relevant information.

Citymart has also established a unique database to provide business intelligence for decision-making and management of innovation in city government, building on their work in more than 50 global cities. This knowledgebase is the result of more than 7 years of research and allows cities to benchmark the outcomes of specific processes supporting innovation, tracking different competences and methods against best-in-class approaches in other cities.

Through this unique model for procuring solutions through open challenges, the Mayor's Office of Technology and Innovation seeks to generate a broader market response, inspire new innovative approaches and open up government procurement to a broader provider-base, including start-ups and social enterprises.

From: [Jordan Smith](#)
To: [Merritt, Jeff](#)
Subject: RE: citymart sync
Date: Thursday, August 20, 2015 10:17:38 AM
Attachments: [Citymart NYC Release FINAL for city review.docx](#)

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]
Sent: Thursday, August 20, 2015 10:13 AM
To: Jordan Smith
Subject: RE: citymart sync

Hmm, phone didn't ring. Probably bad reception. You can call my desk at 718-724-6498 or let me know the best number to reach you at.

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Thursday, August 20, 2015 10:03 AM
To: Merritt, Jeff
Subject: RE: citymart sync
Importance: High

Just gave you a ring. When is good to chat?

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]
Sent: Thursday, August 20, 2015 9:50 AM
To: Jordan Smith
Subject: RE: citymart sync

Sure, you can call me on my cell at [REDACTED]

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Thursday, August 20, 2015 9:49 AM
To: Brack, Ryan (CTO); Merritt, Jeff (CTO)
Subject: RE: citymart sync
Importance: High

Hey Jeff:

Can we jump on the phone today? Citymart is speaking with media all day.

Jordan

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

From: Brack, Ryan (CTO) [<mailto:RBrack@cto.nyc.gov>]
Sent: Wednesday, August 19, 2015 11:11 AM
To: Jordan Smith; Merritt, Jeff (CTO)
Subject: citymart sync

Hey Jeff Jordan is it possible to please sync today on the press release high-level talking points and Miranda? Have time later today? Thanks!

Sent from my iPhone



TRANSFORMING
THE WAY CITIES
SOLVE PROBLEMS

For Immediate Release:

DATE

Contact:

Andy Fitzgerald, 646-517-1823, Andrew.fitzgerald@berlinrosen.com

New York City Will Transform the Way it Solves Problems in New Partnership with Citymart

Mayor's Office of Technology and Innovation and Citymart will focus first on how to best use city's obsolete assets

New York, N.Y. –In the largest implementation yet of its innovative approach, Citymart will partner with the New York City Mayor's office to pilot a new method that could transform the way the city's government solves problems by connecting city planners with innovative new ideas through open challenges to entrepreneurs and citizens.

The Mayor's Office of Technology and Innovation will work with Manhattan-based Citymart on launching up to five challenges, starting with a focus on how the city can best take advantage of obsolete or underused assets that are spread throughout the city but no longer serve their original purposes. Postal service boxes, emergency phones, and fire hydrants are among the possible dormant assets to be repurposed and revitalized.

"Anything done in New York City has ramifications around the world – we're absolutely thrilled to be partnering with the city in this effort," said Citymart CEO Sascha Haselmayer. "Mayor Bill de Blasio proved he's committed to transforming the way the city approaches some of the most daunting urban problems that any city in the world can face by establishing the Mayor's Office of Technology and Innovation to seek out inventive, effective, and affordable solutions. This process will help the city further that goal by leveraging existing resources to bring new players into the process and open up new possibilities for innovation."

[Quote from city official?]

Citymart helps cities learn how to use the open market to find proven, innovative solutions addressing the pressing needs of urban areas, helping them rethink their spending habits so they focus on not just buying goods and services, but on solving problems. Citymart starts by working with a city to help them define their problems and capabilities. Then the firm conducts intensive research and outreach to identify the market leaders and proven innovators with possible solutions and issues a challenge to those leaders, to local businesses and citizens, and to a global network of businesses, entrepreneurs, and universities in a search for the most effective and affordable solution.

The Citymart-New York City partnership will apply Citymart's unique problem-solving methodology to address the problem of obsolete assets and other city needs. "We will issue an open challenge to market leaders and proven innovators for possible solutions to each particular problem," Haselmayer said. "This challenge asks three simple questions: 'What is your idea for solving the problem, how ready is your solution, and how can we measure its success?' We'll be training New York City staff how to run these challenges and evaluate proposed solutions in a transparent and efficient manner."

Citymart is also partnering with Philadelphia, Miami, Long Beach, and other major American cities to help them transform the way they solve city problems.

"Cities in the United States collectively spend more than one trillion dollars that we know could be spent in better solutions. If we put even a small fraction of that to use in creating cities that are more responsive, more efficient and more nimble at solving problems for citizens, we'll make an enormous impact on thousands of people's lives" said Citymart Principal Julia Haselmayer.

####

Citymart is a New York-based company that transforms the way cities solve problems, connecting them with new ideas through open challenges to entrepreneurs and citizens. The company has helped cities around the world from San Francisco to London find proven, innovative solutions addressing the pressing needs of urban areas, such as efficient transportation, quality public spaces, sustainability, effective social services, and robust commerce and tourism.

From: [Merritt, Jeff](#)
To: [Jordan Smith](#)
Subject: RE: citymart sync
Date: Thursday, August 20, 2015 12:10:00 PM
Attachments: [Citymart NYC Release FINAL for city review.docx](#)

FYI, just wanted to give you an update. I've sent the attached document to the Press Office and Mayor's Office of Contract Services for their review. I will let you know as soon as I hear back. I understand you're anxious to get a release out but we need to have City Hall sign off before anything goes out that references the City and its work. Thanks.

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Importance: High

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Subject: citymart sync

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Sent from my iPhone



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~~ ~~Pilots Innovative New Approach to Urban~~ Problem ~~Solvings~~ in ~~New~~ Partnership with Citymart

***New Initiative Opens Door for Start-ups and Other Innovative Companies to Work with New York City to Tackle the Most Pressing Urban Challenges**
Mayor's Office of Technology and Innovation and Citymart will focus first on how to best use city's obsolete assets*

New York, N.Y. –In the largest implementation yet of its innovative approach, Citymart will partner with the New York City Mayor's Office of Technology and Innovation to pilot a new method that could transform the way the city's government solves problems by connecting city planners with innovative new ideas through open challenges to entrepreneurs and citizens.

The Mayor's Office of Technology and Innovation will work with ManhattanNew York-based Citymart on launching up to five a series of problem-based challenges over the course of the next two years. Challenges will draw on key themes that were set forth in Mayor de Blasio's Plan for One New York, which was released in April 2015. OneNYC establishes bold goals and specific targets for a strong, sustainable, resilient, and equitable city – 800,000 people out of poverty by 2025, Zero Waste, eliminating long-term displacement after future shock events, and much more. ~~starting with a focus on how the city can best take advantage of obsolete or underused assets that are spread throughout the city but no longer serve their original purposes. Postal service boxes, emergency phones, and fire hydrants are among the possible dormant assets to be repurposed and revitalized.~~

“Anything done in New York City has ramifications around the world – we’re absolutely thrilled to be partnering with the city in this effort,” said Citymart CEO Sascha Haselmayer. “Mayor Bill de Blasio proved he’s committed to transforming the way the city approaches some of the most daunting urban problems that any city in the world can face by establishing the Mayor’s Office of Technology and Innovation to seek out inventive, effective, and affordable solutions. This process will help the city further that goal by leveraging existing resources to bring new players into the process and open up new possibilities for innovation.”

[Quote from city official?]

Citymart helps cities learn how to use the open market to find proven, innovative solutions addressing the pressing needs of urban areas, helping them rethink their spending habits so they focus on not just buying goods and services, but on solving problems. Citymart starts by working with a city to help them define their problems and capabilities. Then the firm conducts intensive research and outreach to identify the market leaders and proven innovators with possible solutions and issues a challenge to those leaders, to local businesses and citizens, and to a global network of businesses, entrepreneurs, and universities in a search for the most effective and affordable solution.

“We will issue an open challenge to market leaders and proven innovators for possible solutions to each particular problem,” Haselmayer said. “This challenge asks three simple questions: ‘What is your idea for solving the problem, how ready is your solution, and how can we measure its success?’ We’ll be training New York City staff how to run these challenges and evaluate proposed solutions in a transparent and efficient manner.”

~~The Citymart-New York City partnership will apply Citymart’s unique problem-solving methodology to address the problem of obsolete assets and other city needs. The Citymart-New York City partnership builds on the City’s first Call for Innovations (CFI) launched earlier this year. The CFI, which focused on new approaches for providing Internet access in underserved communities, produced 69 proposals from 52 sources over a period of 11 weeks from April to June. The largest number of submissions came from start-ups and small businesses, most of whom had not previously worked with the City of New York.~~

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|

From: [Merritt, Jeff](#)
To: [Jordan Smith](#)
Subject: RE: citymart sync
Date: Thursday, August 20, 2015 2:50:00 PM
Attachments: [Citymart NYC Release for city review.docx](#)

The document I sent previously was approved. Let me know if that works. The attached is the same version just with track changes accepted. THANKS!

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Thursday, August 20, 2015 12:24 PM
To: Merritt, Jeff
Subject: RE: citymart sync

Thanks, Jeff. Look forward to getting it from City Hall.

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

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To: Jordan Smith
Subject: RE: citymart sync

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SOLVE PROBLEMS

For Immediate Release:

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Contact:

Andy Fitzgerald, 646-517-1823, Andrew.fitzgerald@berlinrosen.com

New York City Pilots Innovative New Approach to Urban Problem Solving in Partnership with Citymart

New Initiative Opens Door for Start-ups and Other Innovative Companies to Work with New York City to Tackle the Most Pressing Urban Challenges

New York, N.Y. –In the largest implementation yet of its innovative approach, Citymart will partner with the New York City Mayor’s Office of Technology and Innovation to pilot a new method that could transform the way the city’s government solves problems by connecting city planners with innovative new ideas through open challenges to entrepreneurs and citizens.

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From: [John Del Cecato](#)
To: [Goldmark, Karin](#)
Cc: [Blumm, Kate](#); [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Shorris, Anthony](#); [URamirez@schools.nyc.gov](#); [Williams, Dominic](#); [jonathan@berlinrosen.com](#); [Leopold, Elana](#); [Devora Kaye](#); [JWallack@schools.nyc.gov](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Buery, Richard](#); [Confer, Alexis](#); [Fuleihan, Dean \(OMB\)](#); [Zuniga, Andrea](#)
Subject: Re: please send thoughts
Date: Thursday, August 20, 2015 4:00:32 PM

Yes

On Aug 20, 2015, at 3:49 PM, Goldmark, Karin <KGoldmark@cityhall.nyc.gov> wrote:

Can we keep this out of today's meeting and hold at college savings accounts?
Then pair this idea with a state push on college affordability.

From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]
Sent: Thursday, August 20, 2015 1:51 PM
To: Goldmark, Karin; Blumm, Kate; Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; 'URamirez@schools.nyc.gov'; Williams, Dominic; 'jonathan@berlinrosen.com'; Leopold, Elana; Devora Kaye; 'JWallack@schools.nyc.gov'; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB); Zuniga, Andrea
Subject: Re: please send thoughts

LOL..

I'm open to that... Just thought that Wall Street had a real interest in seeing the city's schools succeed (and in home-grown talent getting a college education)... Maybe this is out of left field & we're too far down the road for a new policy - but thought I'd throw it out there... (Thanks a LOT, JDC!)

From: "Goldmark, Karin" <KGoldmark@cityhall.nyc.gov>
Date: Thursday, August 20, 2015 at 1:45 PM
To: John Del Cecato <jfdc@akpdmedia.com>, "Blumm, Kate" <KBlumm@cityhall.nyc.gov>, "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>, "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>, "Walzak, Phil" <PWalzak@cityhall.nyc.gov>, Anthony Shorris <AShorris@cityhall.nyc.gov>, Ramirez Ursulina <URamirez@schools.nyc.gov>, Dominic Williams <DWilliams@cityhall.nyc.gov>, Jonathan Rosen <jonathan@berlinrosen.com>, "Leopold, Elana" <LEopold@cityhall.nyc.gov>, Devora Kaye <DKaye6@schools.nyc.gov>, Wallack Josh <JWallack@schools.nyc.gov>, "Wolfe, Emma" <EWolfe@cityhall.nyc.gov>, "Schnake Mahl, Gabriel" <GSchnakeMahl@cityhall.nyc.gov>, "Buery, Richard" <RBuery@cityhall.nyc.gov>, "Confer, Alexis" <aconfer@cityhall.nyc.gov>, "Fuleihan, Dean (OMB)" <fuleihand@omb.nyc.gov>, "Zuniga, Andrea" <AZuniga@cityhall.nyc.gov>

Subject: Re: please send thoughts

Would argue this works better as a private "College for all, by all" fund that every NYer is asked to contribute to, according to their means. Ex, up to \$25K annual earnings, put in one dollar; \$25M annual earnings, put in \$500K.

Instead of a tax the rich, it's one NY, rising together....

OK do I get extra points for deB AND Marxz refs in one email?

From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]

Sent: Thursday, August 20, 2015 01:33 PM

To: Blumm, Kate; Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; 'URamirez@schools.nyc.gov' <URamirez@schools.nyc.gov>; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com' <jonathan@berlinrosen.com>; Leopold, Elana; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov)' <JWallack@schools.nyc.gov>; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB); Zuniga, Andrea

Subject: Re: please send thoughts

Sorry for the delay - looks good to me...

I did want to float the idea of calling on Wall Street to put up \$100M (or whatever the number is) for a private fund that would help ensure that every kid who gets to college can pay for it... It's a two-step dance... We do our part in K-12 to help get kids ready for college - and Wall Street helps them pay for it...

From: "Blumm, Kate" <KBlumm@cityhall.nyc.gov>

Date: Wednesday, August 19, 2015 at 6:37 PM

To: "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>, "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>, "Walzak, Phil" <PWalzak@cityhall.nyc.gov>, Anthony Shorris <AShorris@cityhall.nyc.gov>, Ramirez Ursulina <URamirez@schools.nyc.gov>, "Goldmark, Karin" <KGoldmark@cityhall.nyc.gov>, Dominic Williams <DWilliams@cityhall.nyc.gov>, Jonathan Rosen <jonathan@berlinrosen.com>, John Del Cecato <jfdc@akpdmedia.com>, "Leopold, Elana" <ELeopold@cityhall.nyc.gov>, Devora Kaye <DKaye6@schools.nyc.gov>, Wallack Josh <JWallack@schools.nyc.gov>, "Wolfe, Emma" <EWolfe@cityhall.nyc.gov>, "Schnake Mahl, Gabriel" <GSchnakeMahl@cityhall.nyc.gov>, "Buery, Richard" <RBuery@cityhall.nyc.gov>, "Confer, Alexis" <aconfer@cityhall.nyc.gov>, "Fuleihan, Dean (OMB)" <fuleihand@omb.nyc.gov>, "Zuniga, Andrea" <AZuniga@cityhall.nyc.gov>

Subject: please send thoughts

I'm using extra time to keep working on vignettes etc., but please send thoughts on the foundational document sent earlier and reattached here. Thanks very much.

From: Blumm, Kate
Sent: Wednesday, August 19, 2015 3:20 PM
To: Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; URamirez@schools.nyc.gov; Goldmark, Karin; Williams, Dominic; jonathan@berlinrosen.com; 'John Del Cecato'; Leopold, Elana; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov)'; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB); Zuniga, Andrea
Subject: use clean version attached RE: the plan for today's Education Speech Prep

Sent marked-up before, sorry!

<< File: EDUCATION VISION 2015_v3_clean.docx >>

From: Blumm, Kate
Sent: Wednesday, August 19, 2015 2:45 PM
To: Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; URamirez@schools.nyc.gov; Goldmark, Karin; Williams, Dominic; jonathan@berlinrosen.com; 'John Del Cecato'; Leopold, Elana; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov)'; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB); Zuniga, Andrea
Subject: first doc here RE: the plan for today's Education Speech Prep

Adding Andie. Here's the first doc, attached. There's a lot to sift through so this is meant to bring some order to the proceedings. Note that this doesn't really detail the work underway—the HOW—of how our ideas are animated (e.g. we are Aiming High [by increasing # of AP classes in underserved schools by X](#)). The vignettes will have more of this sort of HOW.

Please let me know of concerns/thoughts/feelings/edits ASAP. Even though our meeting is canceled, I'd like to ship these docs to the Mayor tonight or ASAP.

<< File: EDUCATION VISION 2015_v3.docx >>

From: Blumm, Kate
Sent: Wednesday, August 19, 2015 10:05 AM
To: Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Walzak, Phil; Shorris, Anthony; URamirez@schools.nyc.gov; Goldmark, Karin; Williams, Dominic; jonathan@berlinrosen.com; John Del Cecato; Leopold, Elana; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov)'; Wolfe, Emma; Schnake Mahl, Gabriel; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB)
Subject: the plan for today's Education Speech Prep

Hi, all—I've connected variously with a bunch of you in the past day for some excellent feedback and updates. Right now I'm in the process of revising three documents to have available at the speech prep later:

- <!--[if !supportLists]-->1. <!--[endif]-->Overall education vision and goals doc (with speech planning/goals too)
- <!--[if !supportLists]-->2. <!--[endif]-->Vignettes doc (the student portraits we're painting in the speech to communicate the vision)

<!--[if !supportLists]-->3. <!--[endif]-->Pull quotes/soundbites doc

I'll send these around to you all as soon as they're ready for feedback so we're all on the same page heading into 5:30. Thanks very much.

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

From: Salazar-Rodriguez, Prisca

Sent: Tuesday, August 11, 2015 7:11 PM

To: Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Blumm, Kate; Walzak, Phil; Shorris, Anthony; Griffith, Chantell; 'URamirez@schools.nyc.gov'; Goldmark, Karin; Williams, Dominic; 'jonathan@berlinrosen.com'; John Del Cecato; Leopold, Elana; Chao, Raymond; Devora Kaye; 'Wallack Josh (JWallack@schools.nyc.gov)'; Thornton, Demetrius; Wolfe, Emma; Schnake Mahl, Gabriel; Cutler, Dorothy; Buery, Richard; Confer, Alexis; Fuleihan, Dean (OMB)

Subject: MBDB: Education Speech Prep

When: Wednesday, August 19, 2015 5:30 PM-6:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: City Hall, The Blue Room

From: [Salazar-Rodriguez, Prisca](#)
To: [Cutler, Dorothy](#); ["Wallack Josh \(JWallack@schools.nyc.gov\)"](#); [Devora Kaye](#); [Buery, Richard](#); [Williams, Dominic](#); ["jonathan@berlinrosen.com"](#); [Griffith, Chantell](#); [Schnake Mahl, Gabriel](#); [Leopold, Elana](#); [Zuniga, Andrea](#); [Shorris, Anthony](#); [Confer, Alexis](#); [Goldmark, Karin](#); [Caquias, Paula](#); [Chao, Raymond](#); [Blumm, Kate](#); [Wolfe, Emma](#); ["Barbagallo Joy"](#); ["URamirez@schools.nyc.gov"](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [John Del Cecato](#); [Fuleihan, Dean \(OMB\)](#)
Subject: RE: MBDB: Education Speech Prep
Date: Thursday, August 20, 2015 4:34:41 PM

We are delayed.

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

From: Salazar-Rodriguez, Prisca
Sent: Thursday, August 06, 2015 11:55 AM
To: Salazar-Rodriguez, Prisca; Cutler, Dorothy; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Buery, Richard; Williams, Dominic; 'jonathan@berlinrosen.com'; Griffith, Chantell; Schnake Mahl, Gabriel; Leopold, Elana; Zuniga, Andrea; Shorris, Anthony; Confer, Alexis; Goldmark, Karin; Caquias, Paula; Chao, Raymond; Blumm, Kate; Wolfe, Emma; 'Barbagallo Joy'; 'URamirez@schools.nyc.gov'; Walzak, Phil; Hagelgans, Andrea; John Del Cecato; Fuleihan, Dean (OMB)
Subject: MBDB: Education Speech Prep
When: Thursday, August 20, 2015 4:30 PM-5:30 PM (UTC-05:00) Eastern Time (US & Canada).
Where: City Hall, The Blue Room

From: [B](#)
To: [Walzak, Phil](#); [Hagelgans, Andrea](#); [Hinton, Karen](#); "[jfdc@akpdmedia.com](#)"; "[Jonathan@berlinrosen.com](#)"
Cc: [FLONYC](#)
Subject: Fw: GOTHAM GAZETTE: Is It Time For The Mayor To Do Town Halls?
Date: Friday, August 21, 2015 3:25:25 PM

I'm so sick of this meme that I'm thinking of just scheduling town hall mtgs so these guys can't write about it anymore... Pls discuss at next planning mtg

From: Clips
Sent: Friday, August 21, 2015 03:11 PM
Subject: GOTHAM GAZETTE: Is It Time For The Mayor To Do Town Halls?

Is It Time For The Mayor To Do Town Halls?

GOTHAM GAZETTE – Ben Max

<http://www.gothamgazette.com/index.php/government/5858-is-it-time-for-the-mayor-to-do-town-halls>

Scott Stringer has led 16 town hall-style events since becoming Comptroller; Letitia James, the Public Advocate, hosted her 28th on Wednesday night in Brooklyn. As has been well-documented, Mayor Bill de Blasio - along with Stringer and James, one of three popularly-elected citywide officials - has not yet held a town hall event himself.

Is it time for the mayor to host one?

As de Blasio and his team wrestle with how to combat sagging public opinion poll numbers, what they see as unfair press coverage, and a perception gap that many agree leaves New Yorkers thinking de Blasio is performing worse than he actually is, it may be time for de Blasio to take his message directly to the people and hold his first town hall.

"He might want to look at where his criticism is coming from in his base," says Fordham political science professor Dr. Christina Greer. "If you're going to do a town hall, be strategic about it, so that it is effective for you and for New Yorkers," Greer advises.

Greer says that de Blasio should target where he had the deepest support in his 2013 election, with an eye, though, "especially on people feeling neglected," and go communicate with them. She said that these would be "productive places to start, but can't be the end."

Political consultant Evan Thies argues it would be smart for de Blasio to utilize his elected allies to get his message out, possibly at town hall-style events. "If they believe they can get those surrogates to host friendly conversations with real New Yorkers they should do that," Thies said, adding that de Blasio is suffering from a major perception problem and that he and his team need to resume "politicking."

"The perception" among the public, Thies says, "is not just that he's not the doing the job they hired him for, the perception is that he doesn't care about opinions that aren't his. And I just don't think that's true. He's trying to lead on issues of affordability - it's really just a perception problem and he needs to get out there and talk to people."

Doing so in the form of town halls would surely be risky for the mayor, who mostly plays things safe, but public forums are high-risk, high-reward opportunities. De Blasio could show New

Yorkers that he is engaged, that his ear is to the ground, and that he is both tough and humble.

"The risk is not any worse than having the tabloids portray him as they are now," says former Rep. Anthony Weiner, who held many town halls when in office and has urged de Blasio to adopt the practice.

Sure, Weiner says, there can be some tough moments, and the TV cameras will gravitate toward those. But, holding town halls has many advantages: "You become a better representative when you do it...you hear the language real citizens use to describe the problems in their lives," Weiner tells Gotham Gazette.

"It would help him with a lot of the problems that he has," Weiner argues of the mayor. "He develops a little bit more of a fighter identity. If you're standing up in a hostile room, people respect that. There's a sense he's being pushed around too much, town halls gives you the opportunity to change that."

As of now, no one would call de Blasio a hothead or peg him as likely to commit a serious gaffe, but of course a public event with open microphones would leave the mayor prone to all sorts of challenges. (For example, we've seen of late what Black Lives Matter activists have accomplished at several presidential candidate events.) But, these events are always well-staffed with aides and security.

Even if he does a few town halls, there would be inevitable questions about where he's held them, and surely some media latching on to any outrageous moments.

However, nothing says 'I'm listening' like actually listening. And it appears the mayor needs a bit of a correction to perceptions that he's distracted by national politics and not a strong enough chief executive of this very hard to manage city.

In correspondence with City Hall, it does not appear that a de Blasio-led town hall is afoot.

Spokesperson Karen Hinton wrote Gotham Gazette saying, "Mayor de Blasio hears directly from New Yorkers in both formal and informal ways - whether it's through taking calls on public radio, or being stopped on the street - as he often is."

Indeed, in what was a rare formal opportunity for the mayor to engage in unscripted conversation with constituents, de Blasio took calls while on air with radio host Brian Lehrer Wednesday morning. All told, de Blasio's WNYC appearance lasted more than 40 minutes and gave the mayor a chance to speak directly to a wide swath of New Yorkers, and with several who called in.

Doing so, de Blasio again showed he is adept at responding to impromptu gripes about the city and his stewardship of it. Yet, the mayor has made only sporadic appearances on call-in radio.

Hinton's response echoes what the mayor himself has said when asked about holding town halls, something that his predecessors did with varying frequency - but did - and that his current fellow citywide electeds are clearly doing fairly regularly.

Public Advocate James held one town hall in each borough specifically about mayoral control of city schools, releasing a report afterward in which she called for some modifications to the system that would weaken the mayor's power. Among her twenty-plus other open events, James held a public safety town hall Wednesday evening in Brooklyn in response to a recent wave of shootings.

Comptroller Stringer has held at least one town hall in each borough, according to his office.

Stringer held a "Sandy Oversight Hearing" in each borough other than the Bronx, which was the borough least damaged by the superstorm.

A spokesperson for the comptroller, Eric Sumberg, said that Stringer "believes that listening to constituents and meeting with them in their communities is one of the best ways to learn how he can use his office to root out waste and fraud and fight for working families."

Hinton, the de Blasio spokesperson, told Gotham Gazette that representatives of the administration are "out in neighborhoods across the city every single day, working directly with New Yorkers and bringing that feedback to City Hall to further shape our work. We are continually looking for additional opportunities to hear directly from New Yorkers across the five boroughs."

Highlighting efforts by the Community Affairs Unit, Hinton cited "dozens of town halls" organized around informing small business owners, improving city services for LGBTQ New Yorkers, and providing information on the city's handling of the recent Legionnaires' Disease outbreak in the Bronx.

To New Yorkers who feel good, bad, or iffy about the mayor, though, those efforts may not be enough. "Sometimes people want to see the mayor, not his proxy," says Dr. Greer, Fordham political science professor.

This, in part, is why the mayor marches in many parades, speaks at churches, and appears at a variety of other community events. There may be nothing quite like the unfiltered town hall, though, to move the public image of de Blasio, as Weiner points out.

In May, de Blasio was asked about plans to hold town halls on at least two different occasions. On May 11, de Blasio said he hears from New Yorkers all the time. "[I]t's amazing how many conversations I have with people every single day because they're not shy about coming up and starting a conversation, I assure you – every time I'm on the subway, every time I'm walking down the street and whether it's the Upper East Side or Park Slope or anywhere else. But beyond that, I talk to people who represent a whole host of communities all the time."

On May 18, de Blasio said of holding town halls, "I don't have a specific plan, but, you know, what I do all the time is go out around different communities in different settings...people just come up and talk about things, and offer their views, raise concerns...I go around all over the place – and the subways, and walking down the street – talk to everybody."

A spokesperson for Public Advocate James wrote Gotham Gazette that the public advocate has "worked aggressively to bring government to every corner of this city" and that the best way to connect constituents and government "is by reaching the people where they are."

It is certainly not a sentiment de Blasio would disagree with, and the mayor often highlights that he's bringing government to those who need it most, whether or not he is holding the type of open evening events his colleagues are. On Thursday, de Blasio held a ground-breaking in Far Rockaway for what will be 154 affordable housing units for low-income seniors.

At the mid-day press conference, de Blasio said affordable housing is the number one thing brought up to him by New Yorkers "on the subway, on the street - wherever I go."

From: [B](#)
To: [Walzak, Phil](#); "jfdc@akpdmedia.com"; "Jonathan@berlinrosen.com"; [Snyder, Thomas](#); [Leopold, Elana](#)
Subject: Town hall mtgs
Date: Monday, August 24, 2015 6:52:28 AM

Are a double-edged sword to say the least. But I'm open to doing them around the city, but especially around nycha development and in rezoning neighborhoods. Pls discuss at planning mtg

From: [Salazar-Rodriguez, Prisca](#)
To: "URamirez@schools.nyc.gov"; [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Hagelgans, Andrea](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](mailto:Wallack_Josh (JWallack@schools.nyc.gov))"; [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); "eliss@schools.nyc.gov"; [Griffith, Chantell](#); "jonathan@berlinrosen.com"; [John Del Cecato](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Leopold, Elana](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Zuniga, Andrea](#); [Caquias, Paula](#); "[Barbagallo Joy](#)"
Subject: RE: MBDB: Education Speech Prep
Date: Monday, August 24, 2015 3:57:51 PM

This will be rescheduled-

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

From: Salazar-Rodriguez, Prisca

Sent: Wednesday, August 05, 2015 7:30 AM

To: Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; 'eliss@schools.nyc.gov'; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'

Subject: MBDB: Education Speech Prep

When: Monday, August 24, 2015 4:30 PM-5:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: City Hall, The Blue Room

From: [Walzak, Phil](#)
To: ["John Del Cecato"](#); [Hinton, Karen](#); [Jonathan Rosen](#)
Subject: RE: Some random ideas
Date: Monday, August 24, 2015 7:18:12 PM

Cant do #1
#2 perhaps we can get away w
3 and 4 are fine, part of plan of renewal anyway

Doing 2 off Ts a week is pretty sparse - we limit too much we are going to invite ambushes and more

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

From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]
Sent: Monday, August 24, 2015 7:05 PM
To: Walzak, Phil; Hinton, Karen; Jonathan Rosen
Subject: Some random ideas

On press...

1. Eliminate off-topic altogether? I know we are already talking about limiting.
2. Have PW or KH do on the record gaggles, similar to WH, so reporters can get their off-topic questions in while limiting the "exclusive" questions coming into CH?
3. Tweet photos of MBDB on subway, working late at night?
4. Have MBDB personally tweet late at night (needs to be thought through - but could demonstrate how late our guy works).

From: [Jordan Smith](#)
To: [Merritt, Jeff](#)
Cc: [Grybauskas, Natalie](#); rbrack@cto.nyc.gov
Subject: RE: citymart sync
Date: Tuesday, August 25, 2015 11:19:47 AM

Hi Jeff:

Just spoke with Sascha and Julia—they very much understand your concerns. They made clear to me that when they speak to reporters, they are clear that they are only piloting five projects, and that they don't even know the nature of those projects yet. Obviously they hope that those projects can be scaled up, but they never have told a reporter that they're transforming NYC procurement overnight or anything. They're using talking points from the press release and from the first Politico article, and I've made them aware of your concerns about inflating the scope of the work.

I'll make sure reporters understand that going forward, as well.

Thanks for all your help.

Best,

Jordan

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]
Sent: Tuesday, August 25, 2015 7:35 AM
To: Jordan Smith
Cc: Grybauskas, Natalie; rbrack@cto.nyc.gov
Subject: Re: citymart sync

Jordan--

Articles like today's Crain's post are not helpful --

<http://www.crainsnewyork.com/article/20150825/BLOGS04/150829991/de-blasio-administration-pays-firm-180000-to-fix-a-17-billion-problem>

Can you make sure your team is not exaggerating the scope of work? This is the second article that seemed to suggest this is a fix to procurement which is just incorrect. This is a pilot to explore ways to crowdsource new ideas to problems. Let us know if you have any questions - thanks.

Jeff

On Aug 24, 2015, at 2:29 PM, Jordan Smith <jordan.smith@berlinrosen.com> wrote:

Okay, great. Thanks, Jeff.

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Monday, August 24, 2015 2:29 PM

To: Jordan Smith
Cc: Grybauskas, Natalie; rbrack@cto.nyc.gov
Subject: Re: citymart sync

Looping in our press team. You can feel free to put the reporter in touch with Natalie who is cc'ed. We'll have to go through the the normal protocols but assuming the press team is good with it, I'm happy to talk with them.

On Aug 24, 2015, at 2:21 PM, Jordan Smith <jordan.smith@berlinrosen.com> wrote:

Hey Jeff:

Would you be willing to talk tomorrow or Wednesday to a reporter at Metro newspaper about Citymart's importance to NYC? This would give you a chance to hype the city's overall innovation efforts, if you want to take that angle!

Jordan

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]
Sent: Thursday, August 20, 2015 2:50 PM
To: Jordan Smith
Subject: RE: citymart sync

The document I sent previously was approved. Let me know if that works. The attached is the same version just with track changes accepted. THANKS!

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Thursday, August 20, 2015 12:24 PM
To: Merritt, Jeff
Subject: RE: citymart sync

Thanks, Jeff. Look forward to getting it from City Hall.

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]
Sent: Thursday, August 20, 2015 12:11 PM

To: Jordan Smith
Subject: RE: citymart sync

FYI, just wanted to give you an update. I've sent the attached document to the Press Office and Mayor's Office of Contract Services for their review. I will let you know as soon as I hear back. I understand you're anxious to get a release out but we need to have City Hall sign off before anything goes out that references the City and its work. Thanks.

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Thursday, August 20, 2015 10:17 AM
To: Merritt, Jeff
Subject: RE: citymart sync

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]
Sent: Thursday, August 20, 2015 10:13 AM
To: Jordan Smith
Subject: RE: citymart sync

Hmm, phone didn't ring. Probably bad reception. You can call my desk at 718-724-6498 or let me know the best number to reach you at.

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Thursday, August 20, 2015 10:03 AM
To: Merritt, Jeff
Subject: RE: citymart sync
Importance: High

Just gave you a ring. When is good to chat?

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 9:50 AM

To: Jordan Smith

Subject: RE: citymart sync

Sure, you can call me on my cell at [REDACTED]

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 9:49 AM

To: Brack, Ryan (CTO); Merritt, Jeff (CTO)

Subject: RE: citymart sync

Importance: High

Hey Jeff:

Can we jump on the phone today? Citymart is speaking with media all day.

Jordan

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

From: Brack, Ryan (CTO) [<mailto:RBrack@cto.nyc.gov>]

Sent: Wednesday, August 19, 2015 11:11 AM

To: Jordan Smith; Merritt, Jeff (CTO)

Subject: citymart sync

Hey Jeff Jordan is it possible to please sync today on the press release high-level talking points and Miranda? Have time later today? Thanks!

Sent from my iPhone

From: [Jordan Smith](#)
To: [Grybauskas, Natalie](#); [Merritt, Jeff](#)
Cc: rbrack@cto.nyc.gov
Subject: RE: citymart sync
Date: Tuesday, August 25, 2015 11:51:04 AM

Thanks, Natalie. In absolutely all our pitching—and in Sascha and Julia’s interviews—we are never critical of New York procurement processes. That’s all the reporter making his own conclusions to make his story more sexy. We certainly never pile on the city at all. I’ll relay that concern to Sascha and Julia directly and reiterate your concerns.

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]
Sent: Tuesday, August 25, 2015 11:47 AM
To: Jordan Smith; Merritt, Jeff
Cc: rbrack@cto.nyc.gov
Subject: RE: citymart sync

Thanks Jordan.

The Politico article was very balanced and I’m glad to hear the team is using it as a resource for talking points. Hawkins’ story was definitely overblown and heavy on the criticism of our current procurement process. Don’t think that’s fair to conflate with the CityMart contract because they are simply not the same thing, and bringing them together piles criticism onto the City unnecessarily.

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Tuesday, August 25, 2015 11:42 AM
To: Merritt, Jeff
Cc: Grybauskas, Natalie; rbrack@cto.nyc.gov
Subject: RE: citymart sync

Hey Jeff,

After talking with my team just now, we’re going to tone down our pitching going forward to make sure we’re not over-hyping Citymart’s significance. There’s one story already in the works—with Chester Soria at Metro—but we’re going to make very clear to him this is merely a pilot project, an experiment, one that has possibilities but has not at all made major changes to NYC procurement. We’ll be much more precise going forward—some of this, I think, is reporters getting carried away, but some of it is on our end in conflating Citymart’s ambitions and national work with the actual details of the NYC contract.

Can we continue with the Metro story, or would you rather us call it off completely?

Sorry for all the confusion and any trouble we caused you.

Jordan

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]
Sent: Tuesday, August 25, 2015 7:35 AM
To: Jordan Smith

Cc: Grybauskas, Natalie; rbrack@cto.nyc.gov

Subject: Re: citymart sync

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Articles like today's Crain's post are not helpful --

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Sent: Monday, August 24, 2015 2:29 PM

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Cc: Grybauskas, Natalie; rbrack@cto.nyc.gov

Subject: Re: citymart sync

Looping in our press team. You can feel free to put the reporter in touch with Natalie who is cc'ed. We'll have to go through the the normal protocols but assuming the press team is good with it, I'm happy to talk with them.

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To: Jordan Smith

Subject: RE: citymart sync

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Importance: High

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To: Jordan Smith; Merritt, Jeff (CTO)

Subject: citymart sync

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Sent from my iPhone

From: [Jordan Smith](#)
To: [Grybauskas, Natalie](#)
Subject: RE: citymart sync
Date: Tuesday, August 25, 2015 12:22:44 PM

Will do. Thanks, Natalie.

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]
Sent: Tuesday, August 25, 2015 12:21 PM
To: Jordan Smith
Subject: RE: citymart sync

Great. You can give him my email and I'll sync with him. Thanks.

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Tuesday, August 25, 2015 12:21 PM
To: Grybauskas, Natalie
Subject: RE: citymart sync

Gotcha. He said he's going to talk to his editor this afternoon and get back to me—I'll direct him right to you. I don't think he's begun writing anything.

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]
Sent: Tuesday, August 25, 2015 12:19 PM
To: Jordan Smith; Merritt, Jeff
Cc: 'rbrack@cto.nyc.gov'
Subject: RE: citymart sync

Ok. I'd like to talk to Chester on background and see where the story stands right now. I'd say hold on talking to him until I've got a sense of where he's going. Really want to avoid another story implying the procurement process is being reformed through this contract.

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Tuesday, August 25, 2015 12:17 PM
To: Grybauskas, Natalie; Merritt, Jeff
Cc: 'rbrack@cto.nyc.gov'
Subject: RE: citymart sync

Well, we can't prohibit him from writing an article, but we can tell him he can't speak with Sascha and Julia and any Citymart validators. We can basically refuse to cooperate with him.

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]
Sent: Tuesday, August 25, 2015 12:14 PM
To: Jordan Smith; Merritt, Jeff
Cc: 'rbrack@cto.nyc.gov'
Subject: RE: citymart sync

Ok so at this point there's not really a way to call off the article if he has the release, right?

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Tuesday, August 25, 2015 12:13 PM

To: Grybauskas, Natalie; Merritt, Jeff
Cc: 'rbrack@cto.nyc.gov'
Subject: RE: citymart sync

We've gone back and forth a few times. We sent him the press release, which he'll use as the basis for his story. And we gave him the names of three people who can talk about Citymart's potential impact, including the NYC press office.

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]
Sent: Tuesday, August 25, 2015 12:10 PM
To: Jordan Smith; Merritt, Jeff
Cc: 'rbrack@cto.nyc.gov'
Subject: RE: citymart sync

How much interaction has your team had with Chester at Metro?

Trying to see where the story is at in order to make the call on whether to go forward or not.

From: Grybauskas, Natalie
Sent: Tuesday, August 25, 2015 11:47 AM
To: 'Jordan Smith'; Merritt, Jeff
Cc: rbrack@cto.nyc.gov
Subject: RE: citymart sync

Thanks Jordan.

The Politico article was very balanced and I'm glad to hear the team is using it as a resource for talking points. Hawkins' story was definitely overblown and heavy on the criticism of our current procurement process. Don't think that's fair to conflate with the CityMart contract because they are simply not the same thing, and bringing them together piles criticism onto the City unnecessarily.

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Tuesday, August 25, 2015 11:42 AM
To: Merritt, Jeff
Cc: Grybauskas, Natalie; rbrack@cto.nyc.gov
Subject: RE: citymart sync

Hey Jeff,

After talking with my team just now, we're going to tone down our pitching going forward to make sure we're not over-hyping Citymart's significance. There's one story already in the works—with Chester Soria at Metro—but we're going to make very clear to him this is merely a pilot project, an experiment, one that has possibilities but has not at all made major changes to NYC procurement. We'll be much more precise going forward—some of this, I think, is reporters getting carried away, but some of it is on our end in conflating Citymart's ambitions and national work with the actual details of the NYC contact.

Can we continue with the Metro story, or would you rather us call it off completely?

Sorry for all the confusion and any trouble we caused you.

Jordan

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]
Sent: Tuesday, August 25, 2015 7:35 AM
To: Jordan Smith
Cc: Grybauskas, Natalie; rbrack@cto.nyc.gov
Subject: Re: citymart sync

Jordan--

Articles like today's Crain's post are not helpful --

<http://www.crainsnewyork.com/article/20150825/BLOGS04/150829991/de-blasio-administration-pays-firm-180000-to-fix-a-17-billion-problem>

Can you make sure your team is not exaggerating the scope of work? This is the second article that seemed to suggest this is a fix to procurement which is just incorrect. This is a pilot to explore ways to crowdsource new ideas to problems. Let us know if you have any questions - thanks.

Jeff

On Aug 24, 2015, at 2:29 PM, Jordan Smith <jordan.smith@berlinrosen.com> wrote:

Okay, great. Thanks, Jeff.

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]
Sent: Monday, August 24, 2015 2:29 PM
To: Jordan Smith
Cc: Grybauskas, Natalie; rbrack@cto.nyc.gov
Subject: Re: citymart sync

Looping in our press team. You can feel free to put the reporter in touch with Natalie who is cc'ed. We'll have to go through the the normal protocols but assuming the press team is good with it, I'm happy to talk with them.

On Aug 24, 2015, at 2:21 PM, Jordan Smith <jordan.smith@berlinrosen.com> wrote:

Hey Jeff:

Would you be willing to talk tomorrow or Wednesday to a reporter at Metro newspaper about Citymart's importance to NYC? This would give you a chance to hype the city's overall innovation efforts, if you want to take that angle!

Jordan

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 2:50 PM

To: Jordan Smith

Subject: RE: citymart sync

The document I sent previously was approved. Let me know if that works. The attached is the same version just with track changes accepted. THANKS!

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 12:24 PM

To: Merritt, Jeff

Subject: RE: citymart sync

Thanks, Jeff. Look forward to getting it from City Hall.

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 12:11 PM

To: Jordan Smith

Subject: RE: citymart sync

FYI, just wanted to give you an update. I've sent the attached document to the Press Office and Mayor's Office of Contract Services for their review. I will let you know as soon as I hear back.

I understand you're anxious to get a release out but we need to have City Hall sign off before anything goes out that references the City and its work. Thanks.

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 10:17 AM

To: Merritt, Jeff

Subject: RE: citymart sync

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 10:13 AM

To: Jordan Smith

Subject: RE: citymart sync

Hmm, phone didn't ring. Probably bad reception. You can call my desk at 718-724-6498 or let me know the best number to reach you at.

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 10:03 AM

To: Merritt, Jeff

Subject: RE: citymart sync

Importance: High

Just gave you a ring. When is good to chat?

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 9:50 AM

To: Jordan Smith

Subject: RE: citymart sync

Sure, you can call me on my cell at [REDACTED]

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 9:49 AM

To: Brack, Ryan (CTO); Merritt, Jeff (CTO)

Subject: RE: citymart sync

Importance: High

Hey Jeff:

Can we jump on the phone today? Citymart is speaking with media all day.

Jordan

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

From: Brack, Ryan (CTO) [<mailto:RBrack@cto.nyc.gov>]

Sent: Wednesday, August 19, 2015 11:11 AM

To: Jordan Smith; Merritt, Jeff (CTO)

Subject: citymart sync

Hey Jeff Jordan is it possible to please sync today on the press release high-level talking points and Miranda? Have time later today? Thanks!

Sent from my iPhone

From: [Hagelgans, Andrea](#)
To: [Wolfe, Emma](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Fuleihan, Dean \(OMB\)](#)
Cc: ["jfdc@akpdmedia.com"](mailto:jfdc@akpdmedia.com); ["Jonathan@berlinrosen.com"](mailto:Jonathan@berlinrosen.com)
Subject: RE: Homelessness
Date: Tuesday, August 25, 2015 7:38:46 PM
Attachments: [Homeless Communications Strategy.docx](#)

Proposed comms plan attached. We'll layer in more housing as well before Thursday

Mayor just came out of meeting with the Cardinal and sounds like we'll have some movement there that we can announce in September in terms of safe havens and housing.

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

From: Wolfe, Emma
Sent: Tuesday, August 25, 2015 2:57 PM
To: Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas; Shorris, Anthony; Williams, Dominic; Fuleihan, Dean (OMB)
Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'
Subject: RE: Homelessness

Can you share the comms plan with this thread

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

From: Hagelgans, Andrea
Sent: Tuesday, August 25, 2015 2:56 PM
To: Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas; Shorris, Anthony; Williams, Dominic; Fuleihan, Dean (OMB)
Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'
Subject: RE: Homelessness

- B

We've got a comms plan to present to him tomorrow. However, I do NOT think we want to do a roundtable or speech prior to Mindy's data analysis which will not be ready till October. In addition any nuance will get lost in the noise right now. We have robust push back and can do announcements on stuff and things. But the larger conversation has to wait in my opinion

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

From: B
Sent: Tuesday, August 25, 2015 2:53 PM
To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Wolfe, Emma; Snyder, Thomas; Shorris, Anthony; Williams, Dominic; Fuleihan, Dean (OMB)
Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'
Subject: Homelessness

As I've said before, I propose we go the offensive on homelessness. A roundtable, a speech and/or a report asap. Dispel the myths and lay out our larger vision. Show what we're doing with affordable housing plan, safe havens, more nypd enforcement of quality of life, ending encampments, mental health efforts, etc. Need a proposal on this to be discussed thurs night

Homeless Communications Strategy

Background: As anticipated, the summer has seen a spike in coverage of street homelessness and concerns about so-called “quality of life” as a result.

While the vast majority of homeless are sheltered (averaging 56K), nearly 4000 individuals continue to live on the streets. Summer months are known to have an increased presence of street homeless for a variety of reasons that include warmer temperatures, closed schools and sweeps of the subway system.

We also know New Yorkers are encountering “sheltered” but unoccupied individuals (e.g., those that have a place at night but who hang out on the streets during daytime) and conflating it with street homelessness.

As DHS sites more shelters in neighborhoods we can anticipate more coverage questioning the City’s approach to the homeless epidemic.

Currently we are averaging a minimum of 2-3 stories per week focused on resident concerns about homelessness.

In October/November, the administration will unveil a new data-driven approach to street homelessness, shelters and social service provision to improve the quality-of-life for all New Yorkers. This report will level-set the causes and factors that contribute to homelessness within the income inequality framework.

Communications Strategy

Given the heightened --- and often sensationalized ---- focus on homelessness, we propose a two-phased approach.

The first phase is designed to push aggressively that the Mayor and City is focused on the challenge and addressing it head on. This is done visually (e.g. “encampment sweeps”) as well as through clear, direct policy and messaging (e.g. “the mental health policy/hubs”). Broaden our housing plan discussion to connect the dots.

The second phase begins once we start to see a decline in the street homelessness, or at least the perception of it. This is anticipated to occur in late September after school has begun and the temperatures begin to cool. During this portion, we can begin to frame a more nuanced conversation about the complexity of homelessness and our multi-faceted, data-driven approach. The current environment is too noisy to allow for this

- **Ongoing (effective immediately):** Increased push back on bogus claims of NYC returning to 80’s, including background briefings, myth vs. facts docs/tweets/video; validator deployment (expanded list of validators with clear asks); pushing of success former-homeless stories; strategic engagement of editorial board meetings.

Simultaneously we will push our housing work. Examples – partnership with Public Advocate and Agencies to take on repeat watchlist offenders; tenant protection programs to prevent evictions; know your rights sessions

- **Calendared (starting next week):** The next two weeks, and until back to school, aggressive engagement with reporters on the work the City is doing to address the homelessness and to demonstrate swift, clear leadership in heated environment; followed by a steady drum-beat of homeless-related announcements that will begin with a major housing-for-the-homeless plan, including the launch of a major NYNY4 campaign. Two-phased approach:

Phase 1: Immediate (August – late September):

Week of 9/1:

- Limited media access to Mayor's visits to sweeping camps, followed by paper announcement of *ongoing* the Homeless Encampment initiative
- Follow up: 1-on-1 interview with Mayor visiting DHS war room (show maps of hot spots and encampments + explain operation)
- AARP teletownhall: Discuss senior housing and housing insecurity seniors feel and our steps to protect
- Housing bill signing in community: Tenant Harassment – connect prevention evictions with tackling homeless problem

Week of 9/7 (before back-to-school):

- Announcement of Safe Havens beds with clergy* and SEPS – Special Exit and Prevention Supplement (\$10M) Prevention and relocation. Announce new rental assistance for 1,000 single adults with rapid rehousing assistance based on national mode.
- Announcement of new street/subway homeless ads. Possible messages (very rough):
 - Help us address homelessness: Call 311 if someone needs help or exhibits dangerous behavior.
 - Help us address homelessness: Call 311 if you see an encampment.
 - Help us address homelessness: Tell a friend in need about homeless prevention programs.
 - Help us address homelessness: Participate in City-sponsored rental assistance programs.

Week of 9/21 (Pope week)

- Announce housing partnership with the Catholic Church in honor of Pope Francis visit
- Engagement of faith leaders on issues of income inequality--- utilize voices online and in media to shame folks for sensationalizing and dehumanizing while the City looks for real long-term solutions

Phase Two (mid-September – December)

After back to school, major housing-for-the-homeless announcement. Rollout includes salon-style discussion with Freakonomics reporter, or Paul Krugman on income inequality, homelessness and the new way New York is approaching the challenge. Think 92nd street Y talk. Ed boards. Online push

Week of 9/28

- Major announcement:
 - support for 30,000 supportive housing units in NYC over 10 years and commit City's traditional share with challenge to the State to join as a partner (implement by half new units and half scattered site rentals)
 - 10% (10K) set-aside for Housing Plan units
 - Converting 2,000 cluster shelter units to permanent housing for families
 - Expansion of shelter and assistance for DV survivors (in single women's system)
 - Expanded rapid rehousing assistance to help access previously allocated rental assistance for families (1000 single adults/ 1000 FWC]
- 30K Unity rally (organized by allies)
- (T) Announce litigation against the State for failure to set a rental allowance supplement that is based on the reasonable cost of housing, which is a major driver of homelessness (mid late sep)

October

- Announcement of Mental Health Road Map
- Salon-style release of Operations analysis and public one-on-one thought leadership sit-down with Mayor.

Week of 11/11 (Veterans Day)

- Launch countdown to end veterans homelessness

December

- Announce end of veteran homelessness
- Visit a family who has been relocated from shelter to permanent housing and announce total number of shelter exits

From: [Salazar-Rodriguez, Prisca](#)
To: "URamirez@schools.nyc.gov"; [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Hagelgans, Andrea](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](mailto:Wallack_Josh@schools.nyc.gov)"; [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); "eliss@schools.nyc.gov"; [Griffith, Chantell](#); "jonathan@berlinrosen.com"; [John Del Cecato](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Leopold, Elana](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Zuniga, Andrea](#); [Caquias, Paula](#); "[Barbagallo Joy](#)"
Cc: [Fuleihan, Dean \(OMB\)](#)
Subject: RE: MBDB: Education Speech Prep
Date: Wednesday, August 26, 2015 9:02:29 AM

Good Morning,

This meeting will take place at 11am today-

Thanks!

Prisca

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

From: Salazar-Rodriguez, Prisca
Sent: Tuesday, August 25, 2015 5:11 AM
To: Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; 'eliss@schools.nyc.gov'; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'
Cc: Fuleihan, Dean (OMB)
Subject: MBDB: Education Speech Prep
When: Wednesday, August 26, 2015 11:00 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: City Hall, The Blue Room

From: [Salazar-Rodriguez, Prisca](#)
To: "[URamirez@schools.nyc.gov](#)"; [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Hagelgans, Andrea](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](#)"; [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); "[eliss@schools.nyc.gov](#)"; [Griffith, Chantell](#); "[jonathan@berlinrosen.com](#)"; [John Del Cecato](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Leopold, Elana](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Zuniga, Andrea](#); [Caquias, Paula](#); "[Barbagallo Joy](#)"
Cc: [Fuleihan, Dean \(OMB\)](#)
Subject: RE: MBDB: Education Speech Prep
Date: Wednesday, August 26, 2015 11:00:46 AM

We are delayed by 20 minutes.

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

From: Salazar-Rodriguez, Prisca
Sent: Tuesday, August 25, 2015 5:11 AM
To: Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; 'eliss@schools.nyc.gov'; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'
Cc: Fuleihan, Dean (OMB)
Subject: MBDB: Education Speech Prep
When: Wednesday, August 26, 2015 11:00 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: City Hall, The Blue Room

From: [Salazar-Rodriguez, Prisca](#)
To: "URamirez@schools.nyc.gov"; [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Hagelgans, Andrea](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](mailto:Wallack_Josh@schools.nyc.gov)"; [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); "eliss@schools.nyc.gov"; [Griffith, Chantell](#); "jonathan@berlinrosen.com"; [John Del Cecato](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Leopold, Elana](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Zuniga, Andrea](#); [Caquias, Paula](#); "[Barbagallo Joy](#)"
Cc: [Fuleihan, Dean \(OMB\)](#)
Subject: RE: MBDB: Education Speech Prep
Date: Wednesday, August 26, 2015 11:24:29 AM

Still delayed-Will notify when to gather.

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

From: Salazar-Rodriguez, Prisca
Sent: Tuesday, August 25, 2015 5:11 AM
To: Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; 'eliss@schools.nyc.gov'; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'
Cc: Fuleihan, Dean (OMB)
Subject: MBDB: Education Speech Prep
When: Wednesday, August 26, 2015 11:00 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: City Hall, The Blue Room

From: [Anthony Hayes](#)
To: [Soriano, Aaron](#)
Cc: [Dan Levitan](#); [Shruti Sehgal](#)
Subject: FEEDBACK NEEDED: Media Adviosry
Date: Wednesday, August 26, 2015 11:37:27 AM
Attachments: [ID NYC Media Advisory.docx](#)
Importance: High

Aaron -

GMHC is very excited to become a pop-up location for the ID NYC. We plan to issue the attached media advisory, but wanted to make sure you had a chance to review it before we did.

Can you please look this over and let us know if there are any proposed edits. Additionally, if you have any art work you would like us to include when we issue it, please send along for consideration.

Thanks,
-AH

Anthony Hayes
Managing Director, Public Affairs and Policy
P. (212) 367-1182 | M. (646) 591-4893 | @AnthonyJHayes

GMHC fights to end the AIDS epidemic and uplift the lives of all affected.



Gay Men's Health Crisis (GMHC), Main Offices: 446 West 33rd Street, New York, NY 10001
The David Geffen Center for HIV Prevention and Health Education: 224 West 29th Street, New York, NY 10001

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FOR IMMEDIATE RELEASE

Tuesday, August 25, 2015

Contact: Anthony Hayes | [917-601-0410](tel:917-601-0410) | AnthonyH@gmhc.org

MEDIA ADVISORY

GMHC TO BECOME NEW, POP-UP ENROLLMENT SITE FOR IDNYC THIS SEPTEMBER

***GMHC is Proud to Support the New, Free Identification Card
for All New York City Residents***

New York, NY-- From Tuesday, September 1st to Friday September 18th, Gay Men's Health Crisis (GMHC) will transform its Manhattan offices into a pop-up enrollment site for IDNYC—the new, free identification card for all New York City residents. As a government-issued photo identification card, IDNYC secures the peace of mind and access to City services that come from having recognized identification. IDNYC benefits every city resident, including the most vulnerable communities—the homeless, youth, the elderly, undocumented immigrants, the formerly incarcerated, the HIV/AIDS community, and others who may have difficulty obtaining other government-issued ID.

"No one living in New York City should ever have to worry about not having proper identification," said **GMHC CEO Kelsey Louie**. "GMHC thanks Mayor de Blasio, Speaker Melissa Mark Viverito and Council Member Corey Johnson for their leadership in building the IDNYC program, which will make it much easier for our most vulnerable communities to receive government-issued photo identification cards. By not requiring transgender New Yorkers to select their gender assigned at birth, IDNYC goes a long way towards making the very notion of identity as inclusive as possible, uniting us all together as New Yorkers."

IDNYC cardholders can access services and programs offered by the City as well as by businesses. IDNYC helps enhance public safety, by serving as a recognized ID for interacting with NYPD. It also helps New Yorkers gain access to all City buildings that provide services to the public and is accepted as a form of identification for accessing numerous City programs and services. Other benefits include access to many of the city's museums, zoos and botanical gardens. For more information about IDNYC, visit: <http://www1.nyc.gov/site/idnyc/index.page>.

WHAT:

GMHC becomes new, pop-up enrollment site for IDNYC this September

WHEN:

September 1st – September 18th

Monday – Thursdays, 10 am – 6 pm; Fridays, 12 – 8 pm

(Will be closed on Monday, September 7th for Labor Day)

WHERE:

GMHC Offices

446 West 33rd Street (Between 9th and 10th Avenues)

Room 6294, Sixth Floor

New York, NY 1001

(Appointments preferred; walk-ins accepted)

About Gay Men's Health Crisis:

Gay Men's Health Crisis (GMHC) is the nation's leading provider of HIV/AIDS care, prevention services and advocacy, serving nearly 9,000 people living with and affected by HIV/AIDS in New York City, the epidemic's largest U.S. epicenter. As the world's first HIV and AIDS service organization GMHC is an expert in providing services that every person affected by the epidemic deserves. GMHC is on the front lines caring for people who are both HIV negative and positive, including: testing, nutrition, legal, mental health and education services. GMHC also advocates for stronger public policies at the local, state and federal level with the goal of ending AIDS as an epidemic in New York State by 2020. Most recently, GMHC and other HIV/AIDS organizations successfully persuaded the federal government to recommend widespread use of PrEP, a new daily treatment that is over 90% effective in preventing HIV infection. For more information, visit www.gmhc.org.

###

From: [Salazar-Rodriguez, Prisca](#)
To: "URamirez@schools.nyc.gov"; [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Hagelgans, Andrea](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](mailto:Wallack_Josh@schools.nyc.gov)"; [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); [Schwartz, Regina](#); "eliss@schools.nyc.gov"; [Griffith, Chantell](#); "jonathan@berlinrosen.com"; [John Del Cecato](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Leopold, Elana](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Zuniga, Andrea](#); [Caquias, Paula](#); "[Barbagallo Joy](#)"
Cc: [Fuleihan, Dean \(OMB\)](#)
Subject: RE: MBDB: Education Speech Prep
Date: Wednesday, August 26, 2015 12:23:38 PM

Please gather in the Blue Room

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

From: Salazar-Rodriguez, Prisca
Sent: Tuesday, August 25, 2015 5:11 AM
To: Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; Schwartz, Regina; 'eliss@schools.nyc.gov'; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'
Cc: Fuleihan, Dean (OMB)
Subject: MBDB: Education Speech Prep
When: Wednesday, August 26, 2015 11:00 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: City Hall, The Blue Room

From: [Wolfe, Emma](#)
To: [Leopold, Elana](#); [Salazar-Rodriguez, Prisca](#); "[URamirez@schools.nyc.gov](#)"; [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Hagelgans, Andrea](#); "[Wallack Josh \(JWallack@schools.nyc.gov\)](#)"; [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); "[eliss@schools.nyc.gov](#)"; [Griffith, Chantell](#); "[jonathan@berlinrosen.com](#)"; [John Del Cecato](#); [Williams, Dominic](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Zuniga, Andrea](#); [Caquias, Paula](#); "[Barbagallo Joy](#)"
Subject: Re: MBDB: Education Speech Prep
Date: Wednesday, August 26, 2015 12:24:16 PM

Apologies will be ten mins late

From: Leopold, Elana
Sent: Wednesday, August 26, 2015 12:23 PM
To: Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; 'eliss@schools.nyc.gov'; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'
Subject: RE: MBDB: Education Speech Prep

This is starting now in the blue room

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

From: Salazar-Rodriguez, Prisca
Sent: Tuesday, August 25, 2015 9:12 AM
To: Salazar-Rodriguez, Prisca; 'URamirez@schools.nyc.gov'; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; 'eliss@schools.nyc.gov'; Griffith, Chantell; 'jonathan@berlinrosen.com'; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'
Subject: MBDB: Education Speech Prep
When: Wednesday, August 26, 2015 11:00 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: City Hall, The Blue Room

From: [Wolfe, Emma](#)
To: [John Del Cecato](#)
Cc: [Hagelgans, Andrea](#); [B](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); Jonathan@berlinrosen.com
Subject: Re: Earth-shaking comms disaster in the making...
Date: Thursday, August 27, 2015 2:02:52 PM

Logic!

> On Aug 27, 2015, at 1:56 PM, John Del Cecato <jfdc@akpdmedia.com> wrote:
>
> Weekends in Bermuda versus Queens - I'll take that one
>
>> On 8/27/15, 1:53 PM, "Wolfe, Emma" <EWolfe@cityhall.nyc.gov> wrote:
>>
>> Confession: I shared mayor's prediction/worry that it could be an iceberg
>> to do three games in a row. but as it isn't my lane and our Pros say yes,
>> so I stand down!
>>
>>
>>
>>> On Aug 27, 2015, at 11:58 AM, John Del Cecato <jfdc@akpdmedia.com>
>>> wrote:
>>>
>>> I will gladly take that criticism. Going to local sports games are
>>> part of the job!
>>>
>>>
>>>
>>>> On Aug 27, 2015, at 11:48 AM, Hagelgans, Andrea
>>>> <AHagelgans@cityhall.nyc.gov> wrote:
>>>>
>>>> I think it shows great work ethic -- rooting for the underdog is
>>>> something we should be teaching all our kids (says a Phillies fan that
>>>> is woefully in last place)
>>>>
>>>> We'll have you out Monday AM for a great message moment (planning a
>>>> Vision Zero/school safety presser for your consideration).
>>>>
>>>> -----Original Message-----
>>>> From: B
>>>> Sent: Thursday, August 27, 2015 11:45 AM
>>>> To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Wolfe, Emma;
>>>> Snyder, Thomas
>>>> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'
>>>> Subject: Earth-shaking comms disaster in the making...
>>>>
>>>>
>>>> Guess I got your attention! :) Since I didn't get to go visit family
>>>> in new england before labor day (my original plan), the remainder of my
>>>> summer vacation will happen at Citi Field. Chirlane, Chiara will go to
>>>> the Mets/Red Sox game Friday night -- in very cheap seats. I will go
>>>> the Sat game with queens bp melinda katz. I will go to the sunday game
>>>> with queens councilmembers. I'm certain the media will conclude I have
>>>> no work ethic and don't care about the serious work of being mayor. And
>>>> I wish I was joking, but I'm not entirely. Oh and I'm a red sox fan. So
>>>> it may be a comms weekend disaster. And I'm used to it. If anyone wants

>>>> to comment, feel free

>>>>

>

From: [Ozernoy, Ilana](#)
To: "Mike Rabinowitz"
Subject: RE: Verizon Walks Away From \$550M+ In Federal Broadband Money
Date: Thursday, August 27, 2015 5:49:35 PM

Thank you

From: Mike Rabinowitz [mailto:Rabinowitz@berlinrosen.com]
Sent: Thursday, August 27, 2015 5:41 PM
To: Ozernoy, Ilana
Subject: FW: Verizon Walks Away From \$550M+ In Federal Broadband Money

FYI

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

From: Mike Rabinowitz
Sent: Thursday, August 27, 2015 5:27 PM
To: Mike Rabinowitz <Rabinowitz@berlinrosen.com>
Subject: Verizon Walks Away From \$550M+ In Federal Broadband Money

For Immediate Release: August 27, 2015

Contact: Michael Rabinowitz-Gold, 646-342-3469, rabinowitz@berlinrosen.com

Verizon Walks Away From \$550M+ In Federal Broadband Money

Verizon Only Telecom Company to Do So, Exacerbating Digital Divide

Millions in Eight States and DC to Remain Without Access to High-Speed Broadband

WASHINGTON- Verizon today became the only major U.S. telecommunications company to turn down federal funding to build broadband in unserved, primarily rural, communities, leaving many residents in eight states and the District of Columbia without access to vital communications options. The company was offered \$568 million over six years by the Federal government to bring broadband to 270,000 locations in Washington, DC, Delaware, Massachusetts, Maryland, New Jersey, New York, Pennsylvania, Rhode Island, and Virginia.

“Verizon’s track record is clear,” said **Bob Master, Assistant to the Vice President of District One of the Communications Workers of America**. “Even while raking in a billion dollars per month in profits, Verizon is turning its back on underserved communities by refusing federal subsidies to expand high-speed internet access. Instead, its top priority is slashing job and retirement security for its employees and eliminating benefits for workers injured on the job.”

In April, the Federal Communications Commission [launched](#) Phase II of the Connect America Fund. The FCC offered major telecommunications companies nearly [\\$1.7 billion](#) a year over six years to provide high-speed internet and voice to unserved, primarily rural, communities. The carriers had until August 27 to decide whether to participate. The program was based on the successful universal service program, which ensured telephone service was available in rural communities.

Verizon accepted funding for two states where it is selling its network to Frontier Communications and rejected funding in the other states it operates.

Verizon’s attitude toward the federal subsidies is sadly consistent with its approach in New York State, where the company refuses to avail itself of Governor Cuomo’s \$500 million New New York Broadband Fund, which offers up to 50% subsidies to companies willing to build high-speed service in underserved areas. For years, Verizon has steadfastly refused to bring its high-speed internet service (or FiOS) to areas like Buffalo, Syracuse, Albany, Rome, Utica and numerous other upstate New York cities, as well as much of Eastern Suffolk. At a series of hearings held by New York State, elected officials from [Buffalo](#), [Syracuse](#), [Albany](#), the North Country, the [Southern Tier](#) and the [Hudson Valley](#) decried the lack of FiOS in their communities.

Campaigns in [Pennsylvania](#) and Massachusetts have also called for FiOS to be built in their communities.

A damning [audit](#) of Verizon’s FiOS rollout in New York City found that Verizon has failed to meet its promise to deliver high-speed fiber optic internet and television to everyone in the city who wanted it. During its negotiations for a city franchise, Verizon promised that the entire city would be wired with fiber optic cables by June 2014 and that after that date, everyone who wanted FiOS would get it within six months to a year. The audit found that despite claiming that it had wired the whole city by November 2014, Verizon systematically continues to refuse orders for service. The audit also found that Verizon stonewalled the audit process.

At the same time, Verizon has been letting its traditional phone network deteriorate. In 2005, New York’s Public Service Commission (PSC) eliminated automatic fines for Verizon’s telephone service quality failures, reasoning that “competition” would improve services. Instead, service quality plunged. In the 3rd quarter of 2010, Verizon

cleared only 1.2% of out of service complaints within 24 hours, almost 79 percentage points lower than the PSC's 80% requirement. Rather than reverse course, the PSC changed its measurements, cutting out 92% of customers from service quality measurements and consolidating 28 repair service bureaus into 5 regions. On paper, terrible service quality was almost miraculously transformed. In reality, service quality continued to decline.

###

From: [Mostofi, Bitta](#)
To: ["Anthony Hayes"](#); [Soriano, Aaron](#)
Cc: [Dan Levitan](#); [Shruti Sehgal](#)
Subject: RE: FEEDBACK NEEDED: Media Adviosry
Date: Thursday, August 27, 2015 6:16:36 PM
Attachments: [edit_IDNYC Media Advisory.docx](#)
[image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)

Hi Anthony,

Sorry for the delay. Attached with suggested edits and we also added a quote from the Commissioner!

Thanks so much this is going to be great,

Bitta Mostofi
Director of External Affairs
Mayor's Office of Immigrant Affairs
bmostofi@moia.nyc.gov
(o) 212-676-3024 |(m) 646-276-4408 | nyc.gov/immigrants



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From: Anthony Hayes [mailto:AnthonyH@GMHC.org]
Sent: Thursday, August 27, 2015 1:45 PM
To: Mostofi, Bitta; Soriano, Aaron
Cc: Dan Levitan; Shruti Sehgal
Subject: Re: FEEDBACK NEEDED: Media Adviosry

Circling back.

-AH

Anthony Hayes
Managing Director, Public Affairs and Policy
P. (212) 367-1182 | M. (646) 591-4893 | @AnthonyJHayes

From: "Mostofi, Bitta" <bmostofi@moia.nyc.gov>
Date: Wednesday, August 26, 2015 at 2:34 PM

To: Anthony Hayes <AnthonyH@GMHC.org>, "Soriano, Aaron" <asoriano@moia.nyc.gov>
Cc: Dan Levitan <dan@berlinrosen.com>, Shruti Sehgal <shruti.sehgal@berlinrosen.com>
Subject: RE: FEEDBACK NEEDED: Media Adviosry

Thanks Anthony. We are super excited to be there as well.
Please hold on sending out until you hear from me! I just need to make the rounds on our end.

Best,

Bitta Mostofi
Director of External Affairs
Mayor's Office of Immigrant Affairs
bmostofi@moia.nyc.gov
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From: Anthony Hayes [<mailto:AnthonyH@GMHC.org>]
Sent: Wednesday, August 26, 2015 2:33 PM
To: Soriano, Aaron
Cc: Mostofi, Bitta; Dan Levitan; Shruti Sehgal
Subject: Re: FEEDBACK NEEDED: Media Adviosry

Adding back on the team here.

I think we would like to get it out ASAP.

Anthony Hayes | Managing Director, Public Affairs and Policy | P. [\(212\) 367-1182](tel:(212)367-1182) | M. [\(646\) 591-4893](tel:(646)591-4893) | [@AnthonyJHayes](https://twitter.com/AnthonyJHayes)

On Aug 26, 2015, at 2:31 PM, "Soriano, Aaron" <asoriano@moia.nyc.gov> wrote:

Hi Anthony,

Thanks for hosting us! When do you plan on sending this out? I've copied Bitta Mostofi, Director of External Affairs at MOIA, who will be able to give you better feedback.

Best,
Aaron

On Aug 26, 2015, at 11:37 AM, Anthony Hayes <AnthonyH@GMHC.org> wrote:

Aaron -

GMHC is very excited to become a pop-up location for the ID NYC. We plan to issue the attached media advisory, but wanted to make sure you had a chance to review it before we did.

Can you please look this over and let us know if there are any proposed edits. Additionally, if you have any art work you would like us to include when we issue it, please send along for consideration.

Thanks,
-AH

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GMHC fights to end the AIDS epidemic and uplift the lives of all affected.



Gay Men's Health Crisis (GMHC), Main Offices: 446 West 33rd Street, New York, NY 10001
The David Geffen Center for HIV Prevention and Health Education: 224 West 29th Street, New York, NY 10001

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<ID NYC Media Advisory.docx>

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FOR IMMEDIATE RELEASE

Tuesday, August 25, 2015

Contact: Anthony Hayes [917-601-0410](tel:917-601-0410) AnthonyH@gmhc.org

MEDIA ADVISORY

**GMHC TO BECOME NEW, POP-UP ENROLLMENT SITE FOR IDNYC THIS
SEPTEMBER**

***GMHC is Proud to Support the New, Free Identification Card
for All New York City Residents***

New York, NY-- From Tuesday, September 1st to Friday September 18th, Gay Men's Health Crisis (GMHC) will transform its Manhattan offices into a pop-up enrollment site for IDNYC—the new, free identification card for all New York City residents. As a government-issued photo identification card, IDNYC secures the peace of mind and access to City services that come from having recognized identification. IDNYC benefits every city resident, including the most vulnerable communities—the homeless, youth, the elderly, undocumented immigrants, the formerly incarcerated, the HIV/AIDS community, and others who may have difficulty obtaining other government-issued ID.

"No one living in New York City should ever have to worry about not having proper identification," said **GMHC CEO Kelsey Louie**. "GMHC thanks Mayor de Blasio, Speaker Melissa Mark-Viverito and Council Member Corey Johnson for their leadership in building the IDNYC program, which will make it much easier for our most vulnerable communities to receive government-issued photo identification cards. By not requiring transgender New Yorkers to select their gender assigned at birth, IDNYC goes a long way towards making the very notion of identity as inclusive as possible, uniting us all together as New Yorkers."

"The City is committed to ensuring every resident across the five boroughs has valid identification that truly reflects their personhood and their identity as New Yorkers. We are proud to announce this partnership with GMHC, the leading advocate for the HIV/AIDS community in New York City, to encourage every New Yorker – regardless of immigration status, race, gender or sexual orientation – to apply for an IDNYC," said **Nisha Agarwal, Commissioner of the Mayor's Office of Immigrant Affairs**. "IDNYC cardholders have access to the wide breadth of recreation, entertainment, services and benefits the City has to offer through the card – from free, year-long memberships at world renowned cultural institutions like the MET to health benefits like prescription drug discounts and fitness memberships that can improve quality of life. IDNYC is truly a card for all New Yorkers, and we want all New Yorkers to make an appointment today!"

IDNYC cardholders can **access services and programs offered by the City** as well as by businesses. IDNYC helps enhance public safety, by serving as a recognized ID for interacting with NYPD. It also helps New Yorkers gain access to all City buildings that provide services to the public **and is accepted as a form of identification for accessing numerous City programs and services** [redundant with first line]. Other benefits include

access to many of the City's museums, zoos and botanical gardens. For more information about IDNYC, visit: <http://www1.nyc.gov/site/idnyc/index.page>.

WHAT:

GMHC becomes new pop-up enrollment site for IDNYC this September

WHEN:

September 1st – September 18th

Monday – Thursdays, 10 am – 6 pm; Fridays, 12 – 8 pm

(Will be closed on Monday, September 7th for Labor Day)

WHERE:

GMHC Offices

446 West 33rd Street (Between 9th and 10th Avenues)

Room 6294, Sixth Floor

New York, NY 1001

(Appointments preferred; walk-ins accepted)

About Gay Men's Health Crisis:

Gay Men's Health Crisis (GMHC) is the nation's leading provider of HIV/AIDS care, prevention services and advocacy, serving nearly 9,000 people living with and affected by HIV/AIDS in New York City, the epidemic's largest U.S. epicenter. As the world's first HIV and AIDS service organization GMHC is an expert in providing services that every person affected by the epidemic deserves. GMHC is on the front lines caring for people who are both HIV negative and positive, including: testing, nutrition, legal, mental health and education services. GMHC also advocates for stronger public policies at the local, state and federal level with the goal of ending AIDS as an epidemic in New York State by 2020. Most recently, GMHC and other HIV/AIDS organizations successfully persuaded the federal government to recommend widespread use of PrEP, a new daily treatment that is over 90% effective in preventing HIV infection. For more information, visit www.gmhc.org.

###

From: [Anthony Hayes](#)
To: [Mostofi, Bitta](#); [Soriano, Aaron](#)
Cc: [Dan Levitan](#); [Shruti Sehgal](#)
Subject: Re: FEEDBACK NEEDED: Media Adviosry
Date: Thursday, August 27, 2015 6:22:30 PM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)

Great. Thanks. We will issues this tomorrow AM.

-AH

Anthony Hayes
Managing Director, Public Affairs and Policy
P. (212) 367-1182 | M. (646) 591-4893 | @AnthonyJHayes

From: "Mostofi, Bitta" <bmostofi@moia.nyc.gov>
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<ID NYC Media Advisory.docx>

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From: [John Del Cecato](#)
To: [B; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas](#)
Cc: ["Jonathan@berlinrosen.com"; Kadushin, Peter](#)
Subject: Re: Earth-shaking comms disaster in the making...
Date: Friday, August 28, 2015 9:09:18 AM

Love it

On 8/28/15, 9:08 AM, "B" <BCCD@cityhall.nyc.gov> wrote:

>
>I'm cool. I'm actually quite current with both the Mets and the Red Sox
>and their rosters. And I have informed opinions to share... :)
>
>
>
>----- Original Message -----
>From: Hagelgans, Andrea
>Sent: Friday, August 28, 2015 09:05 AM
>To: B; Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas
>Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com'
><Jonathan@berlinrosen.com>; Kadushin, Peter
>Subject: RE: Earth-shaking comms disaster in the making...
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>Sir,
>In thinking about the discussion last night about authenticity and
>reliability, we've kicked around having you do some sports radio if you
>are "game" for it (nice pun, right!) as we head into the 3 game series.
>Pulling together recommendations and will send shortly for your review.
>Of course, if it's a no-go with schedule we understand.
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>Thanks,
>Andrea
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>-----Original Message-----
>From: B
>Sent: Thursday, August 27, 2015 11:45 AM
>To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Wolfe, Emma; Snyder,
>Thomas
>Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'
>Subject: Earth-shaking comms disaster in the making...
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>was joking, but I'm not entirely. Oh and I'm a red sox fan. So it may be
>a comms weekend disaster. And I'm used to it. If anyone wants to comment,
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From: [B](#)
To: [Wolfe, Emma](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#)
Cc: ["jfdc@akpdmedia.com"](#); ["Jonathan@berlinrosen.com"](#); [Kadushin, Peter](#)
Subject: Re: Earth-shaking comms disaster in the making...
Date: Friday, August 28, 2015 12:31:14 PM

I agree entirely

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

From: Wolfe, Emma
Sent: Friday, August 28, 2015 12:29 PM
To: B; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas
Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; Kadushin, Peter
Subject: RE: Earth-shaking comms disaster in the making...

He shouldn't have been in the game. I blame mcnamara.

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

From: B
Sent: Friday, August 28, 2015 12:28 PM
To: Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas
Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter
Subject: Re: Earth-shaking comms disaster in the making...

Happy to do it. And Emma, I've been prepared for questions/comments/taunts about 1986 since... 1986. I was in a bar on Prince Street when the ball went thru Buckner's legs... I remember it like it was yesterday

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From: Wolfe, Emma
Sent: Friday, August 28, 2015 11:12 AM
To: B; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas
Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; Kadushin, Peter
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And make sure you're prepared for the 1986 questions :)

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Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; Kadushin, Peter

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From: [Kadushin, Peter](#)
To: [Hagelgans, Andrea](#); [Jonathan Rosen](#); [Walzak, Phil](#); [Wolfe, Emma](#); [Hinton, Karen](#); [Snyder, Thomas](#)
Cc: ["jfdc@akpdmedia.com"](mailto:jfdc@akpdmedia.com)
Subject: RE: Earth-shaking comms disaster in the making...
Date: Friday, August 28, 2015 3:40:56 PM

Haven't approached Lemire yet. I can feel it out.

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

From: Hagelgans, Andrea
Sent: Friday, August 28, 2015 3:39 PM
To: Jonathan Rosen; Walzak, Phil; Kadushin, Peter; Wolfe, Emma; Hinton, Karen; Snyder, Thomas
Cc: 'jfdc@akpdmedia.com'
Subject: Re: Earth-shaking comms disaster in the making...

Am sure kadushin can on background

Lemire ready if B says yes?

Sent from my BlackBerry 10 smartphone.

Original Message
From: Jonathan Rosen
Sent: Friday, August 28, 2015 3:35 PM
To: Walzak, Phil; Hagelgans, Andrea; Kadushin, Peter; Wolfe, Emma; Hinton, Karen; Snyder, Thomas
Cc: 'jfdc@akpdmedia.com'
Subject: RE: Earth-shaking comms disaster in the making...

B off. Love this too, one tweak - can we also frame as this is how BdB does his politics. Some pols do dinners and drinks and whatever - but he's working the Queens delegation and the BP over Mets games. It's work - him doing politics well.

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

From: Walzak, Phil [<mailto:PWalzak@cityhall.nyc.gov>]
Sent: Friday, August 28, 2015 3:23 PM
To: Hagelgans, Andrea; Kadushin, Peter; B; Wolfe, Emma; Hinton, Karen; Snyder, Thomas
Cc: 'jfdc@akpdmedia.com'; Jonathan Rosen
Subject: RE: Earth-shaking comms disaster in the making...

Like this, and he would love it too - good stuff

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

From: Hagelgans, Andrea
Sent: Friday, August 28, 2015 3:12 PM
To: Kadushin, Peter; B; Wolfe, Emma; Walzak, Phil; Hinton, Karen; Snyder, Thomas
Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'
Subject: RE: Earth-shaking comms disaster in the making...

Strategic reasons for recommending this route:

- 1) allows us to showcase your fun side in an outlet that tends to drive coverage both on broadcast and beyond NYC
- 2) will help us nestle the news of 3 games (which you note will cause the world to collapse for some) and position you as a very relatable "sports fanatic" . This is not about reaction to anticipated tabloid fodder, but more about making sure we always have the upper hand
- 3) reporter is low key and will abide by ground rules

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

From: Kadushin, Peter

Sent: Friday, August 28, 2015 3:07 PM

To: B; Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas

Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'

Subject: RE: Earth-shaking comms disaster in the making...

Sir,

We decided against doing sports radio because Mike Francesa's show is live from a bar with somewhat out of control crowd.

Alternatively, we could invite Jon Lemire and let him sit with you for about 3 innings. It would be a conversation focused on baseball and would get result in wide circulation.

Are you interested in this route?

Peter

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

From: B

Sent: Friday, August 28, 2015 12:31 PM

To: Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas

Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter

Subject: Re: Earth-shaking comms disaster in the making...

I agree entirely

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

From: Wolfe, Emma

Sent: Friday, August 28, 2015 12:29 PM

To: B; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas

Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com'

<Jonathan@berlinrosen.com>; Kadushin, Peter

Subject: RE: Earth-shaking comms disaster in the making...

He shouldn't have been in the game. I blame mcnamara.

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

From: B

Sent: Friday, August 28, 2015 12:28 PM

To: Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas

Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter

Subject: Re: Earth-shaking comms disaster in the making...

Happy to do it. And Emma, I've been prepared for questions/comments/taunts about 1986 since... 1986. I was in a bar on Prince Street when the ball went thru Buckner's legs... I remember it like it was yesterday

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Sent: Friday, August 28, 2015 11:12 AM

To: B; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas

Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; Kadushin, Peter
Subject: RE: Earth-shaking comms disaster in the making...

And make sure you're prepared for the 1986 questions :)

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

From: B
Sent: Friday, August 28, 2015 9:08 AM
To: Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas
Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter
Subject: Re: Earth-shaking comms disaster in the making...

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To: B; Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas
Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com' <Jonathan@berlinrosen.com>; Kadushin, Peter
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To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Wolfe, Emma; Snyder, Thomas
Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'
Subject: Earth-shaking comms disaster in the making...

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From: [Kadushin, Peter](#)
To: [Jonathan Rosen](#)
Cc: [Hagelgans, Andrea](#); [Wolfe, Emma](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); jfdc@akpdmedia.com
Subject: Re: Earth-shaking comms disaster in the making...
Date: Friday, August 28, 2015 4:26:32 PM

Lemire can go tonight and he is already going to the Sunday game. Will be with family, but he could probably sneak away for a bit.

If it is for one inning tonight, don't think it is worth bringing him out.

> On Aug 28, 2015, at 3:58 PM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

>

> B off again - can we have Lemire at the non-family one and make it more about dealing with Queens electeds.

>

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

> From: B [<mailto:BCCD@cityhall.nyc.gov>]

> Sent: Friday, August 28, 2015 3:56 PM

> To: Hagelgans, Andrea; Kadushin, Peter; Wolfe, Emma; Walzak, Phil; Hinton, Karen; Snyder, Thomas

> Cc: 'jfdc@akpdmedia.com'; Jonathan Rosen

> Subject: Re: Earth-shaking comms disaster in the making...

>

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> Fine re: Lemire, but since this is a family evening, could we keep it to one inning? Also, I thought you were considering me stopping by the play-by-play booth for a half-inning -- not Francesca's show

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>

>

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

> From: Hagelgans, Andrea

> Sent: Friday, August 28, 2015 03:11 PM

> To: Kadushin, Peter; B; Wolfe, Emma; Walzak, Phil; Hinton, Karen; Snyder, Thomas

> Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com'

<Jonathan@berlinrosen.com>

> Subject: RE: Earth-shaking comms disaster in the making...

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> Sent: Friday, August 28, 2015 3:07 PM

> To: B; Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas

> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'

> Subject: RE: Earth-shaking comms disaster in the making...

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> Sir,

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> We decided against doing sports radio because Mike Francesa's show is live from a bar with somewhat out of control crowd.
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> Alternatively, we could invite Jon Lemire and let him sit with you for about 3 innings. It would be a conversation focused on baseball and would get result in wide circulation.

> Are you interested in this route?

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> To: Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas

> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter

> Subject: Re: Earth-shaking comms disaster in the making...

> I agree entirely

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> From: Wolfe, Emma

> Sent: Friday, August 28, 2015 12:29 PM

> To: B; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas

> Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com'

<Jonathan@berlinrosen.com>; Kadushin, Peter

> Subject: RE: Earth-shaking comms disaster in the making...

> He shouldn't have been in the game. I blame mcnamara.

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

> From: B

> Sent: Friday, August 28, 2015 12:28 PM

> To: Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas

> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter

> Subject: Re: Earth-shaking comms disaster in the making...

> Happy to do it. And Emma, I've been prepared for questions/comments/taunts about 1986 since... 1986. I was in a bar on Prince Street when the ball went thru Buckner's legs... I remember it like it was yesterday

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> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter
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> Thanks,

> Andrea

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> Sent: Thursday, August 27, 2015 11:45 AM

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> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'

> Subject: Earth-shaking comms disaster in the making...

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>

From: [Salazar-Rodriguez, Prisca](#)
To: [FLONYC](#); [John, Roxanne](#); ["BWinston@gqrr.com"](#); ["ifdc@akpdmedia.com"](#); ["bhyers@hilltoppublicsolutions.com"](#); [Schnake Mahl, Gabriel](#); [Jonathan Rosen](#); [PhilWalzak \(gmail.com\)](#); ["nbaldick@hilltoppublicsolutions.com"](#); ["DWalker@gqrr.com"](#); ["agreenberg@gqrr.com"](#); ["NKlepper@gqrr.com"](#); ["emily@berlinrosen.com"](#); [REDACTED]
Subject: RE: MBDB: Call with the Mayor
Date: Friday, August 28, 2015 4:36:31 PM

This call will be rescheduled

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

From: Salazar-Rodriguez, Prisca
Sent: Wednesday, August 26, 2015 1:06 PM
To: Salazar-Rodriguez, Prisca; FLONYC; John, Roxanne; 'BWinston@gqrr.com'; 'jfdc@akpdmedia.com'; 'bhyers@hilltoppublicsolutions.com'; Schnake Mahl, Gabriel; Jonathan Rosen; PhilWalzak (gmail.com); 'nbaldick@hilltoppublicsolutions.com'; 'DWalker@gqrr.com'; 'agreenberg@gqrr.com'; 'NKlepper@gqrr.com'; 'emily@berlinrosen.com'; [REDACTED] Snyder, Thomas; Leopold, Elana
Subject: MBDB: Call with the Mayor
When: Friday, August 28, 2015 4:30 PM-5:30 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Call In # [REDACTED] Code: [REDACTED]

From: [B](#)
To: [Kadushin, Peter](#)
Cc: [Hagelgans, Andrea](#); [Wolfe, Emma](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); "[jfdc@akpdmedia.com](#)"; "[Jonathan@berlinrosen.com](#)"
Subject: Re: Earth-shaking comms disaster in the making...
Date: Friday, August 28, 2015 5:25:39 PM

Works for me. Thanks. And if the booth works sat or sun, I'd be happy to do -- with any network

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

From: Kadushin, Peter
Sent: Friday, August 28, 2015 05:22 PM
To: B
Cc: Hagelgans, Andrea; Wolfe, Emma; Walzak, Phil; Hinton, Karen; Snyder, Thomas; [jfdc@akpdmedia.com](#) <[jfdc@akpdmedia.com](#)>; [Jonathan@berlinrosen.com](#) <[Jonathan@berlinrosen.com](#)>
Subject: Re: Earth-shaking comms disaster in the making...

Sir,

The booth didn't work and we were considering Francesa as an alternate option in advance of the game.

We discussed and recommend bringing Lemire along Sunday. This gives him the opportunity to talk baseball and experience a game with you, while seeing you interact with other electeds over baseball.

Peter

> On Aug 28, 2015, at 3:56 PM, B <[BCCD@cityhall.nyc.gov](#)> wrote:
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> Fine re: Lemire, but since this is a family evening, could we keep it to one inning? Also, I thought you were considering me stopping by the play-by-play booth for a half-inning -- not Francesca's show
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> I'm cool. I'm actually quite current with both the Mets and the Red Sox and their rosters. And I have informed opinions to share... :)

>
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> ----- Original Message -----
> From: Hagelgans, Andrea
> Sent: Friday, August 28, 2015 09:05 AM
> To: B; Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas
> Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com'
<Jonathan@berlinrosen.com>; Kadushin, Peter
> Subject: RE: Earth-shaking comms disaster in the making...

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> Sir,
> In thinking about the discussion last night about authenticity and relatability, we've kicked around having you do some sports radio if you are "game" for it (nice pun, right!) as we head into the 3 game series. Pulling together recommendations and will send shortly for your review. Of course, if it's a no-go with schedule we understand.

>
> Thanks,
> Andrea

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> -----Original Message-----
> From: B
> Sent: Thursday, August 27, 2015 11:45 AM
> To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Wolfe, Emma; Snyder, Thomas
> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'
> Subject: Earth-shaking comms disaster in the making...

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>

From: [Wolfe Emma](#)
To: [Hinton Karen](#)
Cc: [B; Hagelgans Andrea; Walzak Phil; jfdc@akpdmedia.com; jonathan@berlinrosen.com; Snyder Thomas](#)
Subject: Re: Ginia column
Date: Saturday, August 29, 2015 10:24:12 AM

Agree re celebs

On Aug 29, 2015, at 10:13 AM, Hinton, Karen <KHinton@cityhall.nyc.gov> wrote:

On target Ginia column; also a project we could recruit celebrities for. Helping homeless instead of chasing them out of city.

Rudolph Giuliani's Outrage on Homelessness, and Richard Gere's

http://www.nytimes.com/2015/08/30/nyregion/rudolph-giulianis-outrage-on-homelessness-and-richard-geres.html?ref=nyregion&_r=1

If the offenses of Donald J. Trump weren't getting played out by the hour at the volume of a jackhammer in competition with a Nascar event, then recent comments by another New Yorker synonymous with unchecked expressiveness, and also touched by the pixie dust of presidential aspiration, might be generating more outrage. In an interview with NBC's local news channel in New York, former Mayor [Rudolph W. Giuliani](#) explained, with both glee and self-regard, that not long ago he had paid a visit to the 19th Precinct station house on the Upper East Side to [complain about a homeless man](#) who had taken up residence on his block.

"Do you know when people lived on the streets and didn't use bathrooms inside?" he said. "It's called the Dark Ages."

Needless to say, Mr. Giuliani did not pause and follow up that remark with, "And how disgraceful that so many centuries later we are still not able to house all of our neediest." He instead went on to remind us how in the 1990s, his "brain" and Police Commissioner William J. Bratton's "people" got rid of the homeless, the panhandlers, the nuisances. "You chase 'em and you chase 'em and you chase 'em and you chase 'em, and they either get the treatment that they need or you chase 'em out of the city." (Clearly we should be enticing the naked ladies of Times Square to head to Atlantic City, maybe with brunch coupons for Trump Taj Mahal.

Advocates for the homeless responded with fury, pointing out that Mr. Giuliani's views were "morally appalling" and ignored the way that his own policies had fueled the crisis of homelessness. Of course, his conception of those with no place to live as essentially a gross inconvenience for the rest of us is hardly singular. In recent weeks, an unsettling narrative has unfolded in New York, promoted in large part but by no means exclusively in the tabloid press, demonizing the homeless as a growing presence and a threat to bourgeois life. "Going to the Park? Don't Trip on a Bum," read a headline in The New York Post.

Over the summer, pictures of people sleeping on the streets have been posted on social media with insinuations that their presence is proof that the city is returning to the mayhem of the 1970s. This would suggest that

we knew something definitive about the propensity of homeless people to commit serious crimes. We don't. Years ago, a researcher at Johns Hopkins University looked at arrest records in Baltimore for 1983 and found that although homeless people were more likely to commit nonviolent offenses like camping without a permit and indecent exposure, they were less likely to commit crimes against people or property. Homeless people themselves are considerably imperiled; last year, [a report from the National Coalition for the Homeless](#) revealed that from 1999 to 2013 there had been 1,437 documented acts of violence in 47 states perpetrated against homeless people by those who were not homeless.

Last year, the number of homeless men, women and children in New York City reached record levels, in large part because of failed or discontinued policies implemented during the Bloomberg years; the issue of affordable housing is obviously one of the most serious and vexing facing the de Blasio administration. At the same time, the number of people spending the night in city shelters, the metric by which the homeless population is measured, has, in fact, been in steady month-to-month decline since December.

This has not stopped the Sergeants Benevolent Association in New York City from implementing an initiative aimed at getting members and their friends and families to photograph homeless people lying on the street or urinating in public and posting those pictures online. (What could be more benevolent?) The association's president has said the campaign — called Peek-a-Boo We See You Too! — was a response to “the diminishing” of the city's reputation as a pre-eminently safe place. “It's outing,” as the actor [Richard Gere](#) remarked to me recently.

We were talking about the new film he has produced and in which he stars, “Time Out of Mind,” due next week. It is one of three movies that will be released in fairly quick succession that deal with homelessness in

New York, including a documentary about a former male model who now works as a photographer and who lives on a fire escape, “Homme Less,” and a feature film, “Shelter,” written and directed by Paul Bettany. Mr. Gere’s film had been in development since the late 1980s. “Unfortunately, it was still relevant,” he said.

Mr. Gere has worked with the Coalition for the Homeless for years; he has spent time in shelters; and as a longtime New Yorker, he has committed himself to thinking about his encounters with homeless people. “I went through a period where I insisted on talking, and then I realized how abusive that was — asking people about their stories and these intimate details of their lives,” he said. Now he gives every homeless person he sees some money — from \$1 to \$5 — and moves on.

Spare and free of melodrama, “Time Out of Mind” examines the immiserating realities of dealing with the bureaucracy around the shelter system and other social services. The film takes great care to render the assault of noise, the difficulties that homeless people have getting any sleep anywhere, and the kind of madness that it produces. It should remind anyone who might have forgotten that homelessness isn’t awful because it degrades the streetscape; it is awful because it degrades lives.

From: [Kadushin, Peter](#)
To: [B](#)
Cc: [Hagelgans, Andrea](#); [Wolfe, Emma](#); [Walzak, Phil](#); [Hinton, Karen](#); [Snyder, Thomas](#); jfdc@akpdmedia.com; Jonathan@berlinrosen.com
Subject: Re: Earth-shaking comms disaster in the making...
Date: Saturday, August 29, 2015 4:49:29 PM

Sir,

We are working to get you on the field for Mets warm ups tomorrow as I was told there is no BP on Sundays.

Peter

> On Aug 29, 2015, at 4:07 PM, B <BCCD@cityhall.nyc.gov> wrote:

>

>

> So here's another example of why I don't get to let go enough of details -- even though I'd REALLY like to. NOT ONE of you has put 2 +2 together: if I visited with the Red Sox during batting practice last night and the Mets didn't take BP, then we're in harm's way. So today after the game or tmrw before, I should visit with the Mets. I am happy to show my support -- can do with a full heart. Otherwise, I'm not doing my job. Pls fix this NOW

>

>

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

> From: Kadushin, Peter

> Sent: Friday, August 28, 2015 05:22 PM

> To: B

> Cc: Hagelgans, Andrea; Wolfe, Emma; Walzak, Phil; Hinton, Karen; Snyder, Thomas;

jfdc@akpdmedia.com <jfdc@akpdmedia.com>; Jonathan@berlinrosen.com

<Jonathan@berlinrosen.com>

> Subject: Re: Earth-shaking comms disaster in the making...

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> Sir,

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> The booth didn't work and we were considering Francesca as an alternate option in advance of the game.

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> We discussed and recommend bringing Lemire along Sunday. This gives him the opportunity to talk baseball and experience a game with you, while seeing you interact with other electeds over baseball.

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>> On Aug 28, 2015, at 3:56 PM, B <BCCD@cityhall.nyc.gov> wrote:

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>> Fine re: Lemire, but since this is a family evening, could we keep it to one inning? Also, I thought you were considering me stopping by the play-by-play booth for a half-inning -- not Francesca's show

>>

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>> From: Hagelgans, Andrea

>> Sent: Friday, August 28, 2015 03:11 PM

>> To: Kadushin, Peter; B; Wolfe, Emma; Walzak, Phil; Hinton, Karen; Snyder, Thomas
>> Cc: 'jfdc@akpdmedia.com' <jfdc@akpdmedia.com>; 'Jonathan@berlinrosen.com'
<Jonathan@berlinrosen.com>
>> Subject: RE: Earth-shaking comms disaster in the making...
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>> 1) allows us to showcase your fun side in an outlet that tends to drive coverage both on broadcast
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>> 2) will help us nestle the news of 3 games (which you note will cause the world to collapse for
some) and position you as a very relatable "sports fanatic" . This is not about reaction to anticipated
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>> We decided against doing sports radio because Mike Francesa's show is live from a bar with
somewhat out of control crowd.

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>> Alternatively, we could invite Jon Lemire and let him sit with you for about 3 innings. It would be a
conversation focused on baseball and would get result in wide circulation.

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>> Are you interested in this route?

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>> Peter

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>> From: B
>> Sent: Friday, August 28, 2015 12:31 PM
>> To: Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas
>> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter
>> Subject: Re: Earth-shaking comms disaster in the making...

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>> I agree entirely

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>> Subject: RE: Earth-shaking comms disaster in the making...

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>> From: B
>> Sent: Friday, August 28, 2015 12:28 PM

>> To: Wolfe, Emma; Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Snyder, Thomas
>> Cc: 'jfdc@akpdmedia.com'; 'Jonathan@berlinrosen.com'; Kadushin, Peter
>> Subject: Re: Earth-shaking comms disaster in the making...
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>> And make sure you're prepared for the 1986 questions :)
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>> Sent: Friday, August 28, 2015 9:08 AM
>> To: Hagelgans, Andrea; Walzak, Phil; Hinton, Karen; Wolfe, Emma; Snyder, Thomas
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From: [Hinton, Karen](#)
To: [Kadushin, Peter](#)
Cc: [Hagelgans, Andrea](#); [Wolfe, Emma](#); [Walzak, Phil](#); [Snyder, Thomas](#); jfdc@akpdmedia.com; Jonathan@berlinrosen.com
Subject: Re: Earth-shaking comms disaster in the making...
Date: Saturday, August 29, 2015 7:42:19 PM

Minus mayor

I'm not the expert on baseball moments. But should we be tweeting about mets?! I can.

Sent from my iPhone

> On Aug 29, 2015, at 4:07 PM, B <BCCD@cityhall.nyc.gov> wrote:

>

>

> So here's another example of why I don't get to let go enough of details -- even though I'd REALLY like to. NOT ONE of you has put 2 +2 together: if I visited with the Red Sox during batting practice last night and the Mets didn't take BP, then we're in harm's way. So today after the game or tmrw before, I should visit with the Mets. I am happy to show my support -- can do with a full heart. Otherwise, I'm not doing my job. Pls fix this NOW

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From: [Kadushin, Peter](#)
To: [Hagelgans, Andrea](#); [Walzak, Phil](#); [Wolfe, Emma](#); [Hinton, Karen](#); [Snyder, Thomas](#); jfdc@akpdmedia.com; jonathan@berlinrosen.com
Cc: [Salazar-Rodriguez, Prisca](#)
Subject: FW: MINI SCHEDULE - Sunday, August 30, 2015
Date: Saturday, August 29, 2015 7:55:37 PM

So everyone is in the loop:

We worked out having him go on-field for warm ups. He will arrive at noon, be escorted to home plate, and spend time on the field.

I will handle Lemire and expect to bring him over around the 3rd inning and let them spend 2-3 innings together. This will give the Mayor some time to settle into the game and speak with Queens electeds before bringing Lemire over.

Lemme know if there are any questions.

PK

From: OOM MIS <pkadushin@cityhall.nyc.gov>
Date: Sat, 29 Aug 2015 19:49:22 -0400
To: Mayor <bccd@cityhall.nyc.gov>, "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>, FLONYC <FLONYC@cityhall.nyc.gov>
Cc: "Schustek, Andrew" <aschustek@cityhall.nyc.gov>
Subject: Re: MINI SCHEDULE - Sunday, August 30, 2015

Sir,

If we get you there at noon, we can have you escorted near home plate and maximize your on-field time.

I agree that this will feel less rushed than 12:30 for a 1 p.m. start.

From: Mayor <bccd@cityhall.nyc.gov>
Date: Sat, 29 Aug 2015 19:38:43 -0400
To: OOM MIS <pkadushin@cityhall.nyc.gov>, "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>, FLONYC <FLONYC@cityhall.nyc.gov>
Cc: "Schustek, Andrew" <aschustek@cityhall.nyc.gov>
Subject: Re: MINI SCHEDULE - Sunday, August 30, 2015

Excellent. Now is that early enough to connect with the players? It's very important that I just focus on the Mets and have ample time to connect with them. If I need to get their earlier I will

From: Kadushin, Peter
Sent: Saturday, August 29, 2015 07:34 PM
To: B; Salazar-Rodriguez, Prisca; FLONYC
Cc: Schustek, Andrew
Subject: Re: MINI SCHEDULE - Sunday, August 30, 2015

Sir,

We've arranged for you to have some time on the field during the Mets warm ups tomorrow. Worked with Andrew and Redmond to get it set up and we've got you arriving at 12:30 and being escorted directly to the field.

Will coordinate with Prisca to ensure it is reflected on the schedule.

Peter

From: Mayor <bccd@cityhall.nyc.gov>
Date: Sat, 29 Aug 2015 19:18:10 -0400
To: "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>, FLONYC <FLONYC@cityhall.nyc.gov>
Cc: OOM MIS <pkadushin@cityhall.nyc.gov>, "Schustek, Andrew" <aschustek@cityhall.nyc.gov>
Subject: Re: MINI SCHEDULE - Sunday, August 30, 2015

Pls note that the comms team is working on getting me to the ballpark early to spend time greeting the Mets during their warm-ups. So pls lock down that timing and send revised sched

From: Salazar-Rodriguez, Prisca
Sent: Friday, August 28, 2015 07:21 PM
To: B; FLONYC
Subject: MINI SCHEDULE - Sunday, August 30, 2015

SCHEDULE FOR MAYOR BILL DE BLASIO
CITY OF NEW YORK
Sunday, August 30, 2015

WEATHER: Hi of 92. Low of 74. Partly Cloudy
ATTIRE: Casual
NOTES: -YOU have 30 mins. to change at the gym

10:00 - 10:30 DEPART GRACIE MANSION TO 357 9TH STREET//CALL WITH PRISCA REGARDING MONDAY'S SCHEDULE

Travel Time: 30 mins
Notes: YOU call Prisca

11:00 - 12:00 WORKOUT

Location: 357 9th Street

12:40 - 1:10 TRAVEL FROM 357 9TH STREET TO CITIFIELD // LEGIONNAIRES CALL WITH TONY SHORRIS

Travel Time: 30 mins.

Notes: YOU Call Tony

1:10 - 4:10 RED SOX vs METS AT CITIFIELD WITH QUEENS COUNCIL MEMBERS

5:15 - 5:45 TRAVEL TIME TO PROSPECT PARK //EVENING COMMS DEBRIEF CALL

Travel Time: 1 Hrs.

Dial In #

Code #:

5:45 - 7:45 SOFTBALL PRACTICE

Location: Prospect Park/Long Meadow Field #5

8:00 - 10:00

CITY HALL STEPS PRESS CONFERENCES

No Scheduled Press Conference

FLONYC SCHEDULE

7:30 - 9:30

From: [Hagelgans, Andrea](#)
To: [John Del Cecato](#); [Hinton, Karen](#)
Cc: [Jonathan Rosen](#); [Walzak, Phil](#); [Shorris, Anthony](#); [Snyder, Thomas](#); [Marti Adams Baker](#)
Subject: Re: Homeless camp walk through and comms proposals
Date: Saturday, August 29, 2015 10:03:27 PM

Umm there are about 20 dsnudas v 3000 street homeless

I do think part of this response is an unsaid concern over many cameras there. We may want to pool or limit to our digital team

Sent from my BlackBerry 10 smartphone.

From: John Del Cecato
Sent: Saturday, August 29, 2015 9:56 PM
To: Hinton, Karen
Cc: Jonathan Rosen; Walzak, Phil; Hagelgans, Andrea; Shorris, Anthony; Snyder, Thomas; Marti Adams Baker
Subject: Re: Homeless camp walk through and comms proposals

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Talking about real solutions also will help mitigate the Mayor's concern about seeming uncaring.

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Follow Me On Twitter @KarenHinton

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Homeless Encampment Clean Up Operation

Date: Monday, August 30th at 11am

Location: 150th Street & St. Ann's Avenue (south end)– Rae Street & Hegney Place (north end)

Strategy:

- YOU walk with representatives of DHS, DSNY, MOCJ, NYPD, Boom! Health (community service partner) to assess an encampment that is scheduled to be cleaned out this Thursday. There are approximately 12-15 individuals at this site all day long. Debris, including needles and trash, on the ground with tents built up. We are inviting the PC to join.
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Date: Monday, August 30th, time TBD with scheduling

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Andrea Hagelgans

Office of the Mayor

Direct – 212.341.5372

Cell – 718.679.8965

ahagelgans@cityhall.nyc.gov

From: [Shorris, Anthony](#)
To: [John Del Cecato](#)
Cc: [Jonathan Rosen](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Snyder, Thomas](#); [Adams Baker, Marti](#); [Hinton, Karen](#)
Subject: Re: Homeless camp walk through and comms proposals
Date: Saturday, August 29, 2015 11:17:01 PM

If we are planning an event to tell the world about some new tools we have in place to help homeless folks, then I think it's fine. If what we are doing is "cracking down" on groups of poor, mentally-ill people with nowhere else to go, then it's not. And if all we are really planning to do is chase troubled people from one place to another, then we're no better than Giuliani. I have not heard about any new programmatic initiatives here -- until we have them, I don't think we're ready to go.

Anthony E. Shorris
First Deputy Mayor
City of New York
City Hall
New York, NY 10007
212-788-3191

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From: [Salazar-Rodriguez, Prisca](#)
To: [FLONYC](#); [John, Roxanne](#); ["BWinston@gqrr.com"](#); ["ifdc@akpdmedia.com"](#); ["bhvers@hilltoppublicsolutions.com"](#); [Schnake Mahl, Gabriel](#); ["Jonathan Rosen"](#); [PhilWalzak \(gmail.com\)](#); ["nbaldick@hilltoppublicsolutions.com"](#); ["DWalker@gqrr.com"](#); ["agreenberg@gqrr.com"](#); ["NKlepper@gqrr.com"](#); ["emily@berlinrosen.com"](#); ["██████████ Snyder, Thomas](#); [Leopold, Elana](#); B; [Schnake Mahl, Gabriel](#)
Subject: Call with the Mayor
Date: Sunday, August 30, 2015 12:16:08 PM

Want to apologize for the mix up on Friday regarding the scheduled call with the Mayor.
Am looking to reschedule this call very shorty.

Prisca

From: [Walzak, Phil](#)
To: [Hagelgans, Andrea](#); [John Del Cecato](#); [Jonathan Rosen](#)
Cc: [Hinton, Karen](#); [Shorris, Anthony](#); [Snyder, Thomas](#); [Marti Adams Baker](#)
Subject: Re: Homeless camp walk through and comms proposals
Date: Sunday, August 30, 2015 1:42:23 PM

Cool

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Hagelgans, Andrea
Sent: Sunday, August 30, 2015 1:41 PM
To: John Del Cecato; Jonathan Rosen
Cc: Walzak, Phil; Hinton, Karen; Shorris, Anthony; Snyder, Thomas; Marti Adams Baker
Subject: Re: Homeless camp walk through and comms proposals

Great.

In terms of presence

I kathryn garcia- dsny

Gilbert Taylor I dhs

Oneill or fox and local precinct-nypd

Community provider

I prefer no mocj since PD plays the visible role on enforcement

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Me too

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Subject: Re: Homeless camp walk through and comms proposals

Couple of thoughts / questions:

When he tours is it a big outreach push to get these guys in shelter? I assume we are not going in there and just busting people up hence all the agencies and outreach partners?

Could we also couple it with him going out on an overall outreach tour in same neighborhood with the folks who talk people off the street?

More him spending a night hands on the problem talking people into shelter with this as a piece and less what could be perceived as punitive narrative Tony and I think we all want to avoid?

Still sends a signal against encampments etc. maybe do it just with daily news and no tv to start?

Sent from my iPad

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Dig (Maynard G Krebs)

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Sent: Sunday, August 30, 2015 7:51 AM
To: Hagelgans, Andrea
Cc: John Del Cecato; Hinton, Karen; Walzak, Phil; Shorris, Anthony; Snyder, Thomas; Marti Adams Baker
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- We anticipate inviting tier 1 print and TV photographers to cover your visit and plan to pre-position them along the encampment, pending our walk through of the site, to cover you walking the ground flanked by folks and being briefed.
- YOU then are pulled to the side to provide a brief topper to cameras—what you just witnessed and what we are doing about it. We are also inviting the PC.
- 3-5 on-topic questions only. No off topic
- We issue a press release on the encampment work, framing it as YOU assessing the situation and ordering sites be cleaned and enforced. Media will be told that this site will be cleared on Thursday and we expect they will return to watch.

NOTE: You raised earlier the concern about cameras and the spontaneous atmosphere of these

walks. We believe that to maximize this opportunity we should have TV-cameras there, but based on your feedback we can limit to just still photos and no avail. Nothing has been pitched at this time.
Daily News op-ed with homeless focus will run tomorrow

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Date: Monday, August 30th, time TBD with scheduling

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Monday – City lottery of Pope tickets-- exclusive with follow up interviews by senior admin and possibly you giving soundbites
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Thursday- Hispanic Federation Meeting -- readout or pitched piece

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Cc: [Hinton, Karen](#); [Shorris, Anthony](#); [Snyder, Thomas](#); [Marti Adams Baker](#)
Subject: Re: Homeless camp walk through and comms proposals
Date: Sunday, August 30, 2015 1:52:35 PM

Sorry and Mindy Tarlow since he likes her on these walks

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In terms of presence

I kathryn garcia- dsny

Gilbert Taylor I dhs

Oneill or fox and local precinct-nypd

Community provider

I prefer no mocj since PD plays the visible role on enforcement

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- YOU walk with representatives of DHS, DSNY, MOCJ, NYPD, Boom! Health (community service partner) to assess an encampment that is scheduled to be cleaned out this Thursday. There are approximately 12-15 individuals at this site all day long. Debris, including needles and trash, on the ground with tents built up. We are inviting the PC to join.
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- 3-5 on-topic questions only. No off topic
- We issue a press release on the encampment work, framing it as YOU assessing the situation and ordering sites be cleaned and enforced. Media will be told that this site will be cleared on Thursday and we expect they will return to watch.

NOTE: You raised earlier the concern about cameras and the spontaneous atmosphere of these walks. We believe that to maximize this opportunity we should have TV-cameras there, but based on your feedback we can limit to just still photogs and no avail. Nothing has been pitched at this time.

Daily News op-ed with homeless focus will run tomorrow

Pre-K Education Twitter Chat

Date: Monday, August 30th, time TBD with scheduling

Location: wherever

Strategy:

- YOU conduct a 10-15 minute twitter chat aimed at parents on the start of school next week.
- Focus is pre-K.
- Could possibly get a question about some of the schools determined not ready to be opened. Answers will be prepped for you. This is our

opportunity to have you
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than through press
conferences.

Weekly Communications

Press avail – 2 in community
(Bronx homeless encampment
walk w/gaggle; affordable housing
press conference)
Radio- 2 (Lehrer and Martinez)
Non-traditional -1 (twitter chat)
Off Topic -- 2 (Tuesday Lehrer;
Thursday press conference)

Priority Buckets

Housing -- (Thurs- Press
Conference) Tenant Harassment
Bill Signing – will be in a
community determined by IGA
Education – (Monday- Twitter)
Pre-K/Education focused twitter
chat with parents;
(Wednesday/Thursday- Tentative)
10 minute Angie Martinez
interview
Mental Health—(Tuesday-
pitch/press release)
Announcement of DM Buery
heading up mental health (he will
do interviews all week to amplify
including Inside City Hall)
Quality of Life – (Monday- gaggle)
Encampment walk with agencies;
(Wed-remarks) bill hearings and
signings; (Wednesday- Tentative)
– K2 message moment
Miscellaneous that will be news --
-
Monday – City lottery of Pope
tickets-- exclusive with follow up
interviews by senior admin and

possibly you giving soundbites
Monday- US Open – remarks and
photos
Thursday- Hispanic Federation
Meeting -- readout or pitched
piece

Andrea Hagelgans
Office of the Mayor
Direct – 212.341.5372
Cell – 718.679.8965
ahagelgans@cityhall.nyc.gov

From: [Hagelgans, Andrea](#)
To: [Ponet, Maibe](#); [Walzak, Phil](#); [Adams Baker, Marti](#); [Parikh, Ishanee](#); [Coney, Javon](#)
Cc: [Salazar-Rodriguez, Prisca](#); [Snyder, Thomas](#); [Zuniga, Andrea](#); [Leopold, Elana](#); [Kadushin, Peter](#); [Hinton, Karen](#); [John, Roxanne](#); [Bray, Jackie](#); [White, Erin](#); ["Jonathan@berlinrosen.com"](#); ["jfdc@akpdmedia.com"](#)
Subject: Re: Homeless camp walk through and comms proposals
Date: Sunday, August 30, 2015 6:08:02 PM

Let's discuss tomorrow. PD said it wasn't that easy.

Sent from my BlackBerry 10 smartphone.

From: Ponet, Maibe
Sent: Sunday, August 30, 2015 6:07 PM
To: Walzak, Phil; Hagelgans, Andrea; Adams Baker, Marti; Parikh, Ishanee; Coney, Javon
Cc: Salazar-Rodriguez, Prisca; Snyder, Thomas; Zuniga, Andrea; Leopold, Elana; Kadushin, Peter; Hinton, Karen; John, Roxanne; Bray, Jackie; White, Erin; 'Jonathan@berlinrosen.com'; 'jfdc@akpdmedia.com'
Subject: RE: Homeless camp walk through and comms proposals

We can announce new shelter programming. Can we consider Thursday instead of Wed, when encampment will be actually cleaned up?

Sent via the Samsung GALAXY S® 5, an AT&T 4G LTE smartphone

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

From: "Walzak, Phil" <PWalzak@cityhall.nyc.gov>
Date: 08/30/2015 17:41 (GMT-05:00)
To: "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>, "Adams Baker, Marti" <MAdams@cityhall.nyc.gov>, "Ponet, Maibe" <MPonet@cityhall.nyc.gov>, "Parikh, Ishanee" <iparikh@cityhall.nyc.gov>, "Coney, Javon" <JConey@cityhall.nyc.gov>
Cc: "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>, "Snyder, Thomas" <TSnyder@cityhall.nyc.gov>, "Zuniga, Andrea" <AZuniga@cityhall.nyc.gov>, "Leopold, Elana" <ELeopold@cityhall.nyc.gov>, "Adams Baker, Marti" <MAdams@cityhall.nyc.gov>, "Kadushin, Peter" <pkadushin@cityhall.nyc.gov>, "Hinton, Karen" <KHinton@cityhall.nyc.gov>, "John, Roxanne" <RJohn@cityhall.nyc.gov>, "Bray, Jackie" <JBray@cityhall.nyc.gov>, "White, Erin" <EWhite@cityhall.nyc.gov>, "'Jonathan@berlinrosen.com'" <Jonathan@berlinrosen.com>, "'jfdc@akpdmedia.com'" <jfdc@akpdmedia.com>
Subject: Re: Homeless camp walk through and comms proposals

We just kinda did that

What other one-off homeless hits can we start getting into bloodstream? Is NYT nikita tmrw?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Hagelgans, Andrea
Sent: Sunday, August 30, 2015 5:34 PM
To: Adams Baker, Marti; Ponet, Maibe; Parikh, Ishanee; Coney, Javon
Cc: Walzak, Phil; Salazar-Rodriguez, Prisca; Snyder, Thomas; Zuniga, Andrea; Leopold, Elana; Adams Baker, Marti; Kadushin, Peter; Hinton, Karen; John, Roxanne; Bray, Jackie; White, Erin; 'Jonathan@berlinrosen.com'; 'jfdc@akpdmedia.com'

Subject: Re: Homeless camp walk through and comms proposals

- B and flonyc

I just spoke to him on the phone. He much favors this re-worked proposal with smaller media footprint. He would prefer we frame our msg with an oped on homelessness to pop the morning of the encampment visit so it doesn't feel disconnected from larger themes
Wants us to aim for wed visit.

No homeless thing tomorrow

Prisca- let us know about wed

Sent from my BlackBerry 10 smartphone.

From: Hagelgans, Andrea

Sent: Sunday, August 30, 2015 4:21 PM

To: B

Cc: Walzak, Phil; Salazar-Rodriguez, Prisca; Snyder, Thomas; Zuniga, Andrea; Leopold, Elana; Adams Baker, Marti; Kadushin, Peter; Hinton, Karen; FLONYC; John, Roxanne; Bray, Jackie; White, Erin; 'Jonathan@berlinrosen.com'; 'jfdc@akpdmedia.com'

Subject: Re: Homeless camp walk through and comms proposals

Sir,

The group consensus is that since we will have service providers who are doing outreach to these clientele that we show a different approach than the past- enforcement and support to work towards long-term, achievable solutions.

However, we recommend scaling back to just Daily news photog and reporter (Jen fermino) which limits media presence while achieving our goal of amplifying your oped today.

We would have the following with you

- kathryn garcia, dsny
- Mindy tarlow, operations
- Gilbert taylor, dhs
- o'neill or fox, nypd

Representatives of Bronx Works- which has been outspoken in support for your approach- and Harm Reduction programs will be there and can brief you.

Advance has told us that it is only safe to view from an overlook. You will not walk the grounds. But it would give you a view of the camps and opportunity to be briefed.

The camps will be cleared on Thursday and we would make clear to Jen this is a strategic response to a complex problem.

ROS

- YOU are greeted by the agencies and community partners
- YOU are briefed on situation
- Daily News photog covers
- YOU do a brief one-on- one with Jen Fermino on site after.

As you may recall, she was quite thoughtful in her coverage after the mentally ill person approached Chirlane at an event and we believe she will treat this respectfully.

We do anticipate some questions on veterans homelessness potentially and will work up QandA.

Please let us know your thoughts. Nothing has been pitched.

Sent from my BlackBerry 10 smartphone.

From: B

Sent: Saturday, August 29, 2015 9:10 PM

To: Hagelgans, Andrea

Cc: Walzak, Phil; Salazar-Rodriguez, Prisca; Snyder, Thomas; Zuniga, Andrea; Leopold, Elana; Adams Baker, Marti; Kadushin, Peter; Hinton, Karen; FLONYC; John, Roxanne; Bray, Jackie; White, Erin; 'Jonathan@berlinrosen.com'; 'jfdc@akpdmedia.com'

Subject: Re: Homeless camp walk through and comms proposals

An excellent plan for the week! Well done

Two concerns:

1. As you know, Chirlane will continue to "head up" mental health (I've cc'ed her and her team here). She will effectively be the Chair of and chief spokesperson for all we do on this topic for the duration. Richard will head the Mental Health Cabinet, meaning the actual day-to-day coordination amongst all the agencies, which requires a deputy mayor's involvement. Pls make sure this is crystal clear in the roll-out
2. The broad idea of the encampment event makes sense to me, but don't wrong it could really backfire. I've cc'ed Rosen and Del Cecato for this piece. The danger here is that it will be interpreted wrongly as an attack on the homeless -- which I would never be party to.

Our problem is that as a team we have all (led by me) absolutely sucked at laying down the predicate on this issue. If over the last two months we had set the record straight effectively, this effort re: the encampment would have seemed natural and smooth. In the absence of framing, it could really come across as desperate and over-the-top.

I really want to hear with jonathan and john think -- especially Jonathan because of his long experience on this issue. And I really don't want to alienate our true friends and allies on this issue. So if we can do this right, contextualize it right, explain it right and inhibit media sensationalism, I'm

all in.

If not, we should consider having officials other than me and BB do this, and then I speak to it after. Pls discuss without me on the thread and come back with a rec. Thanks

From: Hagelgans, Andrea
Sent: Saturday, August 29, 2015 08:06 PM
To: B
Cc: Walzak, Phil; Salazar-Rodriguez, Prisca; Snyder, Thomas; Zuniga, Andrea; Leopold, Elana; Adams Baker, Marti; Kadushin, Peter; Hinton, Karen
Subject: Homeless camp walk through and comms proposals

Sir,

Wanted to follow up with you directly on communications proposals for Monday and provide a holistic overview of the week. Know that you'll then discuss with Front Office and make determinations. If you hate this format, I apologize and will re-configure.

Monday

Homeless Encampment Clean Up Operation

Date: Monday, August 30th at 11am

Location: 150th Street & St. Ann's Avenue (south end)– Rae Street & Hegney Place (north end)

Strategy:

- YOU walk with representatives of DHS, DSNY, MOCJ, NYPD, Boom! Health (community service partner) to assess an encampment that is scheduled to be cleaned out this Thursday. There are approximately 12-15 individuals at this site all day long. Debris, including needles and trash, on the ground with tents built up. We are inviting the PC to join.
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Location: wherever

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- YOU conduct a 10-15 minute twitter chat aimed at parents on the start of school next week.
- Focus is pre-K.
- Could possibly get a question about some of the schools determined not ready to be opened. Answers will be prepped for you. This is our opportunity to have you begin to reach New Yorkers directly rather than through press conferences.

Weekly Communications

Press avail – 2 in community (Bronx homeless encampment walk w/gaggle; affordable housing press conference)

Radio- 2 (Lehrer and Martinez)

Non-traditional -1 (twitter chat)

Off Topic -- 2 (Tuesday Lehrer; Thursday press conference)

Priority Buckets

Housing -- (Thurs- Press Conference) Tenant Harassment Bill Signing – will be in a community determined by IGA

Education – (Monday- Twitter) Pre-K/Education focused twitter chat with parents; (Wednesday/Thursday- Tentative) 10 minute Angie Martinez interview

Mental Health—(Tuesday- pitch/press release) Announcement of DM Buery heading up mental health (he will do interviews all week to amplify including Inside City Hall)

Quality of Life – (Monday- gaggle) Encampment walk with agencies; (Wed- remarks) bill hearings and signings; (Wednesday- Tentative) – K2 message moment

Miscellaneous that will be news ---

Monday – City lottery of Pope tickets-- exclusive with follow up interviews by senior admin and possibly you giving soundbites

Monday- US Open – remarks and photos

Thursday- Hispanic Federation Meeting -- readout or pitched piece

Andrea Hagelgans

Office of the Mayor

Direct – 212.341.5372

Cell – 718.679.8965

ahagelgans@cityhall.nyc.gov

From: [John Del Cecato](#)
To: [Hinton, Karen](#); [Jonathan Rosen](#)
Subject: Re: NYT: Mayor de Blasio Authorizes Emergency Measure to Aid Homeless People
Date: Monday, August 31, 2015 10:45:12 AM

I agree... this was a great piece

From: "Hinton, Karen" <KHinton@cityhall.nyc.gov>
Date: Monday, August 31, 2015 at 10:09 AM
To: John Del Cecato <jfdc@akpdmmedia.com>, Jonathan Rosen <jonathan@berlinrosen.com>
Subject: Fwd: NYT: Mayor de Blasio Authorizes Emergency Measure to Aid Homeless People

I'm on vacation this week but I think he should be all over this. It's good news to counter the encampment should he decide to do that.

Any push u can provide would be appreciated.

Sent from my iPhone

Begin forwarded message:

From: Clips <Clips@cityhall.nyc.gov>
Date: August 30, 2015 at 8:04:02 PM AST
Subject: NYT: Mayor de Blasio Authorizes Emergency Measure to Aid Homeless People

Mayor de Blasio Authorizes Emergency Measure to Aid Homeless People
NY TIMES - Nikita Stewart
<http://mobile.nytimes.com/2015/08/31/nyregion/mayor-de-blasio-authorizes-emergency-measure-to-aid-homeless-people.html?referrer=>

With few beds available in New York City's homeless shelters, Mayor Bill de Blasio has authorized another emergency measure to provide rental assistance to people facing homelessness.

The \$10 million initiative is expected to provide aid to as many as 1,000 adults and is modeled on an emergency measure in May to assist families with children, who have been the focus of the administration's recent efforts to reduce homelessness.

While the number of homeless people has fallen since last winter's record of about 60,000, officials concluded that more needed to be done to assist adults without children. In an Aug. 5 count, 16,562 people were living in city homeless shelters. The average vacancy rate at shelters for single adults was 1.1 percent, while the rate at shelters for adult families was 1.29 percent.

The new emergency measure, the Special Exit and Prevention Supplement, will

give subsidies to tenants facing eviction, domestic violence survivors timing out of shelters, recovering addicts discharged from treatment and former residents of so-called three-quarter homes.

Mary Brosnahan, executive director of the Coalition for the Homeless, said the new program was an “important step.”

“The numbers have been going down on families, but we’re seeing growing numbers of single adults,” Ms. Brosnahan said. “It’s going to do a lot for single people in the shelters, many of whom are working.”

Based on household size and other factors, the subsidies will allow recipients to rent private apartments long term. But finding apartments within the program’s cap, \$1,213 for a single adult, will not be easy. The city has been criticized for years for the poor conditions of private buildings in a temporary assistance program for homeless families.

“Yes, it’s going to be difficult, but I don’t think it’s impossible,” Ms. Brosnahan said.

The city has been trying to recruit landlords to participate in the new rental assistance programs, Steven Banks, commissioner of the city’s Human Resources Administration, said. But he added that many landlords remain bitter about a 2011 decision by Mr. de Blasio’s predecessor, Michael R. Bloomberg, to end a similar subsidy program. “It’s a legacy that we had to work very hard with landlords to wipe away.”

Mr. Banks and Gilbert Taylor, commissioner of homeless services, had asked Mr. de Blasio, a Democrat, to set up the new program and to model it on the Family Eviction Prevention Supplement program, started in May.

The initiatives are part of a broader effort to move people out of shelters and into permanent housing.

Since last fall, the city has been rolling out various rental assistance programs through emergency rules, allowing the city to start the programs before the public-comment period ends.

Councilman Stephen T. Levin, a Brooklyn Democrat who is chairman of the general welfare committee, said expediting the programs is justified. “It’s an emergency, particularly when we see the vacancy rate within the shelter system,” he said. “It’s a much wiser course of action to come up with programs. Time is of the essence.”

Matthew Main, a staff attorney at MFY Legal Services Inc., a nonprofit firm focused on poverty issues, said the new program would greatly help people receiving a state shelter allowance of just \$215, an amount that has been unchanged since 1988.

Many of those people end up in three-quarter housing, he said, group homes that

are effectively unregulated and have multiplied over the past decade, driven by a mandate to reduce shelter rolls and a dearth of affordable housing.

“A lot of people in three-quarter housing are folks who are down on their luck,” Mr. Main said. “This is essentially a way for people who are simply poor to procure safe housing.”

More than 200 people were removed from three-quarter houses that were shut down for illegal conditions, such as building code violations and overcrowding. They are currently in temporary housing and would likely benefit from the new program.

From: [Jordan Smith](#)
To: [Grybauskas, Natalie](#)
Subject: RE: citymart sync
Date: Monday, August 31, 2015 2:38:33 PM
Attachments: [Citymart NYC Release FINAL.docx](#)

Natalie:

Jeff already signed off on this press release but that was before our brouhaha last week. So I want to make sure you're still good with us sending it out?

Jordan

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]
Sent: Tuesday, August 25, 2015 11:47 AM
To: Jordan Smith; Merritt, Jeff
Cc: rbrack@cto.nyc.gov
Subject: RE: citymart sync

Thanks Jordan.

The Politico article was very balanced and I'm glad to hear the team is using it as a resource for talking points. Hawkins' story was definitely overblown and heavy on the criticism of our current procurement process. Don't think that's fair to conflate with the CityMart contract because they are simply not the same thing, and bringing them together piles criticism onto the City unnecessarily.

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Tuesday, August 25, 2015 11:42 AM
To: Merritt, Jeff
Cc: Grybauskas, Natalie; rbrack@cto.nyc.gov
Subject: RE: citymart sync

Hey Jeff,

After talking with my team just now, we're going to tone down our pitching going forward to make sure we're not over-hyping Citymart's significance. There's one story already in the works—with Chester Soria at Metro—but we're going to make very clear to him this is merely a pilot project, an experiment, one that has possibilities but has not at all made major changes to NYC procurement. We'll be much more precise going forward—some of this, I think, is reporters getting carried away, but some of it is on our end in conflating Citymart's ambitions and national work with the actual details of the NYC contract.

Can we continue with the Metro story, or would you rather us call it off completely?

Sorry for all the confusion and any trouble we caused you.

Jordan

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]
Sent: Tuesday, August 25, 2015 7:35 AM
To: Jordan Smith
Cc: Grybauskas, Natalie; rbrack@cto.nyc.gov
Subject: Re: citymart sync

Jordan--

Articles like today's Crain's post are not helpful --

<http://www.craigslist.com/article/20150825/BLOGS04/150829991/de-blasio-administration-pays-firm-180000-to-fix-a-17-billion-problem>

Can you make sure your team is not exaggerating the scope of work? This is the second article that seemed to suggest this is a fix to procurement which is just incorrect. This is a pilot to explore ways to crowdsource new ideas to problems. Let us know if you have any questions - thanks.

Jeff

On Aug 24, 2015, at 2:29 PM, Jordan Smith <jordan.smith@berlinrosen.com> wrote:

Okay, great. Thanks, Jeff.

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]
Sent: Monday, August 24, 2015 2:29 PM
To: Jordan Smith
Cc: Grybauskas, Natalie; rbrack@cto.nyc.gov
Subject: Re: citymart sync

Looping in our press team. You can feel free to put the reporter in touch with Natalie who is cc'ed. We'll have to go through the the normal protocols but assuming the press team is good with it, I'm happy to talk with them.

On Aug 24, 2015, at 2:21 PM, Jordan Smith <jordan.smith@berlinrosen.com> wrote:

Hey Jeff:

Would you be willing to talk tomorrow or Wednesday to a reporter at Metro newspaper about Citymart's importance to NYC? This would give you a chance to hype the city's overall innovation efforts, if you want to take that angle!

Jordan

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 2:50 PM

To: Jordan Smith

Subject: RE: citymart sync

The document I sent previously was approved. Let me know if that works. The attached is the same version just with track changes accepted. THANKS!

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 12:24 PM

To: Merritt, Jeff

Subject: RE: citymart sync

Thanks, Jeff. Look forward to getting it from City Hall.

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 12:11 PM

To: Jordan Smith

Subject: RE: citymart sync

FYI, just wanted to give you an update. I've sent the attached document to the Press Office and Mayor's Office of Contract Services for their review. I will let you know as soon as I hear back. I understand you're anxious to get a release out but we need to have City Hall sign off before anything goes out that references the City and its work. Thanks.

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 10:17 AM

To: Merritt, Jeff

Subject: RE: citymart sync

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 10:13 AM

To: Jordan Smith
Subject: RE: citymart sync

Hmm, phone didn't ring. Probably bad reception. You can call my desk at 718-724-6498 or let me know the best number to reach you at.

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Thursday, August 20, 2015 10:03 AM
To: Merritt, Jeff
Subject: RE: citymart sync
Importance: High

Just gave you a ring. When is good to chat?

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]
Sent: Thursday, August 20, 2015 9:50 AM
To: Jordan Smith
Subject: RE: citymart sync

Sure, you can call me on my cell at [REDACTED]

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Thursday, August 20, 2015 9:49 AM
To: Brack, Ryan (CTO); Merritt, Jeff (CTO)
Subject: RE: citymart sync
Importance: High

Hey Jeff:

Can we jump on the phone today? Citymart is speaking with media all day.

Jordan

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

From: Brack, Ryan (CTO) [<mailto:RBrack@cto.nyc.gov>]

Sent: Wednesday, August 19, 2015 11:11 AM

To: Jordan Smith; Merritt, Jeff (CTO)

Subject: citymart sync

Hey Jeff Jordan is it possible to please sync today on the press release high-level talking points and Miranda? Have time later today? Thanks!

Sent from my iPhone



TRANSFORMING
THE WAY CITIES
SOLVE PROBLEMS

For Immediate Release:

DATE

Contact:

Jordan Smith, 646-335-0621

Jordan.smith@berlinrosen.com

New York City Pilots Innovative New Approach to Urban Problem-Solving in Partnership with Citymart

New Initiative Opens Door for Start-ups and Other Innovative Companies to Work with New York City to Tackle the Most Pressing Urban Challenges

New York, N.Y. –In the largest implementation yet of its innovative approach, Citymart will partner with the New York City Mayor’s Office of Technology and Innovation to pilot a new method that could transform the way the city’s government solves problems by connecting city planners with innovative new ideas through open challenges to entrepreneurs and citizens.

The Mayor’s Office of Technology and Innovation will work with New York-based Citymart on launching a series of problem-based challenges over the course of the next two years. Challenges will draw on key themes that were set forth in Mayor de Blasio’s Plan for One New York, which was released in April 2015. [OneNYC](#) establishes bold goals and specific targets for a strong, sustainable, resilient, and equitable city – 800,000 people out of poverty by 2025, Zero Waste, eliminating long-term displacement after future shock events, and much more.

“Anything done in New York City has ramifications around the world – we’re absolutely thrilled to be partnering with the city in this effort,” said Citymart CEO Sascha Haselmayer. “Mayor Bill de Blasio proved he’s committed to transforming the way the city approaches some of the most daunting urban problems that any city in the world can face by establishing the Mayor’s Office of Technology and Innovation to seek out inventive, effective, and affordable solutions. This process will help the city further that goal by leveraging existing resources to bring new players into the process and open up new possibilities for innovation.”

Citymart helps cities learn how to use the open market to find proven, innovative solutions addressing the pressing needs of urban areas, helping them rethink their spending habits so they focus on not just buying goods and services, but on solving problems. Citymart starts by working with a city to help them define their problems and capabilities. Then the firm conducts intensive research and outreach to identify the market leaders and proven innovators with possible solutions and issues a challenge to those leaders, to local businesses and citizens, and to a global network of businesses, entrepreneurs, and universities in a search for the most effective and affordable solution.

“We will issue an open challenge to market leaders and proven innovators for possible solutions to each particular problem,” Haselmayer said. “This challenge asks three simple questions: ‘What is your idea for solving the problem, how ready is your solution, and how can we measure its success?’ We’ll be training New York City staff how to run these challenges and evaluate proposed solutions in a transparent and efficient manner.”

The Citymart-New York City partnership builds on the City’s first [Call for Innovations](#) (CFI) launched earlier this year. The CFI, which focused on new approaches for providing Internet access in underserved communities, produced 69 proposals from 52 sources over a period of 11 weeks from April to June. The largest number of submissions came from start-ups and small businesses, most of whom had not previously worked with the City of New York.

Citymart is also partnering with Philadelphia, Miami, Long Beach, and other major American cities to help them transform the way they solve city problems.

“Cities in the United States collectively spend more than one trillion dollars that we know could be spent in better solutions. If we put even a small fraction of that to use in creating cities that are more responsive, more efficient and more nimble at solving problems for citizens, we’ll make an enormous impact on thousands of people’s lives” said Citymart Principal Julia Haselmayer.

####

Citymart is a New York-based company that transforms the way cities solve problems, connecting them with new ideas through open challenges to entrepreneurs and citizens. The company has helped cities around the world from San Francisco to London find proven, innovative solutions addressing the pressing needs of urban areas, such as efficient transportation, quality public spaces, sustainability, effective social services, and robust commerce and tourism.

From: [Zuniga, Andrea](#)
To: [Arslanian, Kayla](#)
Cc: [Salazar-Rodriguez, Prisca](#); [Da Costa, Ricky](#); URamirez@schools.nyc.gov; [Chao, Raymond](#); [Fuleihan, Dean \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Shorris, Anthony](#); [Buery, Richard](#); [Hagelgans, Andrea](#); [Wallack Josh \(JWallack@schools.nyc.gov\)](#); [Devora Kaye](#); [Goldmark, Karin](#); [Confer, Alexis](#); [Blumm, Kate](#); [Schwartz, Regina](#); eliss@schools.nyc.gov; [Griffith, Chantell](#); jonathan@berlinrosen.com; [John Del Cecato](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Leopold, Elana](#); [Cutler, Dorothy](#); [Walzak, Phil](#); [Caquias, Paula](#); [Barbagallo Joy](#)
Subject: Re: MBDB: Education Speech Prep
Date: Monday, August 31, 2015 5:44:06 PM

IGA requested

Please come to blue room

Sent from my iPhone

On Aug 31, 2015, at 5:08 PM, Arslanian, Kayla <KArslanian@cityhall.nyc.gov> wrote:

Pls assemble – will start shortly. Thanks!

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

From: Salazar-Rodriguez, Prisca

Sent: Sunday, August 30, 2015 9:14 PM

To: Salazar-Rodriguez, Prisca; Da Costa, Ricky; Arslanian, Kayla; URamirez@schools.nyc.gov; Chao, Raymond; Fuleihan, Dean (OMB); Schnake Mahl, Gabriel; Shorris, Anthony; Buery, Richard; Hagelgans, Andrea; 'Wallack Josh (JWallack@schools.nyc.gov)'; Devora Kaye; Goldmark, Karin; Confer, Alexis; Blumm, Kate; Schwartz, Regina; eliss@schools.nyc.gov; Griffith, Chantell; jonathan@berlinrosen.com; John Del Cecato; Williams, Dominic; Wolfe, Emma; Leopold, Elana; Cutler, Dorothy; Walzak, Phil; Zuniga, Andrea; Caquias, Paula; 'Barbagallo Joy'

Subject: MBDB: Education Speech Prep

When: Monday, August 31, 2015 4:30 PM-5:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: City Hall, The Blue Room

From: [Hagelgans, Andrea](#)
To: [Walzak, Phil](#); [Wolfe, Emma](#); Jonathan@berlinrosen.com; [John Del Cecato \(jfdc@akpdmedia.com\)](mailto:John.Del.Cecato@akpdmedia.com)
Cc: [Adams Baker, Marti](#); [Gross, Dan](#)
Subject: FW: Bike share turnout on UES/Lex Ave
Date: Tuesday, September 01, 2015 9:21:51 AM
Attachments: [ATT00001.txt](#)

Example of agencies getting media on their own

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

From: Gastel, Scott [<mailto:SGastel@dot.nyc.gov>]
Sent: Tuesday, September 01, 2015 9:16 AM
To: Norvell, Wiley; Hagelgans, Andrea
Cc: Tsang, Bonny; Trottenberg, Polly (DOT)
Subject: Bike share turnout on UES/Lex Ave

Here with Brewer and Kallos. ABC7, Fox 5, 880 AM (Haskell), 1010 (Schuck), 24/7 (Pringle), Daily News (Rivoli), DNA (Weaver) are all here.

Sent from my iPhone

From: [Walzak, Phil](#)
To: [Hagelgans, Andrea](#); [John Del Cecato \(jfdc@akpdmedia.com\)](mailto:jfdc@akpdmedia.com); Jonathan@berlinrosen.com; [Wolfe, Emma](#)
Cc: [Adams Baker, Marti](#); [Ponet, Maibe](#)
Subject: RE: DN: EXCLUSIVE: Summer jobs for city kids surged in 2015
Date: Tuesday, September 01, 2015 1:33:49 PM

Nice work!

From: Hagelgans, Andrea
Sent: Tuesday, September 01, 2015 1:12 PM
To: John Del Cecato (jfdc@akpdmedia.com); Jonathan@berlinrosen.com; Walzak, Phil; Wolfe, Emma
Cc: Adams Baker, Marti; Ponet, Maibe
Subject: DN: EXCLUSIVE: Summer jobs for city kids surged in 2015

EXCLUSIVE: Summer jobs for city kids surged in 2015

LISA L. COLANGELO, BEN CHAPMAN NEW YORK DAILY NEWS 08/31/2015 2:30 AM ET
AMY SUSSMAN/GETTY IMAGES

More Big Apple youths landed city-funded summer jobs in 2015 than at any other point in the program's 50-year history, Department of Youth and Community Development figures show.

A whopping 54,263 city youths age 14-24 landed paid summer gigs lasting up to 6 weeks through the Summer Youth Employment Program that ended earlier this month, commissioner Bill Chong said. That's up from 47,126 youngsters in 2014.

Chong said a \$12 million boost in city funds for the program -- bringing its budget to nearly \$79 million-- fueled the employment explosion. The program connects youths with minimum wage jobs at private companies, non-profits and city agencies.

But the lessons learned on the job count for more than the spending cash they generate, Chong said.

"Younger youths and those who have never worked before learn the importance of showing up on time and working with other people," Chong said. "For the older youths, it's about lining up the work experience that they're interested in."

More than 130,000 applicants applied for the program this year. Participants were selected through a lottery system.

Khaleel Jones admitted he was a little nervous his first day working the floor at the Modell's Sporting Goods in Fresh Meadows.

"This is my first retail job," said the 18-year-old from Rosedale, who is heading into his senior year at Campus Magnet High School. "I didn't know what to sell and I'm not good at talking to people publicly."

But he credits his co-workers with helping him gain confidence and knowledge. He aced two "mystery shopping" tests by an anonymous Modell's employee and impressed his

bosses enough to earn him a part-time job after the program ended.

“Working here has taught me a lot of things,” said Jones, who is making careful plans to juggle the job with his schoolwork and football practice. He’s an offensive lineman with the Campus Magnet Bulldogs. “I’m confident talking to people now and I know what to do in my workspace.”

Ed Cohen, general manager of the store, said he was impressed with Khaleel and his fellow workers from the summer jobs program.

“He was hungry to learn and he used his knowledge,” said Cohen. “Khaleel was here just three weeks when he was tested by a mystery shopper and received a 100. His customers are well taken care of.”

Andrea Hagelgans

Office of the Mayor

Direct – 212.341.5372

Cell – 718.679.8965

ahagelgans@cityhall.nyc.gov

From: [Jordan Smith](#)
To: [Grybauskas, Natalie](#)
Subject: RE: citymart sync
Date: Tuesday, September 01, 2015 3:22:24 PM

██████████ On the phone now and another call at 4, however. Can I call you instead when I have a free moment?

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]
Sent: Tuesday, September 01, 2015 3:21 PM
To: Jordan Smith
Subject: RE: citymart sync

What's the best number to reach you? Would like to chat about this

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Monday, August 31, 2015 3:05 PM
To: Grybauskas, Natalie
Subject: RE: citymart sync

For sure. Just let me know.

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]
Sent: Monday, August 31, 2015 2:52 PM
To: Jordan Smith
Subject: RE: citymart sync

It was a good word.

I think we definitely want to avoid issues we had w/ Hawkins story. Would like to scale this back a little...Trying to sync with jeff -- really hard given his location. Could we hold for now?

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Monday, August 31, 2015 2:46 PM
To: Grybauskas, Natalie
Subject: RE: citymart sync

We can wait a day or two.

You just wanted to copy my use of brouhaha 😊

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]
Sent: Monday, August 31, 2015 2:45 PM
To: Jordan Smith
Subject: RE: citymart sync

What's the timeline?

I want to double check with jeff before anything, but he is out of the country....my thoughts are if you guys are still going to send out, I'd want to see a couple choice edits to avoid further brouhaha.

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Monday, August 31, 2015 2:40 PM
To: Grybauskas, Natalie
Subject: RE: citymart sync

Will do.

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]
Sent: Monday, August 31, 2015 2:39 PM
To: Jordan Smith
Subject: RE: citymart sync

Thanks for checking in -- let me have a couple minutes to review again.

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Monday, August 31, 2015 2:38 PM
To: Grybauskas, Natalie
Subject: RE: citymart sync

Natalie:

Jeff already signed off on this press release but that was before our brouhaha last week. So I want to make sure you're still good with us sending it out?

Jordan

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]
Sent: Tuesday, August 25, 2015 11:47 AM
To: Jordan Smith; Merritt, Jeff
Cc: rbrack@cto.nyc.gov
Subject: RE: citymart sync

Thanks Jordan.

The Politico article was very balanced and I'm glad to hear the team is using it as a resource for talking points. Hawkins' story was definitely overblown and heavy on the criticism of our current procurement process. Don't think that's fair to conflate with the CityMart contract because they are simply not the same thing, and bringing them together piles criticism onto the City unnecessarily.

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]
Sent: Tuesday, August 25, 2015 11:42 AM
To: Merritt, Jeff
Cc: Grybauskas, Natalie; rbrack@cto.nyc.gov
Subject: RE: citymart sync

Hey Jeff,

After talking with my team just now, we're going to tone down our pitching going forward to make sure we're not over-hyping Citymart's significance. There's one story already in the works—with

Chester Soria at Metro--but we're going to make very clear to him this is merely a pilot project, an experiment, one that has possibilities but has not at all made major changes to NYC procurement. We'll be much more precise going forward—some of this, I think, is reporters getting carried away, but some of it is on our end in conflating Citymart's ambitions and national work with the actual details of the NYC contact.

Can we continue with the Metro story, or would you rather us call it off completely?

Sorry for all the confusion and any trouble we caused you.

Jordan

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]
Sent: Tuesday, August 25, 2015 7:35 AM
To: Jordan Smith
Cc: Grybauskas, Natalie; rbrack@cto.nyc.gov
Subject: Re: citymart sync

Jordan--

Articles like today's Crain's post are not helpful --

<http://www.crainsnewyork.com/article/20150825/BLOGS04/150829991/de-blasio-administration-pays-firm-180000-to-fix-a-17-billion-problem>

Can you make sure your team is not exaggerating the scope of work? This is the second article that seemed to suggest this is a fix to procurement which is just incorrect. This is a pilot to explore ways to crowdsource new ideas to problems. Let us know if you have any questions - thanks.

Jeff

On Aug 24, 2015, at 2:29 PM, Jordan Smith <jordan.smith@berlinrosen.com> wrote:

Okay, great. Thanks, Jeff.

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]
Sent: Monday, August 24, 2015 2:29 PM
To: Jordan Smith
Cc: Grybauskas, Natalie; rbrack@cto.nyc.gov
Subject: Re: citymart sync

Looping in our press team. You can feel free to put the reporter in touch with Natalie who is cc'ed. We'll have to go through the the normal protocols but assuming the press team is good with it, I'm happy to talk with them.

On Aug 24, 2015, at 2:21 PM, Jordan Smith <jordan.smith@berlinrosen.com> wrote:

Hey Jeff:

Would you be willing to talk tomorrow or Wednesday to a reporter at Metro newspaper about Citymart's importance to NYC? This would give you a chance to hype the city's overall innovation efforts, if you want to take that angle!

Jordan

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 2:50 PM

To: Jordan Smith

Subject: RE: citymart sync

The document I sent previously was approved. Let me know if that works. The attached is the same version just with track changes accepted. THANKS!

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 12:24 PM

To: Merritt, Jeff

Subject: RE: citymart sync

Thanks, Jeff. Look forward to getting it from City Hall.

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 12:11 PM

To: Jordan Smith

Subject: RE: citymart sync

FYI, just wanted to give you an update. I've sent the attached document to the Press Office and Mayor's Office of Contract Services for their review. I will let you know as soon as I hear back. I understand you're anxious to get a release out but we need to have City Hall sign off before anything goes out that references the City and its work. Thanks.

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 10:17 AM

To: Merritt, Jeff

Subject: RE: citymart sync

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 10:13 AM

To: Jordan Smith

Subject: RE: citymart sync

Hmm, phone didn't ring. Probably bad reception. You can call my desk at 718-724-6498 or let me know the best number to reach you at.

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 10:03 AM

To: Merritt, Jeff

Subject: RE: citymart sync

Importance: High

Just gave you a ring. When is good to chat?

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

From: Merritt, Jeff [<mailto:JMerritt@cityhall.nyc.gov>]

Sent: Thursday, August 20, 2015 9:50 AM

To: Jordan Smith

Subject: RE: citymart sync

Sure, you can call me on my cell at [REDACTED]

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

From: Jordan Smith [<mailto:jordan.smith@berlinrosen.com>]

Sent: Thursday, August 20, 2015 9:49 AM

To: Brack, Ryan (CTO); Merritt, Jeff (CTO)

Subject: RE: citymart sync

Importance: High

Hey Jeff:

Can we jump on the phone today? Citymart is speaking with media all day.

Jordan

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

From: Brack, Ryan (CTO) [<mailto:RBrack@cto.nyc.gov>]

Sent: Wednesday, August 19, 2015 11:11 AM

To: Jordan Smith; Merritt, Jeff (CTO)

Subject: citymart sync

Hey Jeff Jordan is it possible to please sync today on the press release high-level talking points and Miranda? Have time later today? Thanks!

Sent from my iPhone

From: [Jordan Smith](#)
To: [Grybauskas, Natalie](#)
Subject: RE: citymart sync
Date: Tuesday, September 01, 2015 3:41:44 PM

Have 20 minutes now.

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]
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To: Jordan Smith; Merritt, Jeff (CTO)

Subject: citymart sync

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Sent from my iPhone

From: [Emily Walsh](#)
To: [Salazar-Rodriguez, Prisca](#); [Jonathan Rosen](#)
Cc: [Anna Robinson-Sweet](#)
Subject: RE:
Date: Tuesday, September 01, 2015 4:11:21 PM

Great, thanks

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

From: Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]
Sent: Tuesday, September 01, 2015 4:10 PM
To: Jonathan Rosen
Cc: Emily Walsh; Anna Robinson-Sweet
Subject:

Mayor is walking over to you now.

From: [John Del Cecato](#)
To: [Hagelgans, Andrea](#); [Jonathan Rosen](#)
Cc: [Kadushin, Peter](#); [Walzak, Phil](#)
Subject: Re: Post on our front page
Date: Friday, September 04, 2015 9:09:07 AM

Personally, I love PK's U Mad idea - but would do it with Willy Wonka
<http://vignette4.wikia.nocookie.net/trollpasta/images/d/db/U-mad-bro.jpg/revision/latest?cb=20140610192555>

BUT, in the interest of message discipline, maybe we just retweet our own original tweet & say something like "ICYMI: Here's the fake cover that has @NYPost all worked up this morning."

OR, you could really rub it in, and say "Here's the fake cover that has @NYPost all worked up." Post this:
<http://www.thesmokinggun.com/sites/default/files/imagecache/750x970/documents/0706041post1.jpg>

And then say: "Whoops. Not that one. This one." And then post the mock-up from Wednesday night.

On 9/4/15, 8:53 AM, "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov> wrote:

>
>Would like your thoughts.
>Sent from my BlackBerry 10 smartphone.
> Original Message
>From: Kadushin, Peter <pkadushin@cityhall.nyc.gov>
>Sent: Friday, September 4, 2015 8:51 AM
>To: Singleton, Jessica
>Cc: Hagelgans, Andrea; Walzak, Phil; Bennett, Rob; Cahan, Aaron (Media)
>Subject: Re: Post on our front page
>
>
>So how about:
>
>What happened to @nypost sense of humor?
>
>And a link to the Kyle smith piece of the news item?
>
>FYI, Kyle smith who called us unserious, said the vendor selling \$30 hot dogs was a capitalist hero.
>
>> On Sep 4, 2015, at 8:39 AM, Singleton, Jessica
>><JSingleton@cityhall.nyc.gov> wrote:
>>
>> Should use the peter k "no sense of humor" tweet from peter k.
>>
>> Peter, also see the email I just sent about engagement. People liked it
>>(look at rt numbers). Many of the Trolls the cited in observed are
>>conservatives who troll regardless.
>>
>> Rob/ac, what else?
>>
>>
>>

>>> On Sep 4, 2015, at 08:36, Hagelgans, Andrea
>>><AHagelgans@cityhall.nyc.gov> wrote:
>>>
>>> + js
>>>
>>> Sent from my BlackBerry 10 smartphone.
>>> Original Message
>>> From: Kadushin, Peter
>>> Sent: Friday, September 4, 2015 8:34 AM
>>> To: Hagelgans, Andrea; Walzak, Phil; Bennett, Rob; Cahan, Aaron (Media)
>>> Subject: Re: Post on our front page
>>>
>>>
>>> Thoughts on response?
>>>
>>> Think we got nice and simple. Hit no sense of humor and maybe a meme
>>>of some kind?
>>>
>>>> On Sep 4, 2015, at 7:01 AM, Kadushin, Peter
>>>><pkadushin@cityhall.nyc.gov> wrote:
>>>>
>>>> Clearly hit a nerve. Let's start thinking through our response.
>>>>
>>>> My Rec is that I text something like: so much for having a sense of
>>>>humor.
>>>>
>>>> Maybe we even take the pic of Rupert getting the pie thrown at him
>>>>and add some block letters "u mad?" And add that image.

From: [Walzak, Phil](#)
To: [Jonathan Rosen](#); [Hagelgans, Andrea](#)
Cc: [John Del Cecato](#); [Kadushin, Peter](#)
Subject: Re: Post on our front page
Date: Friday, September 04, 2015 11:46:54 AM

Late to this but 100 pc agree

Time to find the NEXT thing

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

Original Message
From: Jonathan Rosen
Sent: Friday, September 4, 2015 9:09 AM
To: Hagelgans, Andrea
Cc: John Del Cecato; Kadushin, Peter; Walzak, Phil
Subject: Re: Post on our front page

Would leave it alone at this point. Not sure we want to get into this kind of back and forth. It's not moving our message the way the original post cover did. Too inside baseball.

Sent from my iPhone

> On Sep 4, 2015, at 8:53 AM, Hagelgans, Andrea <AHagelgans@cityhall.nyc.gov> wrote:
>
>
> Would like your thoughts.
> Sent from my BlackBerry 10 smartphone.
> Original Message
> From: Kadushin, Peter <pkadushin@cityhall.nyc.gov>
> Sent: Friday, September 4, 2015 8:51 AM
> To: Singleton, Jessica
> Cc: Hagelgans, Andrea; Walzak, Phil; Bennett, Rob; Cahan, Aaron (Media)
> Subject: Re: Post on our front page
>
>
> So how about:
>
> What happened to @nypost sense of humor?
>
> And a link to the Kyle smith piece of the news item?
>
> FYI, Kyle smith who called us unserious, said the vendor selling \$30 hot dogs was a capitalist hero.
>
>> On Sep 4, 2015, at 8:39 AM, Singleton, Jessica <JSingleton@cityhall.nyc.gov> wrote:
>>
>> Should use the peter k "no sense of humor" tweet from peter k.
>>
>> Peter, also see the email I just sent about engagement. People liked it (look at rt numbers). Many of the Trolls the cited in observed are conservatives who troll regardless.
>>
>> Rob/ac, what else?
>>
>>
>>
>>> On Sep 4, 2015, at 08:36, Hagelgans, Andrea <AHagelgans@cityhall.nyc.gov> wrote:
>>>

>>> + js
>>>
>>> Sent from my BlackBerry 10 smartphone.
>>> Original Message
>>> From: Kadushin, Peter
>>> Sent: Friday, September 4, 2015 8:34 AM
>>> To: Hagelgans, Andrea; Walzak, Phil; Bennett, Rob; Cahan, Aaron (Media)
>>> Subject: Re: Post on our front page
>>>
>>>
>>> Thoughts on response?
>>>
>>> Think we got nice and simple. Hit no sense of humor and maybe a meme of some kind?
>>>
>>>> On Sep 4, 2015, at 7:01 AM, Kadushin, Peter <pkadushin@cityhall.nyc.gov> wrote:
>>>>
>>>> Clearly hit a nerve. Let's start thinking through our response.
>>>>
>>>> My Rec is that I text something like: so much for having a sense of humor.
>>>>
>>>> Maybe we even take the pic of Rupert getting the pie thrown at him and add some block letters "u mad?" And add that image.

From: [John Del Cecato](#)
To: [Vanessa Baden](#); hayley@progressiveagenda.us; [Matero, Carla](#); [Adams Baker, Marti](#); [Beach, Mkada](#); [Boeglin, Rosemary](#); [Hagelgans, Andrea](#); [Salazar-Rodriguez, Prisca](#)
Cc: [Regina Clemente](#); [Jonathan Rosen](#)
Subject: Re: September 10 Event Press Check In
Date: Friday, September 04, 2015 3:26:28 PM

Adding Rosen now

From: John Del Cecato <jfdc@akpdmedia.com>
Date: Friday, September 4, 2015 at 3:23 PM
To: Vanessa Baden <vanessa@bravenewfilms.org>, Hayley Prim <hayley@progressiveagenda.us>, "Matero, Carla" <CMatero@cityhall.nyc.gov>, "Adams Baker, Marti" <MAadams@cityhall.nyc.gov>, "Beach, Mkada" <MBeach@cityhall.nyc.gov>, "Boeglin, Rosemary" <RBoeglin@cityhall.nyc.gov>, "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>, "PSalazar-Rodriguez@cityhall.nyc.gov" <PSalazar-Rodriguez@cityhall.nyc.gov>
Cc: Regina Clemente <regina@bravenewfilms.org>
Subject: Re: September 10 Event Press Check In

Once approved, our City Hall press shop will send it out, too... And copying Jonathan Rosen, who has a progressive media list that he can hopefully have someone send it to...

I assume we can get it on the AP Daybook as well? Is that still a thing? (It's been a while since I've done press!)

From: Vanessa Baden <vanessa@bravenewfilms.org>
Date: Friday, September 4, 2015 at 2:24 PM
To: Hayley Prim <hayley@progressiveagenda.us>, "Matero, Carla" <CMatero@cityhall.nyc.gov>, "Adams Baker, Marti" <MAadams@cityhall.nyc.gov>, "Beach, Mkada" <MBeach@cityhall.nyc.gov>, John Del Cecato <jfdc@akpdmedia.com>, "Boeglin, Rosemary" <RBoeglin@cityhall.nyc.gov>, "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>, "PSalazar-Rodriguez@cityhall.nyc.gov" <PSalazar-Rodriguez@cityhall.nyc.gov>
Cc: Regina Clemente <regina@bravenewfilms.org>
Subject: September 10 Event Press Check In

Hello All

I will be the point person on press for Brave New Films.

The draft press release will be coming shortly for your review/edits. But I did have a few quick questions about press leading to and day of the event:

- We are more than happy to send out the press release and pitch to our contacts. However, we rarely have NY specific releases so that's not really our world. Are there any press lists/contacts you all have and would like to share to ensure full coverage of the event in NY media?

For clarification, both offices will be sending out the press release, correct?

- Will there be an official photographer on site? If so will he/she be roaming or will they just be taking official pictures? Important for us to know.

Thanks everyone! Looking forward to a great event!

Vanessa

Vanessa Baden Kelly
Brave New Films
10510 Culver Blvd
Culver City, CA 90232
[310.204.0448](tel:310.204.0448) x 226

310.889.4833 - Cell

[310.204.1916](tel:310.204.1916) - fax

Vanessa@bravenewfilms.org

From: [Hagelgans, Andrea](#)
To: ["John Del Cecato"](#); [White, Erin](#)
Cc: [Wolfe, Emma](#); [Jonathan Rosen](#); [Walzak, Phil](#); [Adams Baker, Marti](#); [Kadushin, Peter](#)
Subject: RE: Final Vanity Fair Readout
Date: Friday, September 04, 2015 3:43:24 PM

Interesting. He is already interviewing Rich Buery on Tuesday. But maybe we yank for the Mayor

From: John Del Cecato [mailto:jfdc@akpdmedia.com]
Sent: Friday, September 04, 2015 3:42 PM
To: Hagelgans, Andrea; White, Erin
Cc: Wolfe, Emma; Jonathan Rosen; Walzak, Phil; Adams Baker, Marti; Kadushin, Peter
Subject: Re: Final Vanity Fair Readout

I think this is a good plan.

We *may* want to think about giving Dave Evans an exclusive on the Pre-K hit - maybe promise him one Q on Vanity Fair... That way, we'd still guarantee that we have a hit on best-watched news show on Pre-K - if/when the tabloids decide to do their thing & cover only VF...

From: "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>
Date: Friday, September 4, 2015 at 3:23 PM
To: John Del Cecato <jfdc@akpdmedia.com>, "White, Erin" <EWhite@cityhall.nyc.gov>
Cc: "Wolfe, Emma" <EWolfe@cityhall.nyc.gov>, Jonathan Rosen <jonathan@berlinrosen.com>, "Walzak, Phil" <PWalzak@cityhall.nyc.gov>, "Adams Baker, Marti" <MAdams@cityhall.nyc.gov>, "Kadushin, Peter" <pkadushin@cityhall.nyc.gov>
Subject: RE: Final Vanity Fair Readout

Am getting pulled in to discuss other items so I can't.

I'm planning to tell him on Sunday since earliest it appears is Monday.

My recommendations

- Close read and rebut by staffers of any inaccuracies, falsehoods
- Line up validators if it spins out – and look to see if we can harness anything into a positive discussion (a la Chirlane and working motherhood)
- Mayor stays high level --- interesting folks say these things when we just had safest summer in 20 years and upwards of 70K 4 year olds are starting pre-K this week thanks to my pre-k for all program

From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]
Sent: Friday, September 04, 2015 3:21 PM
To: White, Erin; Hagelgans, Andrea

Cc: Wolfe, Emma; Jonathan Rosen; Walzak, Phil; Adams Baker, Marti; Kadushin, Peter
Subject: Re: Final Vanity Fair Readout

Me too - sorry for not responding earlier - is this happening?

From: "White, Erin" <EWhite@cityhall.nyc.gov>
Date: Friday, September 4, 2015 at 1:44 PM
To: "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>, John Del Cecato <jfdc@akpdmedia.com>
Cc: "Wolfe, Emma" <EWolfe@cityhall.nyc.gov>, Jonathan Rosen <jonathan@berlinrosen.com>, "Walzak, Phil" <PWalzak@cityhall.nyc.gov>, "Adams Baker, Marti" <MAadams@cityhall.nyc.gov>, "Kadushin, Peter" <pkadushin@cityhall.nyc.gov>
Subject: RE: Final Vanity Fair Readout

I can.

Erin White
Communications Advisor, Office of the Mayor
O: 212-341-5030
C: 347-789-0501
ewhite@cityhall.nyc.gov

From: Hagelgans, Andrea
Sent: Friday, September 04, 2015 11:37 AM
To: John Del Cecato
Cc: Wolfe, Emma; Jonathan Rosen; Walzak, Phil; White, Erin; Adams Baker, Marti; Kadushin, Peter
Subject: Re: Final Vanity Fair Readout

Could we do 3:30?

Sent from my BlackBerry 10 smartphone.

From: John Del Cecato
Sent: Thursday, September 3, 2015 9:50 PM
To: Hagelgans, Andrea
Cc: Wolfe, Emma; Jonathan Rosen; Walzak, Phil; White, Erin; Adams Baker, Marti; Kadushin, Peter
Subject: Re: Final Vanity Fair Readout

Yes - let's chat tomorrow

On Sep 3, 2015, at 8:30 PM, Hagelgans, Andrea <AHagelgans@cityhall.nyc.gov> wrote:

Can we discuss next steps/rebut strategies tomorrow? Want to game out before monday

Sent from my BlackBerry 10 smartphone.

From: Hagelgans, Andrea <AHagelgans@cityhall.nyc.gov>
Sent: Thursday, September 3, 2015 6:21 PM
To: Adams Baker, Marti; Walzak, Phil
Subject: RE: Final Vanity Fair Readout

And the safest summer in 20 years

From: Adams Baker, Marti
Sent: Thursday, September 03, 2015 6:20 PM
To: Walzak, Phil; Hagelgans, Andrea
Subject: Final Vanity Fair Readout

Bryan characterizes the story as “tough neutral,” says that no one is going to walk away from this piece thinking that the Mayor is doing a great job or a bad job. The story opens with some judgment on tardiness, perception that the Mayor is disengaged from running the city, but he says we come back hard on those critiques. Of note is that Bryan told me that we’re going to be irritated by what’s in quotes, not by what he wrote.

The story will say that an awful lot of unpopularity comes from whites, wealthy and conservative outlets like the Post. Then they’ll ask the question, so which is it? Is Mayor disengaged or should we give him the benefit of the doubt because he’s putting so much emphasis on helping the “have nots,” a population that’s been ignored for 20 years? There is still a good section about what the Mayor is like as a person – to include the Subway ride and color from the shadow day.

It’s still an introduction of the Mayor, but the progressive theme he talked about is no longer a major part of the story. That said, there is still a line in the story that says Mayor is the only progressive worth watching, and there is a small section where he makes the case that it matters how Mayor does and what you think of him because he is a significant national figure.

The Cuomo section is the last 20 percent of the story and will be a “non-issue” for us, per Bryan. Cuomo’s staff will obviously read between the lines when they see the quotes attributed to others, but he told me that he realizes now that the June interview was not as a meaningful moment as he had originally thought, so he didn’t put too much into this section.

Mayor should know that the story was heavily edited – “written by committee” to use Bryan’s exact words – so that helps to explain why the final product isn’t going to look like what he told us and the Mayor the week he spent with us.

Bryan doesn’t know the headline but says we’ll have a double photo of the Mayor on the steps of Gracie and a full page family portrait.

In terms of timing, he said that it could be leaked as early as Monday, but Tuesday or Wednesday is more likely. FWIW, Bryan said he doesn't know what the Post will pick up. Knowing this timeline, we'll have to him to respond to criticism during our FDOS media blitz with something like "For those who think I'm disengaged or tardiness is a problem, today is the day that we have 65k four year olds going to free, full day pre-k. That's more than the entire public school population of the city of Boston (or Detroit, Sacramento, Seattle, El Paso)."

Marti Adams Baker

Deputy Communications Director | Office of Mayor Bill de Blasio
o: (212) 788-9570 | m: (347) 967-7358 | t: [@Marti_Adams](#)

From: [Kadushin, Peter](#)
To: [Walzak, Phil](#); jfdc@akpdmedia.com; [Jonathan Rosen](#)
Cc: [Wolfe, Emma](#); [Hagelgans, Andrea](#); [Hinton, Karen](#)
Subject: Re: close?
Date: Sunday, September 06, 2015 9:38:34 PM

To be clear, this seems like an outsiders view that features the thinking of allies and opposition he has talked with. Not sure who those folks are.

If we want a quote or to weigh in with an official voice, and I don't think we necessarily need to on this one, think it should come from Phil to reflect larger strategic thinking.

From: OOM MIS <pkadushin@cityhall.nyc.gov>
Date: Sun, 6 Sep 2015 21:23:16 -0400
To: Phil Walzak <pwalzak@cityhall.nyc.gov>, "jfdc@akpdmedia.com" <jfdc@akpdmedia.com>, Jonathan Rosen <jonathan@berlinrosen.com>
Cc: "Wolfe, Emma" <EWolfe@cityhall.nyc.gov>, "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>, Karen Hinton <khinton@cityhall.nyc.gov>
Subject: Re: close?

Talked to Matt and this is less about going around media and more about the Mayor as a constituent services kind of guy.

Bloomberg said everyone was wrong but him, Rudy was hated and didn't care, Ed battled with people in the street, but the Mayor seems more prone to course correct based on public/media critiques than previous Mayor's.

Few examples he is working with: adjusted scheduling and is regularly on time now, Times Square response with the DN, and calls to see more interaction with voters resulted in lots more Lehrer and experiment with things like twitter chat.

From what I can tell this will read: Allies say he has a bias towards good ideas no matter the source and opposition says he is reactive to pressure.

New media/adjustments to media strategy portion seems to enter when comparing Peter Ragone's prior statements that he didn't read the tabloids or care about them, to some of the things we have been doing lately. Matt weighs Peter's statements against our use of Twitter to mock the Post front-page.

Sounds like a relatively neutral story with the biggest danger being that saber-rattling (uber) has shaken the administration at times.

From: Phil Walzak <pwalzak@cityhall.nyc.gov>
Date: Sun, 6 Sep 2015 20:54:07 -0400
To: "jfdc@akpdmedia.com" <jfdc@akpdmedia.com>, Jonathan Rosen <jonathan@berlinrosen.com>
Cc: "Wolfe, Emma" <EWolfe@cityhall.nyc.gov>, OOM MIS <pkadushin@cityhall.nyc.gov>, "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>, Karen Hinton <khinton@cityhall.nyc.gov>

Subject: Re: close?

PK - what do u think fleg needs

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Walzak, Phil
Sent: Sunday, September 6, 2015 8:22 PM
To: John Del Cecato; Jonathan Rosen
Cc: Wolfe, Emma; Kadushin, Peter; Hagelgans, Andrea; Hinton, Karen
Subject: Re: close?

Yes it's good but I'd prefer it have our hand on it

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: John Del Cecato
Sent: Sunday, September 6, 2015 8:13 PM
To: Jonathan Rosen
Cc: Wolfe, Emma; Walzak, Phil; Kadushin, Peter; Hagelgans, Andrea; Hinton, Karen
Subject: Re: close?

He hasn't called me - but I don't think this is a bad line for us. In fact, when we first talked about going around media filter/doing new media - we talked about how we should do that a couple of weeks and then the NYT would write about it in a meta way. It looks like they're a week ahead of schedule. And it's all good

On Sep 6, 2015, at 6:35 PM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

Same.

Sent from my iPhone

On Sep 6, 2015, at 6:28 PM, Wolfe, Emma <EWolfe@cityhall.nyc.gov> wrote:

Nope

If I did wd tell folks

On Sep 6, 2015, at 6:24 PM, Walzak, Phil <PWalzak@cityhall.nyc.gov> wrote:

Anyone on this thread talk to him?

Sent from my BlackBerry 10 smartphone on the Verizon
Wireless 4G LTE network.

From: Kadushin, Peter
Sent: Sunday, September 6, 2015 6:19 PM
To: Hagelgans, Andrea; Walzak, Phil; Hinton, Karen
Subject: Re: close?

I talked to him very briefly on Friday afternoon and then emailed you all.

Haven't talked to him since because he said he would start looking at this story this coming week.

Just emailed me to say it looks like it is moving up.

From: "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>
Date: Sun, 6 Sep 2015 18:18:28 -0400
To: Phil Walzak <pwalzak@cityhall.nyc.gov>, OOM MIS <pkadushin@cityhall.nyc.gov>, Karen Hinton <khinton@cityhall.nyc.gov>
Subject: RE: close?

He has not reached out to me.

PK has been primary point

From: Walzak, Phil
Sent: Sunday, September 06, 2015 6:16 PM
To: Kadushin, Peter; Hagelgans, Andrea; Hinton, Karen
Subject: Re: close?

Who is he talking to? Who is giving him guidance?

Sent from my BlackBerry 10 smartphone on the Verizon
Wireless 4G LTE network.

From: Kadushin, Peter
Sent: Sunday, September 6, 2015 6:13 PM
To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen
Subject: Re: close?

I haven't said anything really.

He talked to me and said he sees the Mayor adjust strategy more than one might have seen from other Mayors. If Bloomberg was late a lot, he probably would have kept doing it. His take generally seemed to be "this Mayor seems willing to take good ideas even if they come from externally." Complaints

about him being on time, so he adjusted. Daily News makes a recommendation about calling Times Square parkland to avoid panhandling and the Mayor said it was an idea worth looking at.

Also sees a change in approach on engagement with public. More radio and more public activity like lehrer and ball games.

From: Phil Walzak <pwalzak@cityhall.nyc.gov>
Date: Sun, 6 Sep 2015 18:06:44 -0400
To: OOM MIS <pkadushin@cityhall.nyc.gov>, "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>, Karen Hinton <khinton@cityhall.nyc.gov>
Subject: Re: close?

What have we told him thus far?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Kadushin, Peter
Sent: Sunday, September 6, 2015 6:00 PM
To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen
Subject: FW: close?

We want to give them anything on a change in approach?

From: Matt Flegenheimer
<matt.flegenheimer@nytimes.com>
Date: Sun, 6 Sep 2015 17:59:13 -0400
To: OOM MIS <pkadushin@cityhall.nyc.gov>
Subject: Re: close?

Heads up, looking like this might go online tomorrow, for Tuesday print.

On Fri, Sep 4, 2015 at 6:16 PM, Flegenheimer, Matt <matt.flegenheimer@nytimes.com> wrote:

I guess the gist of what I'd like to know centers on the tension between staying responsive to constituent concerns and appearing reactive to criticism, bad press, etc. How do you toe the line? Has the mayor made more of an effort in certain areas (punctuality, for instance, or the radio appearances) because he had taken some heat? How have his past jobs informed these instincts?

Will think about whether there's more that might be useful, but I think this should cover it for now.

On Fri, Sep 4, 2015 at 5:29 PM, Flegenheimer, Matt
<matt.flegenheimer@nytimes.com> wrote:
cool walking to rotunda

On Fri, Sep 4, 2015 at 5:29 PM, Kadushin, Peter
<pkadushin@cityhall.nyc.gov> wrote:
Good now.

From: Flegenheimer, Matt
[mailto:matt.flegenheimer@nytimes.com]
Sent: Friday, September 04, 2015 5:16 PM
To: Kadushin, Peter
Subject: close?

From: [Dan Levitan](#)
To: [Parikh Ishanee](#)
Subject: RE: City of New York - Correspondence #1-1-1149926238 Press Office
Date: Monday, September 07, 2015 9:31:44 PM

I got nothing...

--

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

From: Parikh, Ishanee [mailto:iparikh@cityhall.nyc.gov]
Sent: Monday, September 07, 2015 7:51 PM
To: Dan Levitan <dan@berlinrosen.com>
Subject: Fw: City of New York - Correspondence #1-1-1149926238 Press Office

Super late notice but would mary be interested in this tmw am?

From: Ponet, Maibe
Sent: Monday, September 07, 2015 07:45 PM
To: Nicole Cueto (DHS) <NCueto@dhs.nyc.gov>; Parikh, Ishanee
Cc: Camille Rivera (DHS) <CAMILLER@dhs.nyc.gov>; Jaslee Carayol (DHS) <JCARAYOL@dhs.nyc.gov>; Hagelgans, Andrea
Subject: RE: City of New York - Correspondence #1-1-1149926238 Press Office

Ishanee, can you check w Dan on whether Coalition is attending? he will need prep for panel discussion, this is not a straight fwd interview

From: Nicole Cueto (DHS) [NCueto@dhs.nyc.gov]
Sent: Monday, September 07, 2015 7:35 PM
To: Parikh, Ishanee
Cc: Camille Rivera (DHS); Jaslee Carayol (DHS); Ponet, Maibe; Hagelgans, Andrea
Subject: Re: City of New York - Correspondence #1-1-1149926238 Press Office

Just spoke to producer-

They're looking to have on an advocate (maybe Coalition person), someone who can speak to the legal issues (she mentioned a civil rights attorney), and was hoping for someone from DHS. So far no one has confirmed.

Topics of discussion will include encampment breakdown, Giuliani's piece, shelter v street population, and programs in place to alleviate the issue.

She said the discussion would last no longer than 6 minutes with panel participants and the anchors, Suki Christian and Scott Stanford.

Sent from my iPhone

On Sep 7, 2015, at 6:35 PM, Parikh, Ishanee <iparikh@cityhall.nyc.gov> wrote:

Sorry! Do you think hed be interested in doing?

I think the more opps we get to highlight work we are doing, the better. Just re-laying out all the steps we've taken on prevention, shelter exit, etc.

Worried he might not have enough time to prep tho. Thoughts?

From: Nicole Cueto (DHS) [<mailto:NCueto@dhs.nyc.gov>]
Sent: Monday, September 07, 2015 06:19 PM
To: Parikh, Ishanee
Cc: Camille Rivera (DHS) <CAMILLER@dhs.nyc.gov>; Jaslee Carayol (DHS) <JCARAYOL@dhs.nyc.gov>
Subject: Re: City of New York - Correspondence #1-1-1149926238 Press Office

Reflagging.

On Sep 7, 2015, at 3:44 PM, Nicole Cueto (DHS) <NCueto@dhs.nyc.gov> wrote:

Ishanee:

Pix 11 would like to have someone on from DHS for a panel discussion tomorrow AM at 730 AM on overall homelessness. Is this something we want CIR to do. Seems very similar to what ABC wants to do for Sat. Let me know your thoughts and how to proceed.

Sent from my iPhone

Begin forwarded message:

From: <outgoingagency@customerservice.nyc.gov>
Date: September 7, 2015 at 1:20:33 PM EDT
To: <Press@dhs.nyc.gov>
Subject: City of New York - Correspondence #1-1-1149926238
Press Office
Reply-To: <outgoingagency@customerservice.nyc.gov>

Your City of New York - CRM Correspondence Number is 1-1-1149926238
DATE RECEIVED: 09/07/2015 13:19:54
DATE DUE: 09/21/2015 13:20:30
SOURCE: eSRM

The e-mail message below was submitted to the City of New York via [NYC.gov](http://nyc.gov) or the 311 Call Center. It is forwarded to your agency by the 311 Customer Service Center. In accordance with the Citywide Customer Service standard, your response is due in 14 calendar days.

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

From: PortalAdmin@doitt.nyc.gov
Sent: 09/07/2015 13:19:07
To: <sbladmp@customerservice.nyc.gov>
Subject: < No Subject >

From: ()
Subject: Press Office

Below is the result of your feedback form. It was submitted by () on Monday, September 7, 2015 at 13:19:07

This form resides at
<http://www1.nyc.gov/site/dhs/about/email-press-office.page>

Message From: Individual

Email: arjacobs@tribunemedia.com

Company/Organization Name: PIX 11 Morning News

Message: To Whom It May Concern,This is Adrienne Jacobs with PIX 11 Morning News. We wanted to have a panel discussion on homelessness in NYC and wanted to know if you had anyone available. The segment would be for tomorrow morning at 730am and we can provide transportation. Please let me know if this is possible. If you have any questions or concerns please feel free to give me a call at [REDACTED] or you can email me at arjacobs@tribunemedia.com. Thank you and I look forward to speaking with someone.

REMOTE_HOST: 38.121.129.4, 63.151.29.12
HTTP_ADDR: 38.121.129.4, 63.151.29.12
HTTP_USER_AGENT: Mozilla/5.0 (Macintosh; Intel Mac OS X 10_10_3) AppleWebKit/600.6.3 (KHTML, like Gecko) Version/8.0.6 Safari/600.6.3

From: [Jonathan Rosen](#)
To: [Hagelgans, Andrea](#)
Cc: [Gunaratna, Mahen](#); [Walzak, Phil](#); [Adams Baker, Marti](#)
Subject: Re: Where do we send correction requests
Date: Tuesday, September 08, 2015 6:16:30 AM

No

Sent from my iPad

On Sep 7, 2015, at 9:20 PM, "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov> wrote:

I don't have editor address. Jonathan , do you?

Sent from my Berry 10 smartphone.

From: Gunaratna, Mahen
Sent: Monday, September 7, 2015 9:19 PM
To: Walzak, Phil; Hagelgans, Andrea
Cc: Adams Baker, Marti
Subject: RE: Where do we send correction requests

Good man

From: Walzak, Phil
Sent: Monday, September 07, 2015 9:15 PM
To: Gunaratna, Mahen; Hagelgans, Andrea
Cc: Adams Baker, Marti
Subject: Re: Where do we send correction requests

Anyone?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Walzak, Phil
Sent: Monday, September 7, 2015 8:52 PM
To: Gunaratna, Mahen; Hagelgans, Andrea
Cc: Adams Baker, Marti
Subject: Where do we send correction requests

Here is what I want to send to reporter tonite -- good on facts?

Bec this thing is riddled w errors...late to an officers wake? Organized an anti-charter rally? Seriously how'd you screw these things up so bad. You didn't event get the town he grew up in correct. Ridiculous.

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: [Grybauskas, Natalie](#)
To: jordan.smith@berlinrosen.com
Date: Tuesday, September 08, 2015 11:44:36 AM

Hey, saw I missed your call just now. I'm in a meeting but can call back afterward.

Sent from a mobile device

From: [Jordan Smith](#)
To: [Grybauskas, Natalie](#)
Subject: RE:
Date: Tuesday, September 08, 2015 11:45:17 AM

Oh, that was an accident! Sorry, no worries!

From: Grybauskas, Natalie [mailto:NGrybauskas@cityhall.nyc.gov]
Sent: Tuesday, September 08, 2015 11:45 AM
To: Jordan Smith
Subject:

Hey, saw I missed your call just now. I'm in a meeting but can call back afterward.

Sent from a mobile device

From: [Leopold, Elana](#)
To: [Salazar-Rodriguez, Prisca](#); "[Barbagallo Joy](#)"; [John Del Cecato](#); "[URamirez@schools.nyc.gov](#)"; [Walzak, Phil](#); [Arslanian, Kayla](#); [Blumm, Kate](#); "[jonathan@berlinrosen.com](#)"; "[Wallack Josh \(JWallack@schools.nyc.gov\)](#)"; [Caquias, Paula](#); [Griffith, Chantell](#); [Devora Kaye](#); [Shorris, Anthony](#); [Goldmark, Karin](#); [Zuniga, Andrea](#); [Schnake Mahl, Gabriel](#); [Da Costa, Ricky](#); [Wolfe, Emma](#); [Cutler, Dorothy](#); [Williams, Dominic](#); [Hagelgans, Andrea](#); [Chao, Raymond](#); "[eliss@schools.nyc.gov](#)"; [Schwartz, Regina](#); [Buery, Richard](#); [Fuleihan, Dean \(OMB\)](#); [Confer, Alexis](#)
Subject: RE: MBDB: Education Speech Prep
Date: Tuesday, September 08, 2015 1:38:18 PM

Please gather

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

From: Salazar-Rodriguez, Prisca

Sent: Thursday, September 03, 2015 5:02 PM

To: Salazar-Rodriguez, Prisca; 'Barbagallo Joy'; John Del Cecato; 'URamirez@schools.nyc.gov'; Walzak, Phil; Arslanian, Kayla; Blumm, Kate; 'jonathan@berlinrosen.com'; 'Wallack Josh (JWallack@schools.nyc.gov)'; Caquias, Paula; Leopold, Elana; Griffith, Chantell; Devora Kaye; Shorris, Anthony; Goldmark, Karin; Zuniga, Andrea; Schnake Mahl, Gabriel; Da Costa, Ricky; Wolfe, Emma; Cutler, Dorothy; Williams, Dominic; Hagelgans, Andrea; Chao, Raymond; 'eliss@schools.nyc.gov'; Schwartz, Regina; Buery, Richard; Fuleihan, Dean (OMB); Confer, Alexis

Subject: MBDB: Education Speech Prep

When: Tuesday, September 08, 2015 1:30 PM-2:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: City Hall, The Blue Room

From: [Jonathan Rosen](#)
To: [B](#)
Subject: Re: So...
Date: Thursday, September 10, 2015 10:42:42 PM

Another good week. On offense. Morning Joe, pushback on Rudy, quick response on Blake. Yesterday was amazing - in community with people on offense all day and broke through. Media mix is working. Daily News play is important - glad you are doing board and Colin. Ed speech coming together. Kate Taylor community schools piece excellent. I didn't say much because agreed with overall point and need to keep applying it. Phil's calendar for next three weeks is right plus moving up K2 and getting in front of that. Staying engaged w team and will speak up. Blake thing is going to have more turns to it but we're in the right place on it.

Sent from my iPhone

> On Sep 10, 2015, at 10:06 PM, B <BCCD@cityhall.nyc.gov> wrote:
>
>
> Whaddya think?? How are we doing?
>

From: [Kochnowe, Dana](#)
To: [Matthew Hassett](#); [Abe Halpert](#); [Caroline Nagy](#); [Jovana Rizzo](#)
Cc: [Leyla Moore](#); [Sage Henry Erskine](#); [Lauren Suiter](#)
Subject: RE: Latest survey video edit
Date: Friday, September 11, 2015 10:11:00 AM

I think it looks good – I have two thoughts: (neither of which are deal breakers at this point)

- For the last still of Mike measuring at the beginning (1:03), can you replace with him looking at the boiler? The VO says “machinery like air conditioners and boilers” but we see him measuring a meter
- I think the FloodHelpNY.org shot (1:06) could be confusing because we don’t explain what it is – also, the VO says “when you get your elevation certificate...” so can we replace that with a shot of the EC or just lose it and go straight to the graphic that explains BFE?
-

Abe - If these can be done easily while you are replacing the graphic over the weekend, then great – if not, I realize these are very fine points and as a whole, this is a strong video that accomplishes our goal!

Matt – we don’t have a press release at this point and I am still waiting to hear back on the communications plan... I will follow up again today and hopefully have an answer by the end of the day.

Thank you!

Dana

Dana Kochnowe | 212-676-0022

From: Matthew Hassett [mailto:matthew.hassett@cnycn.org]
Sent: Friday, September 11, 2015 9:59 AM
To: Abe Halpert; Caroline Nagy; Jovana Rizzo
Cc: Kochnowe, Dana; Leyla Moore; Sage Henry Erskine; Lauren Suiter
Subject: Re: Latest survey video edit

+ing Caroline and Jovana.

It looks good to me. Dana, we leave it to you.

Dana -- Is there a press release or an exclusive about the letters going out? (Sorry if I missed that). We'd like to make as big a splash as possible with this.

Matthew Hassett | Director of Policy & Communications [T 646-786-0895](tel:646-786-0895)

Center for NYC Neighborhoods
17 Battery Place, Suite 728 | New York, NY 10004
cnycn.org



On Fri, Sep 11, 2015 at 9:55 AM, Matthew Hassett <matthew.hassett@cnycn.org> wrote:
Speaking of...just got this from the "StopFEMANow" listserv:

<http://www.wgal.com/news/homeowners-forced-to-buy-flood-insurance/35207496>

Matthew Hassett | Director of Policy & Communications T [646-786-0895](tel:646-786-0895)

Center for NYC Neighborhoods

17 Battery Place, Suite 728 | New York, NY 10004

cnycn.org



On Fri, Sep 11, 2015 at 9:42 AM, Abe Halpert [REDACTED] wrote:

<https://www.dropbox.com/s/cibka1znc2ycmno/Elevation%20Survey%20EDIT13.mov?dl=0>

Hi guys,

The link above is (hopefully) the final video. Let me know if it needs tweaks.

I believe I solved the graphics rendering issue but it will take numerous hours to export the file with those settings. The following link is for a video of the first 8 seconds exported with those settings. Please download it, Leyla, to confirm that the graphics are a match. Then I will export the full final video over the weekend once the edit is approved.

<https://www.dropbox.com/s/ww7rs0b1zuctphb/Elevation%20Survey%20EDIT14.mov?dl=0>

Cheers,
Abe

From: [Salazar-Rodriguez, Prisca](#)
To: [Goldmark, Karin](#); [Zuniga, Andrea](#); [Hagelgans, Andrea](#); [Shorris, Anthony](#); ["jonathan@berlinrosen.com"](#); [Schnake Mahl, Gabriel](#); ["Barbagallo Joy"](#); [Fuleihan, Dean \(OMB\)](#); [Everett, Matt](#); [Cutler, Dorothy](#); ["eliss@schools.nyc.gov"](#); [Blumm, Kate](#); [Simonia Brown \(OMB\)](#); [Devora Kaye](#); [Da Costa, Ricky](#); [Chao, Raymond](#); [Fialkoff, Gabrielle](#); [Leopold, Elana](#); [John Del Cecato](#); [Schwartz, Regina](#); [Buery, Richard](#); [Wolfe, Emma](#); [Arslanian, Kayla](#); [Williams, Dominic](#); ["URamirez@schools.nyc.gov"](#); [Walzak, Phil](#); [Caquias, Paula](#); [Confer, Alexis](#); [Griffith, Chantell](#); ["Wallack Josh \(JWallack@schools.nyc.gov\)"](#)
Subject: RE: MBDB: Education Speech Prep
Date: Friday, September 11, 2015 3:29:06 PM

We are delayed

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

From: Salazar-Rodriguez, Prisca
Sent: Thursday, September 03, 2015 10:12 AM
To: Salazar-Rodriguez, Prisca; Goldmark, Karin; Zuniga, Andrea; Hagelgans, Andrea; Shorris, Anthony; 'jonathan@berlinrosen.com'; Schnake Mahl, Gabriel; 'Barbagallo Joy'; Fuleihan, Dean (OMB); Everett, Matt; Cutler, Dorothy; 'eliss@schools.nyc.gov'; Blumm, Kate; Simonia Brown (OMB); Devora Kaye; Da Costa, Ricky; Chao, Raymond; Fialkoff, Gabrielle; Leopold, Elana; John Del Cecato; Schwartz, Regina; Buery, Richard; Wolfe, Emma; Arslanian, Kayla; Williams, Dominic; 'URamirez@schools.nyc.gov'; Walzak, Phil; Caquias, Paula; Confer, Alexis; Griffith, Chantell; 'Wallack Josh (JWallack@schools.nyc.gov)'
Subject: MBDB: Education Speech Prep
When: Friday, September 11, 2015 3:30 PM-4:30 PM (UTC-05:00) Eastern Time (US & Canada).
Where: City Hall, The Mayor's Office

From: [Salazar-Rodriguez, Prisca](#)
To: [Goldmark, Karin](#); [Zuniga, Andrea](#); [Hagelgans, Andrea](#); [Shorris, Anthony](#); ["jonathan@berlinrosen.com"](#); [Schnake Mahl, Gabriel](#); ["Barbagallo Joy"](#); [Fuleihan, Dean \(OMB\)](#); [Everett, Matt](#); [Cutler, Dorothy](#); ["eliss@schools.nyc.gov"](#); [Blumm, Kate](#); [Simonia Brown \(OMB\)](#); [Devora Kaye](#); [Da Costa, Ricky](#); [Chao, Raymond](#); [Fialkoff, Gabrielle](#); [Leopold, Elana](#); [John Del Cecato](#); [Schwartz, Regina](#); [Buery, Richard](#); [Wolfe, Emma](#); [Arslanian, Kayla](#); [Williams, Dominic](#); ["URamirez@schools.nyc.gov"](#); [Walzak, Phil](#); [Caquias, Paula](#); [Confer, Alexis](#); [Griffith, Chantell](#); ["Wallack Josh \(JWallack@schools.nyc.gov\)"](#)
Subject: RE: MBDB: Education Speech Prep
Date: Friday, September 11, 2015 3:48:50 PM

Please gather by 4:05

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

From: Salazar-Rodriguez, Prisca

Sent: Thursday, September 03, 2015 10:12 AM

To: Salazar-Rodriguez, Prisca; Goldmark, Karin; Zuniga, Andrea; Hagelgans, Andrea; Shorris, Anthony; 'jonathan@berlinrosen.com'; Schnake Mahl, Gabriel; 'Barbagallo Joy'; Fuleihan, Dean (OMB); Everett, Matt; Cutler, Dorothy; 'eliss@schools.nyc.gov'; Blumm, Kate; Simonia Brown (OMB); Devora Kaye; Da Costa, Ricky; Chao, Raymond; Fialkoff, Gabrielle; Leopold, Elana; John Del Cecato; Schwartz, Regina; Buery, Richard; Wolfe, Emma; Arslanian, Kayla; Williams, Dominic; 'URamirez@schools.nyc.gov'; Walzak, Phil; Caquias, Paula; Confer, Alexis; Griffith, Chantell; 'Wallack Josh (JWallack@schools.nyc.gov)'

Subject: MBDB: Education Speech Prep

When: Friday, September 11, 2015 3:30 PM-4:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: City Hall, The Mayor's Office

From: [Salazar-Rodriguez, Prisca](#)
To: [Goldmark, Karin](#); [Zuniga, Andrea](#); [Hagelgans, Andrea](#); [Shorris, Anthony](#); ["jonathan@berlinrosen.com"](#); [Schnake Mahl, Gabriel](#); ["Barbagallo Joy"](#); [Fuleihan, Dean \(OMB\)](#); [Everett, Matt](#); [Cutler, Dorothy](#); ["eliss@schools.nyc.gov"](#); [Blumm, Kate](#); [Simonia Brown \(OMB\)](#); [Devora Kaye](#); [Da Costa, Ricky](#); [Chao, Raymond](#); [Fialkoff, Gabrielle](#); [Leopold, Elana](#); [John Del Cecato](#); [Schwartz, Regina](#); [Buery, Richard](#); [Wolfe, Emma](#); [Arslanian, Kayla](#); [Williams, Dominic](#); ["URamirez@schools.nyc.gov"](#); [Walzak, Phil](#); [Caquias, Paula](#); [Confer, Alexis](#); [Griffith, Chantell](#); ["Wallack Josh \(JWallack@schools.nyc.gov\)"](#)
Subject: RE: MBDB: Education Speech Prep
Date: Friday, September 11, 2015 4:02:16 PM

Sorry guys – this meeting is in the Blue Room.

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

From: Salazar-Rodriguez, Prisca
Sent: Thursday, September 03, 2015 10:12 AM
To: Salazar-Rodriguez, Prisca; Goldmark, Karin; Zuniga, Andrea; Hagelgans, Andrea; Shorris, Anthony; 'jonathan@berlinrosen.com'; Schnake Mahl, Gabriel; 'Barbagallo Joy'; Fuleihan, Dean (OMB); Everett, Matt; Cutler, Dorothy; 'eliss@schools.nyc.gov'; Blumm, Kate; Simonia Brown (OMB); Devora Kaye; Da Costa, Ricky; Chao, Raymond; Fialkoff, Gabrielle; Leopold, Elana; John Del Cecato; Schwartz, Regina; Buery, Richard; Wolfe, Emma; Arslanian, Kayla; Williams, Dominic; 'URamirez@schools.nyc.gov'; Walzak, Phil; Caquias, Paula; Confer, Alexis; Griffith, Chantell; 'Wallack Josh (JWallack@schools.nyc.gov)'
Subject: MBDB: Education Speech Prep
When: Friday, September 11, 2015 3:30 PM-4:30 PM (UTC-05:00) Eastern Time (US & Canada).
Where: City Hall, The Mayor's Office

From: [Singleton, Jessica](#)
To: [Jeremy Soffin](#)
Subject: RE: Big announcement -- can Dan and Diane give quotes?
Date: Saturday, September 12, 2015 4:05:01 PM

thank you!

From: Jeremy Soffin [jeremy@berlinrosen.com]
Sent: Saturday, September 12, 2015 4:04 PM
To: Singleton, Jessica
Subject: Re: Big announcement -- can Dan and Diane give quotes?

Cool will connect you.

Jeremy Soffin
BerlinRosen Public Affairs
646-200-5318 (o)
917-860-9076 (c)

On Sep 12, 2015, at 3:54 PM, Singleton, Jessica <JSingleton@cityhall.nyc.gov> wrote:

Jeremy -- hope you are well! I can't find Dan and Diane's email addresses but I want to pre-brief them on an historic announcement coming on Wednesday. Could you share this with them and loop us together? I'd love to invite them to the speech and ask for supportive quotes.

Dan and Diane --

Wanted to give you a heads up about a major announcement coming this Wednesday: (still confidential) Mayor de Blasio will announce a plan to deliver computer science education to every child in elementary, middle, and high schools by 2025. This will be the largest CS program in the country.

Below is basic information about the program (at least that we are sharing by email right now.... I can brief you on the programmatic details by phone), and opportunities for you and Cornell Tech to partner with us on the initiative (and Diane, I want to formally loop you with the programmatic team at DOE... Debbie Marcus and her team, if you aren't already in touch with them about this).

Let me know what you think and if you'd be up for any of this!

Best,
Jessie

Jessica Singleton
Chief Digital Officer @nycgov
@jessay286

While still confidential, next week on Wednesday, September 16th, the Mayor will announce what is the most ambitious computer science education effort in the country to date. As part of an \$81 million public-private partnership, New York City will deliver computer science education to every student in each of the City's elementary, middle, and high schools by 2025—that's 1.1 million students.

We couldn't be more thrilled. This has been months in the making, and as you know, something leaders like yourself have long promoted as a critical investment in our students and growing tech ecosystem.

We wanted to come to you before going out with the news to give you a chance to partner with us when we announce this initiative. It is the cornerstone of the Mayor's broader agenda for the future of public schools and there are multiple opportunities for engagement.

- **Quote.** Send us a quote for potential inclusion in broad-based press and digital collateral.
- **Tweet.** Tweet on September 16th to commend this historic undertaking by the City of New York in partnership with the DOE.
- **Speak.** Respond to press inquiries on behalf of the community you represent (business, academia, and/or workforce).
- **Attend.** Attend the Mayoral Address on our Schools at 10:30am at Bronx Latin School (800 Home Street, Bronx, NY 10456).
- **Represent.** Attend the Mayoral Address on our Schools and engage with press on-site.

*I would be happy to provide more information on this initiative; please let me know if you would like to discuss live. Pending your response, we will follow-up with suggested messaging and tweets. We need your response no later than **5pm on Monday, September 14th**.*

We heard you and your colleagues in the tech sector, business community, and academia loud and clear on this issue and we look forward to your ongoing partnership over the next few years. Thank you.

From: [Zuniga, Andrea](#)
To: [Hagelgans, Andrea](#)
Cc: [Wolfe, Emma](#); [Fuleihan, Dean \(OMB\)](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Blumm, Kate](#); [Salazar-Rodriguez, Prisca](#); [JWallack@schools.nyc.gov](#); [Schwartz, Regina](#); [Cutler, Dorothy](#); [Caquias, Paula](#); [URamirez@schools.nyc.gov](#); [Da Costa, Ricky](#); [Buery, Richard](#); [eliss@schools.nyc.gov](#); [Chao, Raymond](#); [JBarbag@schools.nyc.gov](#); [jfdc@akpdmedia.com](#); [Schnake Mahl, Gabriel](#); [Griffith, Chantell](#); [Leopold, Elana](#); [Confer, Alexis](#); [jonathan@berlinrosen.com](#); [Goldmark, Karin](#); [Walzak, Phil](#); [Arslanian, Kayla](#); [Devora Kaye](#)
Subject: Re: MBDB: Education Speech Prep
Date: Sunday, September 13, 2015 2:51:51 PM

For those dialing in- we are aiming for a 3pm start time

Andrea Zuniga
Deputy Chief of Staff
Office of the Mayor
azuniga@cityhall.nyc.gov
Office: [212-341-9085](tel:212-341-9085)
Cell: [917-847-6593](tel:917-847-6593)

Sent from my iPhone

On Sep 13, 2015, at 2:11 PM, Zuniga, Andrea <AZuniga@cityhall.nyc.gov> wrote:

Still aiming for 4pm end time to get him to softball in before family dinner

Andrea Zuniga
Deputy Chief of Staff
Office of the Mayor
azuniga@cityhall.nyc.gov
Office: [212-341-9085](tel:212-341-9085)
Cell: [917-847-6593](tel:917-847-6593)

Sent from my iPhone

On Sep 13, 2015, at 2:09 PM, Hagelgans, Andrea <AHagelgans@cityhall.nyc.gov> wrote:

Does that change the end time?

Sent from my BlackBerry 10 smartphone.

From: Zuniga, Andrea
Sent: Sunday, September 13, 2015 2:04 PM
To: Wolfe, Emma; Fuleihan, Dean (OMB); Shorris, Anthony; Hagelgans, Andrea; Williams, Dominic; Blumm, Kate; Salazar-Rodriguez, Prisca; JWallack@schools.nyc.gov; Schwartz, Regina; Cutler, Dorothy; Caquias, Paula; URamirez@schools.nyc.gov; Da Costa, Ricky; Buery, Richard; eliss@schools.nyc.gov; Chao, Raymond; JBarbag@schools.nyc.gov; jfdc@akpdmedia.com; Schnake Mahl, Gabriel; Griffith, Chantell; Leopold, Elana; Confer, Alexis; jonathan@berlinrosen.com; Goldmark, Karin; Walzak,

Phil; Arslanian, Kayla; Devora Kaye
Subject: MBDB: Education Speech Prep

We are delayed by at least 20 mins

Andrea Zuniga
Deputy Chief of Staff
Office of the Mayor
azuniga@cityhall.nyc.gov
Office: [212-341-9085](tel:212-341-9085)
Cell: [917-847-6593](tel:917-847-6593)

Sent from my iPhone

From: [Emily Walsh](#)
To: [Salazar-Rodriguez, Prisca](#); "Jefrey Pollock"
Subject: RE: want to throw out some options"?
Date: Wednesday, September 16, 2015 10:21:12 AM

Assume you meant for another EW on this chain?

Let me know if not :)

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

From: Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]
Sent: Wednesday, September 16, 2015 10:20 AM
To: 'Jefrey Pollock'; Emily Walsh
Subject: RE: want to throw out some options'?

Ok. will send shortly.

From: Jefrey Pollock [<mailto:jpollock@globalstrategygroup.com>]
Sent: Wednesday, September 16, 2015 10:20 AM
To: Salazar-Rodriguez, Prisca; Emily Walsh
Subject: RE: want to throw out some options'?

Nope. I can do as late as he wants.

From: Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]
Sent: Wednesday, September 16, 2015 10:09 AM
To: Jefrey Pollock <jpollock@globalstrategygroup.com>; Emily Walsh <emily@berlinrosen.com>
Subject: RE: want to throw out some options'?

Hi!

Will be sometime in early October-

Will send 2 dates-

He likes to do drinks/dinner around 8pm

Is that too late?

From: Jefrey Pollock [<mailto:jpollock@globalstrategygroup.com>]
Sent: Wednesday, September 16, 2015 10:02 AM
To: Salazar-Rodriguez, Prisca; Emily Walsh
Subject: want to throw out some options'?

Jefrey Pollock

President

Global Strategy Group

215 Park Avenue South, 15th Floor

New York, NY 10003

Direct: 212.260.9171 Mobile: 917.545.1290

@jefpollock @GSG

www.globalstrategygroup.com

LEAD THE WAY

Celebrating 20 Years of Leading the Way

From: [Jefrey Pollock](#)
To: [Salazar-Rodriguez, Prisca](#); [Emily Walsh](#)
Subject: RE: want to throw out some options"?
Date: Wednesday, September 16, 2015 10:50:03 AM

I'm aware! I think 730 is ideal

From: Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]
Sent: Wednesday, September 16, 2015 10:23 AM
To: Jefrey Pollock <jpollock@globalstrategygroup.com>; Emily Walsh <emily@berlinrosen.com>
Subject: RE: want to throw out some options'?

I do
What would you say would be the best time for him to go-
You know I have to take out fairy dust for what I do!

From: Jefrey Pollock [<mailto:jpollock@globalstrategygroup.com>]
Sent: Wednesday, September 16, 2015 10:22 AM
To: Salazar-Rodriguez, Prisca; Emily Walsh
Subject: RE: want to throw out some options'?

Does he still have our event on his calendar for 10/6?

From: Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]
Sent: Wednesday, September 16, 2015 10:09 AM
To: Jefrey Pollock <jpollock@globalstrategygroup.com>; Emily Walsh <emily@berlinrosen.com>
Subject: RE: want to throw out some options'?

Hi!
Will be sometime in early October-
Will send 2 dates-
He likes to do drinks/dinner around 8pm
Is that too late?

From: Jefrey Pollock [<mailto:jpollock@globalstrategygroup.com>]
Sent: Wednesday, September 16, 2015 10:02 AM
To: Salazar-Rodriguez, Prisca; Emily Walsh
Subject: want to throw out some options'?

Jefrey Pollock

President
Global Strategy Group
215 Park Avenue South, 15th Floor
New York, NY 10003
Direct: 212.260.9171 Mobile: 917.545.1290
@jefpollock @GSG
www.globalstrategygroup.com

LEAD THE WAY

Celebrating 20 Years of Leading the Way

From: [Walzak, Phil](#)
To: [Hagelgans, Andrea](#); [Hinton, Karen](#); [Wolfe, Emma](#); [Jonathan Rosen](#); [John Del Cecato](#); [Snyder, Thomas](#)
Subject: Fw: Quinnipiac NY GOV Advisory
Date: Wednesday, September 16, 2015 2:03:13 PM

NYS 57-15 ; NYC 61-21 there is a feud

NYC fav - deb- 37-49

NYS deB - 23-46

Feud is hurting, Cuomo winning, but neither is doing great, Cuomo @ lowest ever fav unfav

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Alyssa Adler <aadler@Rubenstein.com>
Sent: Wednesday, September 16, 2015 12:01 PM
Subject: Quinnipiac NY GOV Advisory

Maurice Carroll, Assistant Director,
Quinnipiac University Poll
(203)582-5334

Rubenstein Associates, Inc.
Public Relations
Contact: Pat Smith (212) 843-8026



MEDIA ADVISORY

QUINNIPIAC UNIVERSITY RELEASES RESULTS OF NEW YORK POLL ON GOV. CUOMO, MAYOR DE BLASIO

Results of a Quinnipiac University Poll of New York State voters, asking their opinions of Gov. Cuomo and Mayor De Blasio, will be sent to the media, **Thursday, September 17th at 6:00 A.M.**

Maurice Carroll, assistant director of the Quinnipiac University Poll, will be available **BY PHONE** to discuss the results.

DATE: THURSDAY, SEPTEMBER 17TH

TIME: 6:00 A.M.

#

Follow us on Twitter @QuinnipiacPoll

From: [B](#)
To: [Hinton, Karen](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); "Jonathan@berlinrosen.com"
Cc: [FLONYC](#)
Subject: Re: NYT: De Blasio's Plan to Lift Poor Schools Comes With High Costs and Big Political Risks
Date: Thursday, September 17, 2015 10:05:08 AM

I think this is disgusting. She provides no balance whatsoever on the overall plan. Yes, the computer science story was good, but this story is about much more and is entirely biased. We need to figure out a new paradigm with the Times. This level of bias can't be ignored. Either starve them or reason with them or something else -- but this is ridiculous

From: Hinton, Karen
Sent: Thursday, September 17, 2015 12:04 AM
To: B; Walzak, Phil; Hagelgans, Andrea
Cc: FLONYC
Subject: Re: NYT: De Blasio's Plan to Lift Poor Schools Comes With High Costs and Big Political Risks

Her story in today's paper was very good so I think she felt the need to criticize to balance it out. But, she didn't even bother to include one positive quote, and she had plenty of validators thrown her way today.

Karen Hinton
Press Secretary
917-246-7692
Follow Me On Twitter @KarenHinton

From: B <BCCD@cityhall.nyc.gov>
Date: Wed, 16 Sep 2015 23:58:46 -0400
To: Phil Walzak <PWalzak@cityhall.nyc.gov>, Andrea Hagelgans <AHagelgans@cityhall.nyc.gov>, Karen Hinton <khinton@cityhall.nyc.gov>
Cc: FLONYC <FLONYC@cityhall.nyc.gov>
Subject: Fw: NYT: De Blasio's Plan to Lift Poor Schools Comes With High Costs and Big Political Risks

What did I say about how disappointing the nyt has become...?

From: Clips
Sent: Wednesday, September 16, 2015 11:56 PM
Subject: NYT: De Blasio's Plan to Lift Poor Schools Comes With High Costs and Big Political Risks

De Blasio's Plan to Lift Poor Schools Comes With High Costs and Big Political Risks

NY TIMES - Kate Taylor

<http://www.nytimes.com/2015/09/17/nyregion/de-blasios-plan-to-lift-poor-schools-comes-with-high-costs-and-big-political-risks.html>

There was \$75 million a year for second-grade reading specialists. Advanced Placement classes got \$51 million. Every eighth grader can take algebra thanks to \$19 million. And \$15 million was proposed to provide more than 16,000 students with dedicated counselors from sixth through 12th grade.

On Wednesday, Mayor Bill de Blasio made his biggest commitment yet to his education philosophy. He announced a half-dozen programs that focus on New York City's poorest students, in a speech that framed the proposals as a way to address income inequality, a touchstone issue of his administration.

The cost of Mr. de Blasio's programs is high, and the political risks are great. Republicans in the State Legislature are already skeptical of the mayor's approach to education, and the results of his new programs will not be known for years. In June, the Legislature extended the mayor's control of schools by only one year, meaning that he has to go back to Albany next year to request an extension. (The Legislature had given former Mayor Michael R. Bloomberg control for seven years, then a renewal for six.)

In his speech, Mr. de Blasio argued that this investment in the city's struggling schools was a moral imperative.

"There is a tale of two cities in our schools, and we simply don't accept it," he said, reprising the theme of his campaign. "Each and every child, in each and every classroom, deserves a future that isn't limited by their ZIP code."

But many questions remain about how these programs will work and what the impact will be on the school system.

The city is already redirecting \$113.5 million a year in existing education funding to its previously announced effort to add social services and improve results at the city's 94 lowest-performing schools, according to the city's Independent Budget Office.

City Hall said that the funding for the \$186 million commitment laid out on Wednesday, which also includes computer science instruction in every school, will come from new

revenues that they are anticipating based on financial projections.

But if the economy slowed down, the city would have to choose between backing off these programs or making cuts elsewhere. Mr. de Blasio could risk turning off voters if parents saw class sizes grow or extracurricular activities shrink further.

Leonie Haimson, the executive director of Class Size Matters, an organization that advocates smaller classes, was disappointed with the mayor's speech.

"Where is the research that shows that these initiatives would narrow the achievement gap, as class size reduction has been proven to do?" she said. "De Blasio made many promises during his campaign to parents and other voters to lower class size that he now appears to have forgotten completely."

David C. Bloomfield, a professor of education leadership at Brooklyn College and the CUNY Graduate Center, called Mr. de Blasio's speech "a feel-good parade of accomplishments and helpful initiatives" that was meant to bolster his chances for renewal of mayoral control of schools and re-election.

He said it was striking that, in a speech titled "Equity and Excellence," there was no mention of the high degree of racial segregation in New York City schools and ways to combat it.

Mr. de Blasio did try to inoculate himself against critics who adhere to Mr. Bloomberg's education approach. In contrast with the Bloomberg administration, the current mayor opposes closing schools that perform poorly, except as a last resort. While Mr. Bloomberg was on a constant, and largely unsuccessful, mission to fire teachers he considered subpar, Mr. de Blasio has had a more amicable relationship with the city teachers' union.

But he said on Wednesday that his administration had "helped 660 educators find their way out of the New York City school system," from April 2014 to April 2015. Asked to elaborate, the Department of Education said that the number included teachers who had been fired or denied tenure, and who resigned while facing disciplinary action.

"This shows we are willing and able to make the change that's necessary," Mr. de Blasio said. "Where it's needed, we will replace school leadership or staff to transform a school if they cannot improve with our tailored and targeted support."

Mr. de Blasio, who has clashed with charter school supporters, also announced a \$5-million-a-year program under which district and charter schools can share practices.

One prominent pro-charter group, Families for Excellent Schools, was not satisfied, arguing that Mr. de Blasio's aversion to more charter schools was cutting off an avenue of opportunity for poor families.

"At the current rate, all New York City students won't be able to read at grade level until 2051," the group's chief executive, Jeremiah Kittredge, said in a statement. "The incremental change proposed today won't fix New York City's education inequality."

Mr. de Blasio set a number of long-term goals during the speech, including increasing the four-year high school graduation rate to 80 percent from 68 percent by 2026 (by which point he will have been out of office for at least four years).

Some of the goals he set on Wednesday may be even more ambitious.

"Excellence and achievement cannot, should not and will not discriminate in New York City," he said, adding that "we have to make sure success is as common in East New York as it is on the Upper East Side."

From: [Hinton, Karen](#)
To: [Walzak, Phil](#); [Wolfe, Emma](#); [Hagelgans, Andrea](#); [Snyder, Thomas](#); [Jonathan Rosen](#)
Subject: Re: Tom Kaplan
Date: Thursday, September 17, 2015 5:51:39 PM

See below. He's not filing until first part of next week. I am suppose to talk to him late Friday.

Karen Hinton
Press Secretary
917-246-7692
Follow Me On Twitter @KarenHinton

On 9/16/15, 8:57 AM, "KHinton@cityhall.nyc.gov" <KHinton@cityhall.nyc.gov> wrote:

>Kaplan of ny times working on story about who is advising mayor outside
>city hall. Wants us to give him names and discuss these individuals. He
>knows del cecato and Rosen of course. I think we expand the list to
>business types. Can we say Speyers wlyde parsons for example? Try to take
>it out of political context? Also community people?
>
>Let's discuss today.
>
>Sent from my iPhone

From: B
To: Shorris, Anthony; Williams, Dominic; Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Fuleihan, Dean (OMB); Wolfe, Emma; "Jonathan@berlinrosen.com"
Cc: FLONYC
Subject: Fw: DN: Editorial: Bill's bill comes due for the MTA
Date: Friday, September 18, 2015 8:17:02 AM

Read this piece carefully, and I think it shows my fears were justified. Yes, it's good that I sound reasonable and am in fact being reasonable. But look at what's already starting to happen with the price tag. Cuomo has laid a trap and we're walking into it. If we we offer \$200m more a year, he will dismiss it as too little and claim we're the problem. We are letting him dictate the terms. We have to correct this before we create a new defeat for ourselves. NO ONE on this team should say anything more on this issue publicly until we sort out our longer term strategy. If we don't get this right, Cuomo will make the \$3B figure the litmus test and we will be huge losers here

From: Clips
Sent: Friday, September 18, 2015 07:06 AM
Subject: DN: Editorial: Bill's bill comes due for the MTA

Editorial: Bill's bill comes due for the MTA

DAILY NEWS – Editorial

<http://www.nydailynews.com/opinion/editorial-bill-bill-due-mta-article-1.2365180>

Expressing a willingness to increase New York City support of the state-run subway system if basic conditions are met, Mayor de Blasio Thursday offered a path toward resolving the city-state transit funding war.

Gov. Cuomo, legislative leaders and Metropolitan Transportation Authority Chairman Tom Prendergast should weigh hte terms de Blasio spelled out to the Daily News Editorial Board and say: Mr. Mayor, let's talk more.

As for de Blasio, he needs to prepare to substantially up the city's contribution to the MTA without imposing new taxes.

Cuomo is charged with funding the MTA's \$26.8 billion, 10-year plan for keeping mass transit in working condition, plus pay for mega-projects like the Second Ave. subway. But, after counting federal aid, the governor is more than \$11 billion short.

To break that nut, Cuomo has promised to draw \$8.3 billion from still-unidentified sources and is dunning de Blasio for \$3 billion — five times the \$600 million the mayor had offered up.

The mayor says he may agree to go higher if he is assured that the state's commitment is real and is not set up in a way that could drive up fares. He also wants a voice in how the MTA spends the money.

Prendergast responded that, pending next year's legislative session, where all this will be hashed out, de Blasio could give conditional approval to providing any particular amount of money.

The two positions should be easily reconcilable, with de Blasio markedly boosting city support and

both men agreeing that the mayor would turn over the cash only if Albany meets his terms.

The MTA, a state agency, has two primary sources of revenue: fares and the collection of taxes and fees, such as a levy on real estate transactions and a surcharge on every yellow cab ride.

Riders have been paying more under a deal with Albany: Fares would go up biannually in line with inflation and the state would add however much money the MTA needed to operate.

The arrangement has been great for Albany. With MTA taxes and fees rolling in, it siphoned \$270 million out of the agency over the past four years, a maneuver that de Blasio cites as cause to question what the governor and Legislature would do if he commits \$3 billion.

At the same time, the mayor questions how Cuomo intends to raise his promised \$8.3 billion. If the governor were to have the MTA borrow the money, the authority would all but certainly have to tap the riders to pay it back — which would likely push up fares.

The governor on Thursday evening ruled out MTA borrowing and said his plan called for drawing the \$8.3 billion out of the state general fund over 10 years — a commitment that should relieve de Blasio's worry about a threat to the fare.

The state of play, then, is that de Blasio, Cuomo and Prendergast should easily come into sync on the fundamentals that the state's general budget will fund the capital plan at a set level in partnership with specified contributions from the city.

De Blasio's share will surely be larger than the \$600 million he's offered. In the past two capital plans, the city has footed roughly 11% of the bill, a level that would put de Blasio in Cuomo's \$3 billion ballpark. Soon enough, with his conditions met, the mayor will have to talk money.

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From: [B](#)
To: [Wolfe, Emma](#)
Cc: [Shorris, Anthony](#); [Fuleihan, Dean \(OMB\)](#); [Walzak, Phil](#); [Snyder, Thomas](#); [Williams, Dominic](#); ["Jonathan@berlinrosen.com"](#)
Subject: Re: MTA Letter
Date: Friday, September 18, 2015 8:42:51 AM

I totally want you organizing our allies, but I think we're missing that this could end badly. This could be a much bigger, longer-lasting Uber if we do it wrong. And I GUARANTEE this will be portrayed as a defeat for us if we don't figure out a critical path on the politics and optics here

From: Wolfe, Emma
Sent: Friday, September 18, 2015 08:23 AM
To: B
Cc: Shorris, Anthony; Fuleihan, Dean (OMB); Walzak, Phil; Snyder, Thomas; Williams, Dominic
Subject: Re: MTA Letter

Roger that - a strategy you can believe in - fair and something we shd be able to articulate.

If we can get comfort soon then I just really want to start pounding on the organizing.

On Sep 18, 2015, at 8:20 AM, B <BCCD@cityhall.nyc.gov> wrote:

Emma, that's a fair point. So I say two things:

1. We are playing a long game here. Monday is about tactics. Making sure we don't end up on the hook for \$3B, or become the bad guys for doing less, is about strategy.
2. Show me a written plan for how we intend to gain and keep the high road and not end up footing a huge new bill

From: Wolfe, Emma
Sent: Friday, September 18, 2015 08:10 AM
To: B
Cc: Shorris, Anthony; Fuleihan, Dean (OMB); Walzak, Phil; Snyder, Thomas; Williams, Dominic
Subject: Re: MTA Letter

Understand you're waiting on important facts but fwiw my two cents in meantime --- with MTA further going on offensive this coming Monday - better to have our own offense and high ground and discussed Wednesday.
The state wants us reacting, dragging this out and making us passive rather than active, and they do not want us proposing sensible solutions

with real conditions; a superior policy, message, and opportunity for coalition.

On Sep 18, 2015, at 8:04 AM, B <BCCD@cityhall.nyc.gov> wrote:

What I need to know before we do that: how much are we actually willing to spend. There is no reason to rush to send this letter before we have any sense of endgame. And you know both cuomo and the editorial boards will expect much more of us than we can afford. So HOLD until I get a sense of what our perimeters are. Answer with a \$ figure whenever you and Dean feel ready

From: Shorris, Anthony
Sent: Friday, September 18, 2015 07:59 AM
To: B
Cc: Fuleihan, Dean (OMB); Wolfe, Emma; Walzak, Phil; Snyder, Thomas; Williams, Dominic
Subject: MTA Letter

Here is a draft of what I propose sending to Tom Prendergast this morning, following up on your comments at the Daily News. Senior team is comfortable, but let me know if you have any changes you'd like to see. Once you are OK, IGA can begin working with our allies to build a groundswell of support.

Dear Tom:

As you know, Mayor de Blasio has long recognized the importance of the MTA to the future of New York. Throughout his campaign and his mayoralty, he has made clear his support for the work of the agency and the need for its capital program to receive the support it needs to address to create the platform for the economic growth and opportunity essential to the entire State. He has urged full funding of the MTA capital program again and again, despite that fact that the current plan is modest in its ambition.

New Yorkers recognize the agency's importance. Our riders, toll-payers and taxpayers supply three-quarters of the MTA's revenues, more than their fair share of the burden despite the many other challenges facing our city. Spending nearly \$11 billion a year on the agency's operations is a clear sign of our citizens' commitment to the mission of mass transit.

This City government recognizes the agency's importance too. We have supported the MTA and its capital program in every way. We stood together at the opening of the 7-train expansion, a commitment of \$2.4 billion of City funding. The City recently dedicated another \$200 million to transit improvements at the Vanderbilt Corridor development. And most recently, meeting your full request of us at the time, the Mayor and Council increased the City's capital contribution to the MTA to the highest level in many years.

Yet not every level of government has stepped up to meet its responsibility. Over the past five years, over \$270 million of funds that should have been available to the MTA have been diverted to other State budget needs. Over the past 20 years, the City has contributed more than twice as much to the MTA capital program as New York State, despite the fact that the MTA is a State agency with a clear state and regional mission since its founding in the Sixties. And most recently, despite talk of additional funding, not a single dollar of new funding for the agency has been specified by New York State, let alone allocated to its budget.

It is time to speak honestly about the MTA and its future once and for all. The Mayor will recommend to the City Council that additional capital contributions be made to support the MTA's capital program as soon as three specific conditions are met:

1. The **sources of any additional funds to be committed by New York State are specifically identified**, and those funds are provided in ways that do not reduce any other funding for the MTA or the City or increase the likelihood of fare hikes on already-burdened City residents;
2. **Funds otherwise intended for the MTA that have been previously been diverted by New York State are returned to the MTA**, in addition to any other State funding to be provided, and no further diversions will be permitted; and,
3. The MTA capital budget process will be revised to **give the City of New York approval to allocate funds among projects located in the city** in order to insure the needs of the residents who pay for the vast preponderance of the MTA's operations are addressed.

These are simple and obviously fair conditions to be met before additional City funds are provided. How could any Mayor consider significant new funding without knowing the rest of the Five Year Plan is in fact funded, that City funding will not be simply diverted to other State purposes, and that City funds will be used to address the priorities of City

residents?

I assume the MTA would support each of these requirements. As chief operating officer of the agency, I am sure you do not welcome diversion of funds you had every right to expect would be available to you. As Chair of the Board, I know you could not vote for any financial plan based on funds that have not been specified as new, real and committed. And as someone who cares deeply about New York, I'm sure you would want to insure the MTA capital program reflects the priorities identified by the elected representative of the people of the city.

These are the pre-requisites to insuring this Five Year Capital Plan is funded. And perhaps just as importantly, these are guidelines that should be followed by both State and City for all future capital plans.

As the Mayor laid out in his *OneNYC* plan, we have a broad vision for the City (and the entire region it supports), one that reflects our commitment to being a strong, just, sustainable, and resilient community. Our competitors around the world recognize that strong transit systems are key to their future – and so should we.

The Mayor and our entire team look forward to working with you and rest of the officials who hold the MTA in their trust as we create a transit system that will be the platform for a stronger and more just state and region. Millions of New Yorkers depend on us to get this right.

Sincerely,

Anthony E. Shorris
First Deputy Mayor
City of New York
City Hall
New York, NY 10007
212-788-3191

From: [Hinton, Karen](#)
To: [B](#)
Cc: [Kadushin, Peter](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Norvell, Wiley](#); [Spitalnick, Amy \(OMB\)](#); [Snyder, Thomas](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Fuleihan, Dean \(OMB\)](#); Jonathan@berlinrosen.com; [Salazar-Rodriguez, Prisca](#)
Subject: Re: Brian Lehrer Prep
Date: Friday, September 18, 2015 9:47:04 AM

Yes we all understand.

Sent from my iPhone

On Sep 18, 2015, at 9:43 AM, B <BCCD@cityhall.nyc.gov> wrote:

We are NOT ready to "recommend" further City support for the MTA as the TP's below indicate!! AGAIN, you all keep getting ahead of me re: the MTA. We are now bargaining against ourselves. Everybody, STOP and collect ourselves and come up with a real strategy. Guys, I love you all, but there is a real danger here that you are setting up a lose-lose situation that will make Uber look like child's play. NO ONE say ANYTHING about the MTA publicly without clearing it with me first. This is me being honest with my colleagues. On Uber we were not united enough and we hadn't thought thru the play. That's happening again here. The difference here is there NO objective time deadline forcing our hand. Only Andrew Cuomo is forcing our hand. Don't let him control the playing field. Everything at a time and place of our choosing. We need another strategy call this weekend or soon. Pls include rosen in it. Thanks

From: Hinton, Karen
Sent: Friday, September 18, 2015 08:53 AM
To: B
Cc: Kadushin, Peter; Walzak, Phil; Hagelgans, Andrea; Norvell, Wiley; Spitalnick, Amy (OMB)
Subject: Brian Lehrer Prep

Mr. Mayor — If you have time and want to review off topic for Brian Lehrer before Peter and I see you:

MTA(*MTA said City had to contribute more or cuts would be in store. Called on Mayor to provide more funding*)

Q: Are you going to give MTA more funding for capital improvements?

— New Yorkers rely on the MTA - and fund three-quarters of its operations. Yet the City has no control over this State agency.

— Still, even after increasing our capital contribution this spring, **we are ready to recommend even further City support** -- but won't blindly hand over a check given the State's track record.

— So we are asking the State to meet 3 simple and fair conditions before even more City taxpayer funds are provided:

- (1) make clear where this promised State funding will come from, so we know it won't be on the backs of riders and City residents;
- (2) return the \$270M the Governor has raided from the MTA and ensure no further diversions; and
- (3) give NYC approval over where capital funds are allocated in the city.

Older Talking Points:

- NYC residents are not getting what they are giving to the MTA and we aren't going to blindly hand money over
- NYC taxpayers don't get back what they put in to the MTA
- We need to know what the Governor and MTA's plans are and assurances that they don't intend to push fare increases that hurt working people
- Past 25 years, the City government put in more than twice as much support for the MTA capital program as the State government.

TIMES SQUARE TASK FORCE*(Task Force met yesterday and meeting again today -- made clear yesterday that consensus to complete plazas)*

Q: Why didn't your task force meet sooner? Are you going to tear up Times Square?

- Past month members of the administration and task force members have had many conversations
- All working together to advance common goals for Times Square
- Group will continue to meet and have recommendations by October
- ON PLAZAS
- General consensus among task force to complete construction of the Times Square plaza and then evaluate
- Strong interest from members in cordoning off the cartoon characters

MMR HOMELESSNESS*(Post on slight increases in majority of indicators - following trends)*

Q: Reports yesterday from homeless agency shows increases in homelessness?

- Homelessness increasing over past 20 yrs -- more than 100%
- Systematically rebuilt programs, showing more results
- Over 15k moved out of shelter; 20k enrolled in prevention programs
- Clergy helping with Safe Haven beds
- NYC Safe/NYPD retraining

POLL NUMBERS*(Lowest they've been and voters say Cuomo/MBDB feud hurts NY)*

Q: How do you explain drops in your polling numbers? When are you and Governor going to move beyond this feud?

- Here's what really matters: safest summer in over 20 years; more affordable housing than at any point in last 40 years; 177K new jobs since I took office; pre-K for all
- If there are ways to productively work with this Gov we will
- But we will continue to speak out if NYC getting short end of stick

JAMES BLAKE (*Blake has called for the officer involved in his arrest to no longer be on the force plus calls for investment in appropriate training of officers*)

Q- Have you talked with James Blake yet? Do you think the officer should still be on the force? Would this have happened to a white man? Would any other black man have gotten an apology?

- Commissioner Bratton and I have both extended our apologies to Mr. Blake
- Focused now on resolving this issue
- Going to continue to implement reforms to build trust between police and community while keeping NYC one of the safest big cities in the world

FURTHER POINTS IF NEEDED

- The incident under investigation & at the end we will determine who can be held accountable & what can be learned to further prevent incidents like this
- Our administration has already invested nearly \$29 million to retrain about 22,000 uniformed service members and thousands more will be training in coming months
- We are focused on neighborhood policing and CCRB complaints are at the lowest levels in nearly 15 years

UBER TRAFFIC STUDY (*Uber releasing analysis saying it'll take more than 4 months to do a comprehensive traffic analysis*)

Q: Are you starting up your fight with Uber again? Do they have a point that 4 months isn't enough time?

- Administration, City Council, AND Uber all agreed to 4 month study
- Uber SAID it would provide City with new data—like where/when they drop off their riders
- Plenty of time to complete the study and it would be a shame if Uber went back on this agreement

JOBS (*New data from Bureau of Labor Statistics showing NYC unemployment dropped to 5.4%*)

Q. What's behind this?

- Good news. Unemployment at 5.4%—lowest since June 2008 (pre-Lehman Brothers)
- Dropped 2.7% since we took office with 177,000 new private sector jobs added
- Wages finally going up again, though still below pre-recession peak
- Our focus on good jobs, investing growing sectors like tech with good paying jobs—link to Computer Science in all schools

HRC

Q: When are you endorsing?

- Excited to see HRC discuss the critical issues facing the country- Progressive priorities like paid family leave
- Have been clear that she has put out a strong platform, but I would like to see a fuller vision laid out

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Q-Do you think you haven't successfully communicated your work? Are you essentially campaigning for a second term?

-Focused on speaking to New Yorkers, answering their questions, and discussing their concerns

-Spent almost two years building an infrastructure and putting programs in place, now I'd like to speak with New York about that work and how it impacts the city

From: [Hinton, Karen](#)
To: [Walzak, Phil](#)
Cc: [Kadushin, Peter](#); [Hagelgans, Andrea](#); [Norvell, Wiley](#); [Spitalnick, Amy \(OMB\)](#); [Snyder, Thomas](#); [Shorris, Anthony](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Fuleihan, Dean \(OMB\)](#); Jonathan@berlinrosen.com; [Salazar-Rodriguez, Prisca](#)
Subject: Re: Brian Lehrer Prep
Date: Friday, September 18, 2015 9:52:44 AM

I knew this would happen even before I saw the email about the dn editorial. The tpts were not in sync with what he said at dn.

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From: [Spitalnick, Amy \(OMB\)](#)
To: [Shorris, Anthony](#); [Fuleihan, Dean \(OMB\)](#)
Cc: [Hinton, Karen](#); [Kadushin, Peter](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Norvell, Wiley](#); [Snyder, Thomas](#); [Williams, Dominic](#); [Wolfe, Emma](#); [Jonathan@berlinrosen.com](#); [Salazar-Rodriguez, Prisca](#)
Subject: RE: Brian Lehrer Prep
Date: Friday, September 18, 2015 9:54:22 AM

Maybe this is a silly Q – but won't we quickly lose the battle over needing to know where our money will go when the MTA says Monday (or sooner) that it would go to the projects they now have to cut?

From: Shorris, Anthony [mailto:AShorris@cityhall.nyc.gov]
Sent: Friday, September 18, 2015 9:52 AM
To: Fuleihan, Dean (OMB)
Cc: Hinton, Karen; Kadushin, Peter; Phillip Walzak; Hagelgans, Andrea; Norvell, Wiley; Spitalnick, Amy (OMB); Snyder, Thomas; Williams, Dominic; Wolfe, Emma; Jonathan@berlinrosen.com; Salazar-Rodriguez, Prisca
Subject: Re: Brian Lehrer Prep

I will retire from the field for a while.

Anthony E. Shorris
First Deputy Mayor
City of New York
City Hall
New York, NY 10007
212-788-3191

On Sep 18, 2015, at 9:43 AM, B <BCCD@cityhall.nyc.gov> wrote:

We are NOT ready to "recommend" further City support for the MTA as the TP's below indicate!! AGAIN, you all keep getting ahead of me re: the MTA. We are now bargaining against ourselves. Everybody, STOP and collect ourselves and come up with a real strategy. Guys, I love you all, but there is a real danger here that you are setting up a lose-lose situation that will make Uber look like child's play. NO ONE say ANYTHING about the MTA publicly without clearing it with me first. This is me being honest with my colleagues. On Uber we were not united enough and we hadn't thought thru the play. That's happening again here. The difference here is there NO objective time deadline forcing our hand. Only Andrew Cuomo is forcing our hand. Don't let him control the playing field. Everything at a time and place of our choosing. We need another strategy call this weekend or soon. Pls include rosen in it. Thanks

From: Hinton, Karen

Sent: Friday, September 18, 2015 08:53 AM

To: B

Cc: Kadushin, Peter; Walzak, Phil; Hagelgans, Andrea; Norvell, Wiley; Spitalnick, Amy (OMB)

Subject: Brian Lehrer Prep

Mr. Mayor — If you have time and want to review off topic for Brian Lehrer before Peter and I see you:

MTA(*MTA said City had to contribute more or cuts would be in store. Called on Mayor to provide more funding*)

Q: Are you going to give MTA more funding for capital improvements?

— New Yorkers rely on the MTA - and fund three-quarters of its operations. Yet the City has no control over this State agency.

— Still, even after increasing our capital contribution this spring, **we are ready to recommend even further City support** -- but won't blindly hand over a check given the State's track record.

— So we are asking the State to meet 3 simple and fair conditions before even more City taxpayer funds are provided:

(1) make clear where this promised State funding will come from, so we know it won't be on the backs of riders and City residents;

(2) return the \$270M the Governor has raided from the MTA and ensure no further diversions; and

(3) give NYC approval over where capital funds are allocated in the city.

Older Talking Points:

-NYC residents are not getting what they are giving to the MTA and we aren't going to blindly hand money over

-NYC taxpayers don't get back what they put in to the MTA

-We need to know what the Governor and MTA's plans are and assurances that they don't intend to push fare increases that hurt working people

-Past 25 years, the City government put in more than twice as much support for the MTA capital program as the State government.

TIMES SQUARE TASK FORCE(*Task Force met yesterday and meeting again today -- made clear yesterday that consensus to complete plazas*)

Q: Why didn't your task force meet sooner? Are you going to tear up Times Square?

-Past month members of the administration and task force members have had many conversations

-All working together to advance common goals for Times Square

-Group will continue to meet and have recommendations by October

ON PLAZAS

-General consensus among task force to complete construction of the Times Square plaza and then evaluate

-Strong interest from members in cordoning off the cartoon characters

MMR HOMELESSNESS *(Post on slight increases in majority of indicators - following trends)*

Q: Reports yesterday from homeless agency shows increases in homelessness?

- Homelessness increasing over past 20 yrs -- more than 100%
- Systematically rebuilt programs, showing more results
- Over 15k moved out of shelter; 20k enrolled in prevention programs
- Clergy helping with Safe Haven beds
- NYC Safe/NYPD retraining

POLL NUMBERS *(Lowest they've been and voters say Cuomo/MBDB feud hurts NY)*

Q: How do you explain drops in your polling numbers? When are you and Governor going to move beyond this feud?

- Here's what really matters: safest summer in over 20 years; more affordable housing than at any point in last 40 years; 177K new jobs since I took office; pre-K for all
- If there are ways to productively work with this Gov we will
- But we will continue to speak out if NYC getting short end of stick

JAMES BLAKE *(Blake has called for the officer involved in his arrest to no longer be on the force plus calls for investment in appropriate training of officers)*

Q-Have you talked with James Blake yet? Do you think the officer should still be on the force? Would this have happened to a white man? Would any other black man have gotten an apology?

- Commissioner Bratton and I have both extended our apologies to Mr. Blake
- Focused now on resolving this issue
- Going to continue to implement reforms to build trust between police and community while keeping NYC one of the safest big cities in the world

FURTHER POINTS IF NEEDED

- The incident under investigation & at the end we will determine who can be held accountable & what can be learned to further prevent incidents like this
- Our administration has already invested nearly \$29 million to retrain about 22,000 uniformed service members and thousands more will be training in coming months
- We are focused on neighborhood policing and CCRB complaints are at the lowest levels in nearly 15 years

UBER TRAFFIC STUDY *(Uber releasing analysis saying it'll take more than 4 months to do a comprehensive traffic analysis)*

Q: Are you starting up your fight with Uber again? Do they have a point that 4 months isn't enough time?

- Administration, City Council, AND Uber all agreed to 4 month study
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JOBS (New data from Bureau of Labor Statistics showing NYC unemployment dropped to 5.4%)

Q. What's behind this?

- Good news. Unemployment at 5.4%—lowest since June 2008 (pre-Lehman Brothers)
- Dropped 2.7% since we took office with 177,000 new private sector jobs added
- Wages finally going up again, though still below pre-recession peak
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Q: When are you endorsing?

- Excited to see HRC discuss the critical issues facing the country- Progressive priorities like paid family leave
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Q-You recently suggested Biden should not run, why do you think he should stay out of the field?

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DN ED BOARD (You told the DN ed board you want to spend more time talking with NYers about yourself and what your administration has done)

Q-Do you think you haven't successfully communicated your work? Are you essentially campaigning for a second term?

- Focused on speaking to New Yorkers, answering their questions, and discussing their concerns
- Spent almost two years building an infrastructure and putting programs in place, now I'd like to speak with New York about that work and how it impacts the city

From: [Hinton, Karen](#)
To: [Shorris, Anthony](#)
Cc: [Fuleihan, Dean \(OMB\)](#); [Kadushin, Peter](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Norvell, Wiley](#); [Spitalnick, Amy \(OMB\)](#); [Snyder, Thomas](#); [Williams, Dominic](#); [Wolfe, Emma](#); Jonathan@berlinrosen.com; [Salazar-Rodriguez, Prisca](#)
Subject: Re: Brian Lehrer Prep
Date: Friday, September 18, 2015 9:56:08 AM

Don't do that!

Sent from my iPhone

On Sep 18, 2015, at 9:51 AM, Shorris, Anthony <AShorris@cityhall.nyc.gov> wrote:

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Anthony E. Shorris
First Deputy Mayor
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From: Hinton, Karen
Sent: Friday, September 18, 2015 08:53 AM
To: B

Cc: Kadushin, Peter; Walzak, Phil; Hagelgans, Andrea; Norvell, Wiley; Spitalnick, Amy (OMB)
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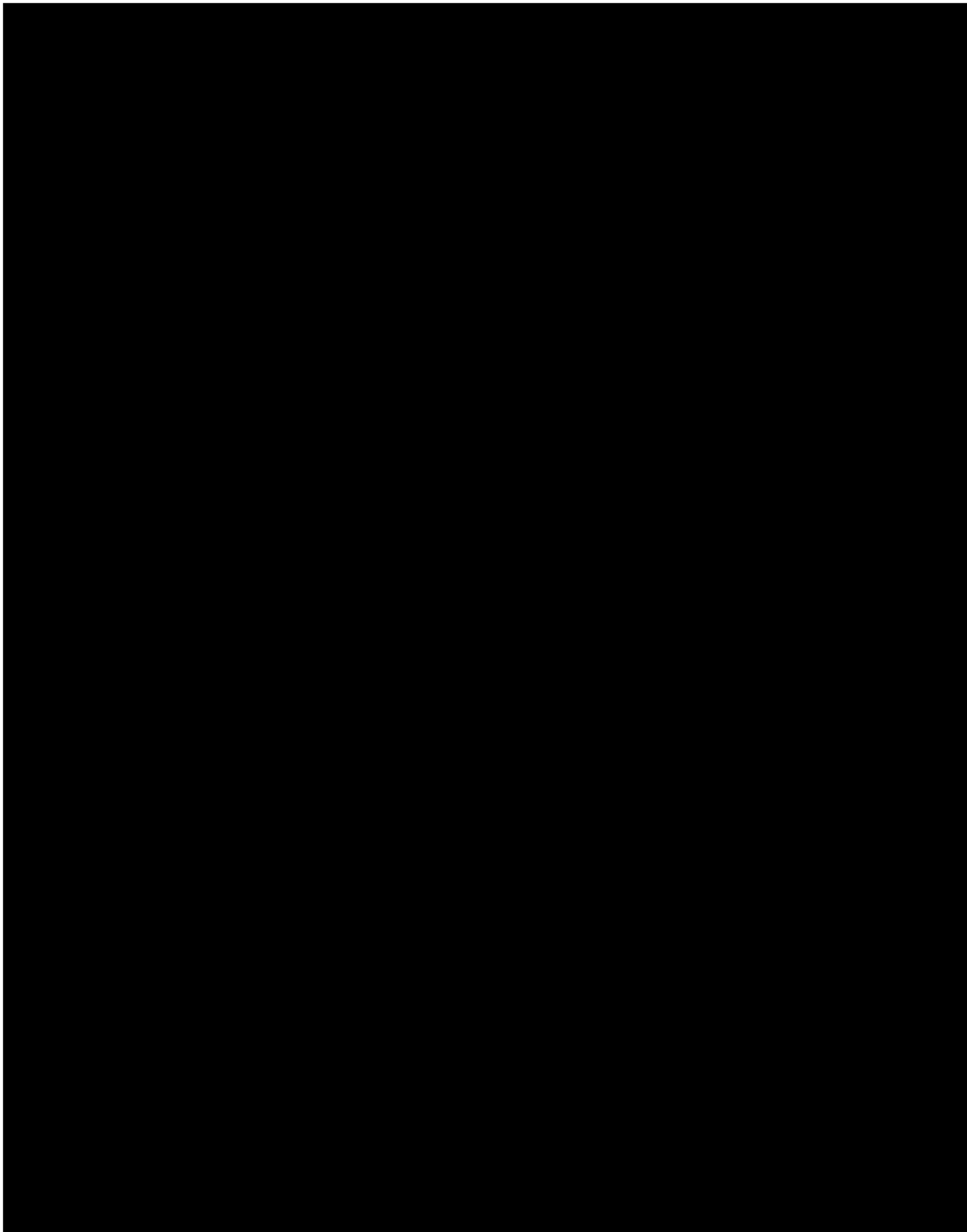
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From: [Jonathan Rosen](#)
To: [Lauter, Rachel](#)
Subject: FW: [REDACTED] Resume
Date: Friday, September 18, 2015 10:32:37 AM
Attachments: [REDACTED]

Smart resume. Friend of friend of friend. Don't know her so can't rec – but seemed like a strong person. Moving to NYC for family reasons. Interested in NYC govt.



From: [Jonathan Rosen](#)
To: [Norvell, Wiley](#); [Walzak, Phil](#)
Subject: RE: Brent Staples
Date: Friday, September 18, 2015 3:20:58 PM

Merryl called to tell me it was more positive than that – we're focused on right things / call out was on metrics. We'll see.

From: Norvell, Wiley [mailto:WNorvell@cityhall.nyc.gov]
Sent: Friday, September 18, 2015 3:20 PM
To: Walzak, Phil
Cc: Jonathan Rosen
Subject: Re: Brent Staples

That would be a pleasant surprise!

From: <Walzak>, Phil <PWalzak@cityhall.nyc.gov>
Date: Friday, September 18, 2015 at 3:06 PM
To: Wiley Norvell <wnorvell@cityhall.nyc.gov>
Cc: "jonathan@berlinrosen.com" <jonathan@berlinrosen.com>
Subject: Re: Brent Staples

+JR

Jro said he had heard a more positive diagnosis was coming...

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Norvell, Wiley
Sent: Friday, September 18, 2015 3:03 PM
To: Shorris, Anthony; Hinton, Karen; Hagelgans, Andrea; Walzak, Phil; Devora Kaye
Subject: Brent Staples

Expecting a middling/negative NYT editorial on education speech. Brent's historic view: we should be replicating what Eva Moskowitz is doing because her scores are higher, we didn't announce new steps to fire bad teachers.

I've taken a run at him. We've sent our top-level validators at him, and DK is getting DOE brass (Josh or Carmen) on phone for a quick chat.

Doing our best but Brent is not movable.

From: [Walzak, Phil](#)
To: [Hinton, Karen](#); [Hagelgans, Andrea](#); [John Del Cecato \(jfdc@akpdmedia.com\)](#); [Jonathan@berlinrosen.com](#)
Subject: FYI
Date: Friday, September 18, 2015 6:16:31 PM

@BilldeBlasio lunches w @BernieSanders in #Brooklyn Q: who's courting whom?
#FeelTheBern

Original Tweet: <https://twitter.com/AndrewMeier1/status/644997089559203841>

Sent via TweetDeck

From: [Hinton, Karen](#)
To: [Walzak, Phil](#); [Hagelgans, Andrea](#); [Kadushin, Peter](#); [Klein, Monica](#); jfdc@akpdmedia.com; [Jonathan Rosen](#)
Subject: This week
Date: Saturday, September 19, 2015 12:18:43 PM
Attachments: [Q&AThisWeek_PKEDITS.docx](#)
[ATT00001.htm](#)

Attached is what Peter Monica and I are emailing to mayor shortly for this week. Just need to plug in home bases for pope.

Send any thoughts soonest if u have. Would like to send to mayor by 130 or 2.

Peter also is going to write a consolidated one page cheat sheet since this is three pages and mayor always wants shorter. We will use the cheat sheet for day of .

Pope:

Home Bases

-
-
-

Q+A

What does the Pope's visit mean for NYC?

- Biggest voice on income inequality
- Many of the initiatives we have put in place in NYC highlights the Pope's focus to pull people out of poverty
- Housing, education, services to help individuals exit homelessness

What do you think about this Pope and his mandate around climate change and poverty?

- He's in unique position to talk about how these aren't partisan issues – but critical human issues

Some Republicans have threatened to boycott the Pope's speech, saying that he's gotten too political. You're outspoken on the separation of church and state. Don't they have a legitimate argument on those grounds?

- Would be a shame if they boycott his speech and I hope everyone plans to listen to his message

When Israeli PM Benjamin Netanyahu was invited by Congress to speak out on a controversial issue, you called that a "mistake." Is the Pope speaking out on issues that have become so partisan also a mistake?

- Apples/oranges.
- GOP inviting BN so close to an election was blatantly political.
- The Pope isn't a candidate; he's a global leader and the world's conscious

HRC:

Home Bases

- Excited to see her discussing critical issues facing the Country
- Focused on many progressive priorities like paid family leave and closing carried interest
- I've been clear that I want to see the full vision of what is a strong platform

Some would say the Clintons helped your career in the various roles you worked for them. So I have to ask, why not endorse Hillary early on? When will you endorse?

- Always said she has unequaled experience & great progressive track record
- Wanted to wait until hearing her vision on income inequality in THIS race
- No hard and fast timeline

Your poll numbers aren't strong now. Do you think your endorsement would actually be helpful to Hillary Clinton or another candidate right now?

- Don't pretend my endorsement is worth any more or less than other endorsements.

Do you have a litmus test for HRC to endorse her- what is it and what have those discussions been like?

- No test. Waiting to see full and bold solutions to income inequality
- Liked what I've heard.
- She is speaking big & tackling important issues

Cuomo and you took a different tact on endorsements. Why is that?

- Have to ask him. Only speak for myself.

How often do you talk to Hillary Clinton? What kinds of things do you ask her?

- Not going to get into details of private conversations, but I talk with her and her team from time to time.

I've talked to some Clinton allies, and they say: "Look – she's endorsed almost every issue on de Blasio's agenda." (LISTS ISSUES) How is it that she STILL hasn't earned your endorsement? What are you holding out for?

- Few more questions about trade & min wage, but she's unveiled

impressive progressive vision from PreK to student debt to progressive taxation.

A lot of Democrats have argued privately that despite taking these positions, they just don't trust Hillary Clinton on some issues – Wall Street, for one. Is Hillary Clinton too close to Wall Street?

-No. If she were, she would not have come out on important issues of fairness– like closing carried interest loophole.

You managed Hillary's Senate race in 2000. You've seen how she's handled issues like the email controversy and such. What kind of advice would campaign manager Bill de Blasio give Hillary right now?

-I'm out of the campaign manager business.

-As a voter, I just listen to what she's saying on income inequality & big issues of our time.

-When she talks about those things, she's very persuasive.

BIDEN

Biden is polling better than other candidates in some polls. Why don't you think he should enter the race? Particularly since you haven't formally endorsed a candidate yet?

-He's been a great VP, but the field has excellent candidates right now.

Are you saying you don't think Biden should get in because Sanders is a good choice if Hillary doesn't get the nomination?

-I like what Bernie Sanders has been saying.

-Forceful voice on income inequality.

-I'm not going to read tea leaves, but confident Dems will have strong nominee who will win

SANDERS

You started an organization dedicated to income inequality. Bernie Sanders couldn't be more in line with you on this. Are you contemplating endorsing him and is that why you haven't endorsed Hillary?

Still listening for the full vision of the candidates on income inequality

How can you not endorse Bernie Sanders when he's saying everything you

are? Have you talked to him? Can he win?

-Many Dems talking about income inequality & offering bold solutions – and that’s good for America.

-Don’t get into private conversations.

-All I know is that Dems will win on solutions to income inequality

TRUMP

You said some nice things about Donald Trump and his pledge to raise taxes on the rich. Does he have what it takes to be President?

-Agree on closing such unfair practices like the carried interest loophole

-His views on just about everything else show he is not qualified to be our President

CUOMO

Will you support Cuomo for re-election? Endorse his opponent? Would you ever run against him in a gubernatorial primary?

-I’m focused on my job as Mayor of the greatest city in the world

TPA

You’ve been criticized for spending too much time on national issues. You support ending carried interest loophole and paid family leave yet no action locally.

-We’re doing everything in our power here in NYC on income inequality.

-Need partners in Albany AND Washington

-For regional competitive reasons, you need this to happen at the national level.

Are you too partisan for a position like mayor?

-There’s nothing partisan about PreK, affordable housing, bringing crime to record lows.

LOW POLLS

How do you respond to dipping poll numbers and voters saying your feud with the Governor hurts NY?

-Here is what matters: NYC just had the safest summer in 20 years, we’ve built more affordable housing than at any point in the last 40 years, added 177,000 new jobs, and provided full day pre-K for more than 60,000 four-

year-olds

-If there is a way to work productively with this Governor, we will. But New Yorkers need to get their fair share from our State and I'll continue to say that

JAMES BLAKE

Have you talked with James Blake yet? Do you think the officer should still be on the force? Would this have happened to a white man? Would any other black man have gotten an apology?

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From: [Hagelgans, Andrea](#)
To: [Hinton, Karen](#); [Walzak, Phil](#); [Kadushin, Peter](#); [Klein, Monica](#); jfdc@akpdmedia.com; [Jonathan Rosen](#)
Subject: Re: This week
Date: Saturday, September 19, 2015 1:19:33 PM

Nice

Sent from my BlackBerry 10 smartphone.

From: Hinton, Karen
Sent: Saturday, September 19, 2015 12:18 PM
To: Walzak, Phil; Hagelgans, Andrea; Kadushin, Peter; Klein, Monica; jfdc@akpdmedia.com; Jonathan Rosen
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Cc: [Walzak, Phil](#); [Hagelgans, Andrea](#); [Fuleihan, Dean \(OMB\)](#); [Hinton, Karen](#); [Salazar-Rodriguez, Prisca](#)
Subject: Re: MBDB: Conference Call regarding MTA -
Date: Saturday, September 19, 2015 3:30:15 PM

+prisca

I also have trouble with the timing

Will see what I can do to rework

From: Jonathan Rosen
Sent: Saturday, September 19, 2015 3:28 PM
To: Shorris, Anthony
Cc: Walzak, Phil; Wolfe, Emma; Hagelgans, Andrea; Fuleihan, Dean (OMB); Hinton, Karen
Subject: Re: MBDB: Conference Call regarding MTA -

Agree. I have a hard stop at 630. If this is late I can't do it.

Sent from my iPhone

On Sep 19, 2015, at 2:13 PM, Shorris, Anthony <AShorris@cityhall.nyc.gov> wrote:

Stick to the plan we agreed to. We should also run through what is likely to happen Monday when they announce the cancellation of projects due to City unwillingness to commit to a dollar amount. This is pure theater -
- holding NYC transit riders hostage so Governor can play politics.

Anthony E. Shorris
First Deputy Mayor
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New York, NY 10007
212-788-3191

On Sep 19, 2015, at 1:54 PM, Walzak, Phil <PWalzak@cityhall.nyc.gov> wrote:

I will be on a bus to NJ during this window....will be on but will hard to talk a lot but will try

Think we stay w the plan articulated and already begun to execute

Don't say we will give money, will dicuss
And don't discuss figures

But us opening the door has been well rcvd, shudnt back away now

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov>
Sent: Saturday, September 19, 2015 1:45 PM
To: Kadushin, Peter; Walzak, Phil; Hagelgans, Andrea; Norvell, Wiley; Spitalnick, Amy (OMB); Snyder, Thomas; Shorris, Anthony; Williams, Dominic; Wolfe, Emma; Fuleihan, Dean (OMB); 'Jonathan@berlinrosen.com'; Hinton, Karen; Arslanian, Kayla; Leopold, Elana; Da Costa, Ricky; Schnake Mahl, Gabriel; Darlington, Mandy (OMB)
Subject: MBDB: Conference Call regarding MTA -

From: [Hagelgans, Andrea](#)
To: [Wolfe, Emma](#); [Salazar-Rodriguez, Prisca](#)
Cc: [Jonathan Rosen](#); [Shorris, Anthony](#); [Walzak, Phil](#); [Fuleihan, Dean \(OMB\)](#); [Hinton, Karen](#); [Arslanian, Kayla](#)
Subject: Re: MBDB: Conference Call regarding MTA -
Date: Saturday, September 19, 2015 6:07:12 PM

We're on. Waiting for mayor to join

Sent from my BlackBerry 10 smartphone.

From: Wolfe, Emma
Sent: Saturday, September 19, 2015 6:04 PM
To: Salazar-Rodriguez, Prisca
Cc: Hagelgans, Andrea; Jonathan Rosen; Shorris, Anthony; Walzak, Phil; Fuleihan, Dean (OMB); Hinton, Karen; Arslanian, Kayla
Subject: Re: MBDB: Conference Call regarding MTA -

Is this happening

On Sep 19, 2015, at 3:33 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

Will let him know.

Sent from my iPhone

On Sep 19, 2015, at 3:30 PM, Wolfe, Emma <EWolfe@cityhall.nyc.gov> wrote:

+prisca

From: Hagelgans, Andrea
Sent: Saturday, September 19, 2015 3:29 PM
To: Jonathan Rosen; Shorris, Anthony
Cc: Walzak, Phil; Wolfe, Emma; Fuleihan, Dean (OMB); Hinton, Karen
Subject: Re: MBDB: Conference Call regarding MTA -

Same

Sent from my BlackBerry 10 smartphone.

From: Jonathan Rosen
Sent: Saturday, September 19, 2015 3:28 PM
To: Shorris, Anthony
Cc: Walzak, Phil; Wolfe, Emma; Hagelgans, Andrea; Fuleihan, Dean (OMB); Hinton, Karen
Subject: Re: MBDB: Conference Call regarding MTA -

Agree. I have a hard stop at 630. If this is late I can't do it.

Sent from my iPhone

On Sep 19, 2015, at 2:13 PM, Shorris, Anthony <AShorris@cityhall.nyc.gov> wrote:

Stick to the plan we agreed to. We should also run through what is likely to happen Monday when they announce the

cancellation of projects due to City unwillingness to commit to a dollar amount. This is pure theater -- holding NYC transit riders hostage so Governor can play politics.

Anthony E. Shorris
First Deputy Mayor
City of New York
City Hall
New York, NY 10007
212-788-3191

On Sep 19, 2015, at 1:54 PM, Walzak, Phil
<PWalzak@cityhall.nyc.gov> wrote:

I will be on a bus to NJ during this window....will be on
but will hard to talk a lot but will try

Think we stay w the plan articulated and already begun
to execute

Don't say we will give money, will dicuss
And don't discuss figures

But us opening the door has been well rcvd, shudnt
back away now

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov>

Sent: Saturday, September 19, 2015 1:45 PM

To: Kadushin, Peter; Walzak, Phil; Hagelgans, Andrea; Norvell, Wiley; Spitalnick, Amy (OMB); Snyder, Thomas; Shorris, Anthony; Williams, Dominic; Wolfe, Emma; Fuleihan, Dean (OMB); 'Jonathan@berlinrosen.com'; Hinton, Karen; Arslanian, Kayla; Leopold, Elana; Da Costa, Ricky; Schnake Mahl, Gabriel; Darlington, Mandy (OMB)

Subject: MBDB: Conference Call regarding MTA -

From: [Shorris, Anthony](#)
To: [Arslanian, Kayla](#)
Cc: [Da Costa, Ricky](#); [Norvell, Wiley](#); [Kadushin, Peter](#); [Snyder, Thomas](#); [Wolfe, Emma](#); [Salazar-Rodriguez, Prisca](#); [Hinton, Karen](#); [Walzak, Phil](#); [Darlington, Mandy \(OMB\)](#); [Spitalnick, Amy \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Leopold, Elana](#); [Williams, Dominic](#); [Jonathan@berlinrosen.com](#); [Fuleihan, Dean \(OMB\)](#); [Hagelgans, Andrea](#)
Subject: Re: MBDB: Conference Call regarding MTA -
Date: Saturday, September 19, 2015 6:18:46 PM

Losing folks at 6:30...

Anthony E. Shorris
First Deputy Mayor
City of New York
City Hall
New York, NY 10007
212-788-3191

On Sep 19, 2015, at 6:08 PM, Arslanian, Kayla <KArslanian@cityhall.nyc.gov> wrote:

Mayor in process of wrapping up call - almost ready to start. Pls stand by and I'll give heads up to dial-in

MBDB: Conference Call regarding MTA - Call in # [REDACTED]
Code: [REDACTED]
Invitees: Da Costa, Ricky , Norvell, Wiley , Kadushin, Peter , Snyder, Thomas , Wolfe, Emma , Shorris, Anthony , Salazar-Rodriguez, Prisca , Hinton, Karen , Walzak, Phil , Darlington, Mandy (OMB) , Spitalnick, Amy (OMB) , Schnake Mahl, Gabriel , Leopold, Elana , Williams, Dominic , 'Jonathan@berlinrosen.com' , Fuleihan, Dean (OMB) , Hagelgans, Andrea

Sent from my iPhone

From: [B](#)
To: [Shorris, Anthony](#); [Williams, Dominic](#); [Fuleihan, Dean \(OMB\)](#); [Wolfe, Emma](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Hinton, Karen](#); [Snyder, Thomas](#); [Salazar-Rodriguez, Prisca](#); "[Jonathan@berlinrosen.com](#)"
Subject: Apologies
Date: Saturday, September 19, 2015 6:38:57 PM

Sorry the MTA call didn't work as planned. We had a lot we tried to cram in this afternoon. Hope we can get all or most folks for tmrw afternoon. Thanks

From: [Snyder, Thomas](#)
To: [Arslanian, Kayla](#)
Cc: [Da Costa, Ricky](#); [Norvell, Wiley](#); [Kadushin, Peter](#); [Wolfe, Emma](#); [Shorris, Anthony](#); [Salazar-Rodriguez, Prisca](#); [Hinton, Karen](#); [Walzak, Phil](#); [Darlington, Mandy \(OMB\)](#); [Spitalnick, Amy \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Leopold, Elana](#); [Williams, Dominic](#); [Jonathan@berlinrosen.com](#); [Fuleihan, Dean \(OMB\)](#); [Hagelgans, Andrea](#)
Subject: Re: MBDB: Conference Call regarding MTA -
Date: Saturday, September 19, 2015 6:39:49 PM

call postponed. Will reschedule for tomorrow at 4:15pm. Prisca, please send out a meeting invite and call in number for 4:15 tomorrow

Sent from my iPad

On Sep 19, 2015, at 6:08 PM, Arslanian, Kayla <KArslanian@cityhall.nyc.gov> wrote:

Mayor in process of wrapping up call - almost ready to start. Pls stand by and I'll give heads up to dial-in

MBDB: Conference Call regarding MTA - Call in # [REDACTED]
Code: [REDACTED]
Invitees: Da Costa, Ricky , Norvell, Wiley , Kadushin, Peter , Snyder, Thomas , Wolfe, Emma , Shorris, Anthony , Salazar-Rodriguez, Prisca , Hinton, Karen , Walzak, Phil , Darlington, Mandy (OMB) , Spitalnick, Amy (OMB) , Schnake Mahl, Gabriel , Leopold, Elana , Williams, Dominic , 'Jonathan@berlinrosen.com' , Fuleihan, Dean (OMB) , Hagelgans, Andrea

Sent from my iPhone

From: [Wolfe, Emma](#)
To: [Jonathan Rosen](#)
Cc: [Schnake Mahl, Gabriel](#); [Emily Walsh](#)
Subject: Re: Can we do dinner this week you and me?
Date: Sunday, September 20, 2015 8:38:13 AM

Gabriel can I do Tuesday later?

> On Sep 20, 2015, at 8:25 AM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:
>
> Sure. Could also do Tuesday night late while deb at synagogue at my house. Otherwise let's say Thursday.
>
> Sent from my iPhone
>
>> On Sep 20, 2015, at 8:13 AM, Wolfe, Emma <EWolfe@cityhall.nyc.gov> wrote:
>>
>> Tonight really tough for me. Could we do Thursday after planning meeting? Thank you! (If dean wants to come I will ask him since we both trust him)
>>
>>
>>
>>> On Sep 20, 2015, at 7:57 AM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:
>>>
>>> Sure. I could do tonight after my kids go to bed like 8 either dinner or a walk around the park or something.
>>>
>>> Could also do Monday or Thursday. Tues night - weds night is Yom Kippur so complicated.
>>>
>>> Sent from my iPad
>>>
>>>> On Sep 19, 2015, at 7:54 PM, "Schnake Mahl, Gabriel" <GSchnakeMahl@cityhall.nyc.gov> wrote:
>>>>
>>>> + Emily
>>>> Tues or thurs open -- or after planning mtg on wed
>>>>
>>>> Sent from my iPhone
>>>>
>>>>> On Sep 19, 2015, at 7:47 PM, Wolfe, Emma <EWolfe@cityhall.nyc.gov> wrote:
>>>>>
>>>>> Need your brain
>>>>> A lot
>>>>> Any chance first half of week?
>>>>>
>>>>>

From: [Arslanian, Kayla](#)
To: [Da Costa, Ricky](#); [Norvell, Wiley](#); [Kadushin, Peter](#); [Snyder, Thomas](#); [Wolfe, Emma](#); [Shorris, Anthony](#); [Salazar-Rodriguez, Prisca](#); [Hinton, Karen](#); [Walzak, Phil](#); [Darlington, Mandy \(OMB\)](#); [Spitalnick, Amy \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Leopold, Elana](#); [Williams, Dominic](#); [Jonathan@berlinrosen.com](#); [Fuleihan, Dean \(OMB\)](#); [Hagelgans, Andrea](#)
Subject: Re: MBDB: Conference Call regarding MTA -
Date: Sunday, September 20, 2015 4:20:20 PM

Line is open and Mayor will join when group is all on the line.

Please advise if you're unable to make the call - thank you!

Sent from my iPhone

On Sep 20, 2015, at 4:06 PM, Arslanian, Kayla <KArslanian@cityhall.nyc.gov> wrote:

All -

Connected with Mayor and this call is being moved to 4:25PM. I will open the line five mins prior and give him a signal to join once everyone is on the line.

Thank you!

MBDB: Conference Call regarding MTA -

Scheduled: Sunday, Sep 20, 2015 from 4:15 PM to 5:00 PM

Location: Call in # [REDACTED] Code: [REDACTED]

Invitees: Da Costa, Ricky , Norvell, Wiley , Kadushin, Peter , Snyder, Thomas , Wolfe, Emma , Shorris, Anthony , Salazar-Rodriguez, Prisca , Hinton, Karen , Walzak, Phil , Darlington, Mandy (OMB) , Spitalnick, Amy (OMB) , Schnake Mahl, Gabriel , Leopold, Elana , Williams, Dominic , Jonathan@berlinrosen.com , Fuleihan, Dean (OMB) , Hagelgans, Andrea

Sent from my iPhone

From: [Walzak, Phil](#)
To: [Jonathan Rosen](#); [Shorris, Anthony](#)
Cc: [Hinton, Karen](#); [Spitalnick, Amy \(OMB\)](#); [Arslanian, Kayla](#); [Da Costa, Ricky](#); [Norvell, Wiley](#); [Kadushin, Peter](#); [Snyder, Thomas](#); [Wolfe, Emma](#); [Salazar-Rodriguez, Prisca](#); [Darlington, Mandy \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Leopold, Elana](#); [Williams, Dominic](#); [Fuleihan, Dean \(OMB\)](#); [Hagelgans, Andrea](#)
Subject: Re: MTA Facts
Date: Sunday, September 20, 2015 8:41:21 PM

Wud cbc do a fresh "report" or somethig?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Jonathan Rosen
Sent: Sunday, September 20, 2015 8:14 PM
To: Shorris, Anthony
Cc: Hinton, Karen; Walzak, Phil; Spitalnick, Amy (OMB); Arslanian, Kayla; Da Costa, Ricky; Norvell, Wiley; Kadushin, Peter; Snyder, Thomas; Wolfe, Emma; Salazar-Rodriguez, Prisca; Darlington, Mandy (OMB); Schnake Mahl, Gabriel; Leopold, Elana; Williams, Dominic; Fuleihan, Dean (OMB); Hagelgans, Andrea
Subject: Re: MTA Facts

The Nassau Suffolk Westchester pieces are really compelling - the cost of east side access and metro north capital is huge and they are being asked to contribute nothing. That feels like a piece worth moving as part of an overall plan.

Sent from my iPhone

On Sep 20, 2015, at 7:58 PM, Shorris, Anthony <AShorris@cityhall.nyc.gov> wrote:

Just need a tight fact check -- it's the pigs who enjoy the mud.

Anthony E. Shorris
First Deputy Mayor
City of New York
City Hall
New York, NY 10007
212-788-3191

On Sep 20, 2015, at 5:32 PM, Hinton, Karen <KHinton@cityhall.nyc.gov> wrote:

Message with the facts. Pick a few of these. Fix it before we fund it.

Karen Hinton
Press Secretary
917-246-7692
Follow Me On Twitter @KarenHinton

From: Phil Walzak <PWalzak@cityhall.nyc.gov>
Date: Sun, 20 Sep 2015 17:27:37 -0400
To: Karen Hinton <khinton@cityhall.nyc.gov>, Amy Spitalnick <SpitalnickA@omb.nyc.gov>, "Arslanian, Kayla" <KArslanian@cityhall.nyc.gov>, Ricky DaCosta <RDaCosta@cityhall.nyc.gov>, Wiley Norvell <WNorvell@cityhall.nyc.gov>, Peter Kadushin <pkadushin@cityhall.nyc.gov>, Thomas Synder <TSnyder@cityhall.nyc.gov>, Emma Wolfe <EWolfe@cityhall.nyc.gov>, Tony Shorris <AShorris@cityhall.nyc.gov>, Prisca Salazar-Rodriguez <PSalazar-Rodriguez@cityhall.nyc.gov>, "Darlington, Mandy (OMB)" <DarlingtonM@omb.nyc.gov>, Gabe Schnake-Mahl <GSchnakeMahl@cityhall.nyc.gov>, Elana Leopold <ELeopold@cityhall.nyc.gov>, Dom Williams <DWilliams@cityhall.nyc.gov>, "Jonathan@berlinrosen.com" <Jonathan@berlinrosen.com>, Dean Fuleihan <fuleihand@omb.nyc.gov>, Andrea Hagelgans <AHagelgans@cityhall.nyc.gov>
Subject: Re: MTA Facts

It's great info but alot

Worry abt spending too much time educating not enough msging, u know?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Hinton, Karen
Sent: Sunday, September 20, 2015 5:26 PM
To: Spitalnick, Amy (OMB); Arslanian, Kayla; Da Costa, Ricky; Norvell, Wiley; Kadushin, Peter; Snyder, Thomas; Wolfe, Emma; Shorris, Anthony; Salazar-Rodriguez, Prisca; Walzak, Phil; Darlington, Mandy (OMB); Schnake Mahl, Gabriel; Leopold, Elana; Williams, Dominic; Jonathan@berlinrosen.com; Fuleihan, Dean (OMB); Hagelgans, Andrea
Subject: Re: MTA Facts

No, but if we select the facts we want to push, I could give to reporter with no fingerprints. Or, with our fingerprints.

Also, we could divide up areas and give them to willing surrogates to push.

Karen Hinton
Press Secretary
917-246-7692

Follow Me On Twitter @KarenHinton

From: Amy Spitalnick <SpitalnickA@omb.nyc.gov>
Date: Sun, 20 Sep 2015 21:21:17 +0000
To: Karen Hinton <khinton@cityhall.nyc.gov>, "Arslanian, Kayla" <KArslanian@cityhall.nyc.gov>, Ricky DaCosta <RDaCosta@cityhall.nyc.gov>, Wiley Norvell <WNorvell@cityhall.nyc.gov>, Peter Kadushin <pkadushin@cityhall.nyc.gov>, Thomas Synder <TSnyder@cityhall.nyc.gov>, Emma Wolfe <EWolfe@cityhall.nyc.gov>, Tony Shorris <AShorris@cityhall.nyc.gov>, Prisca Salazar-Rodriguez <PSalazar-Rodriguez@cityhall.nyc.gov>, Phil Walzak <PWalzak@cityhall.nyc.gov>, "Darlington, Mandy (OMB)" <DarlingtonM@omb.nyc.gov>, Gabe Schnake-Mahl <GSchnakeMahl@cityhall.nyc.gov>, Elana Leopold <ELeopold@cityhall.nyc.gov>, Dom Williams <DWilliams@cityhall.nyc.gov>, "Jonathan@berlinrosen.com" <Jonathan@berlinrosen.com>, Dean Fuleihan <fuleihand@omb.nyc.gov>, Andrea Hagelgans <AHagelgans@cityhall.nyc.gov>
Subject: RE: MTA Facts

Would that person - or one of our allies - be willing to put this out?

We'd need to fact check everything ourselves if we want to use, I assume?

From: Hinton, Karen [KHinton@cityhall.nyc.gov]
Sent: Sunday, September 20, 2015 5:19 PM
To: Arslanian, Kayla; Da Costa, Ricky; Norvell, Wiley; Kadushin, Peter; Snyder, Thomas; Wolfe, Emma; Shorris, Anthony; Salazar-Rodriguez, Prisca; Phillip Walzak; Darlington, Mandy (OMB); Spitalnick, Amy (OMB); Schnake Mahl, Gabriel; Leopold, Elana; Williams, Dominic; Jonathan@berlinrosen.com; Fuleihan, Dean (OMB); Hagelgans, Andrea
Subject: MTA Facts

Someone did this for me. There's a lot here for "offensive" facts we could use while we are arguing MTA needs to be "fixed" before city pours money into it.

City Residents Pay More Than Their Fair Share of MTA Operating Revenues,

While Service Deteriorates And MTA Waste Increases

The State Needs to Focus on Improving Service, Not Just Squeezing More Money Out of NYC Residents for Declining Service

Subway riders pay a significantly larger share of the costs of operating the subway than LIRR and Metro North customers pay for their system.

MTA subway riders pay 60% of operating costs. LIRR customers pay 47% and Metro-North pay 57%. [Source: MTA July Financial Plan 2016-2019 Volume I, pg 7.](#) (“MTA Financial Plan”).

The share paid by subway riders has increased dramatically in recent years. In 2008, riders paid 52% of operating costs. The MTA predicted it would decline to 47%. Instead the share paid by riders has increased to 60%. Source: [2008 MTA Financial Plan, Volume 2.](#) Every percent increase is about \$85 million dollars cost to subway riders.

The financial support by NYC residents extends to the state and regional taxes that support MTA as whole.

According to the Citizens Budget Commission, New York City residents pay over \$4.2 billion of the \$6 billion in dedicated regional MTA taxes. NYC employers pay 73 percent of the MTA’s \$1.3 billion regional payroll tax - supporting LIRR and Metro North, not just the city subways and buses.

Source: [Funding the MTA Capital Plan: Avoiding a False Choice, Carol Kellerman, CBC, July 2015](#)

NYC subway riders pay -by far- the largest share of operating costs of almost any transit system in the country - 2x the national average; including paying 50 percent more than NJ path commuters.

Sources: Average national share paid by riders: 33% - [National Transit](#)

[Database 2012, page 34, exhibit 46](#)

NYCT has “the third highest so-called farebox recovery ratio for such US systems, according to the Federal Transit Administration”. [WSJ, Andrew Tangel, Nov. 2014](#)

[NJ Path commuter share of burden: 42.8%](#)

Other cities compared to NYC: 2010 Farebox Recovery Ratio; [Presentation by Federal Transit Administration from 2010 data, page 21](#). Most riders pay 20-40% in big city transit systems. NYC at 70%. Chicago at 55% for comparison.

[Clyde Haberman, NYT, May 25, 2011](#) "the comparable percentages are appreciably lower for suburban rail lines and the authority's other divisions. Not only that, but the burden is also lighter for subway and bus riders in other American cities. Statistics kept by the [Federal Transit Administration](#) put it in the range of 20 to 45 percent in Boston, Chicago, Atlanta, Philadelphia and Washington.”

Although they already pay among the highest percentage of operating costs in the nation, MTA customers are being asked to pay over a billion dollars in additional fare increases in in the current operating plan - on top of hundreds of millions from the 2015 fare. That's a 12 percent increase in subway fares in a 5 year period.

Source MTA Financial Plan, Vol. I, page III-I.

Worse, only a fraction of the fare increase goes to service improvements. The MTA plan contains just \$183 million in service improvements for the subway and bus systems- over five years! Compared with almost \$2 billion in fare increases for 2015 - 2019.

Source: 183 million for service improvements in 5 year operating budget. MTA Financial Plan, page I-3.

So where do all those increases go? To MTA Headquarters for one thing. In 2012 MTA headquarters expenses were an already astonishing -and bloated- \$400 million. In 2015, MTA says that number will rise to over \$900 million - more than double in 3 years Between 2015 and 2019 MTA headquarters will spend almost \$4 billion on itself - over 20 times more for

MTA bureaucrats than for service improvements.

Source: [November 2013 Financial Plan](#); [July 2015 Financial Plan, page I-5](#)

And the MTA admits it has no real plan to achieve hundreds of millions in targeted savings, without which fares will rise even more. The MTA operating budget relies on almost \$1.5 billion in “phantom savings”.

For 2015 for example, the MTA targeted 1.3 billion in savings. According to the July Financial Plan, MTA had only identified \$45 million in savings of the \$1.3 billion. For the 2017 plan - when subway riders would get hit with yet another fare hike- MTA says they need \$1.6 billion in savings, but have only come up with \$76 million. Source: [Financial Plan, Vol. 1, page I-3.](#)

While riders pay billions in fares every year for the subway - with much of it diverted to waste - the contribution from New York State to operating the subways is a just \$158 million a year - by any measure an infinitesimal portion of the \$8.5 billion operating budget.

Source: July 2015 Financial Plan, Volume II, Page 62.
State operating assistance.

To top it off, subway performance has decreased markedly according to the MTA’s own data - while LIRR and MNR have much higher performance rates.

On time performance in the last year has fallen in the subways from 75% to 70%. Meanwhile, LIRR and Metro North have 91 and 93 percent on time ratings. [Source: MTA Performance Dashboard](#)

The bottom line: Subway riders shoulder a far larger burden than suburban riders, and one of the largest burdens of any system in the nation. Fare increases are going to MTA mismanagement instead of service improvements. And subway performance continues to deteriorate.

The MTA Capital program is important. But lets be clear: 74% of the last capital budget was unspent by the end of 2014 - the last year of the last capital plan. We have plenty of opportunity to discuss how to salvage troubled mega-projects - whose completion is years away. So in the meantime lets focus on improving the service for which New Yorkers are paying record amounts. Lets talk about ensuring that the burden on NYC subway riders is no more than that of suburban commuters. And lets get the basics right - trains that run on time, with equipment and stations that are clean, safe and comfortable. We're not talking about platinum projects like multi-billion dollar bridges and airport halls. Meanwhile, the subways are underfunded and the riders are overpaying compared to their suburban counterparts and other cities. We need a real commitment from the state on operating funds, on reducing waste, and improving service; I look forward to that discussion.

Optional Counter-proposal: Its clear you can't run the subways from Albany. New York City Transit (NYCT) can best be run in New York City by New York City for New York City. . The City proposes to assume *full operational control* of the subways, by returning NYCT to a City authority (as it originally was); In return the City will FULLY FUND not only its current portion but also the states full share of operating assistance attributable to the NYCT.

MTA five year plan assumes \$158 million in state operating assistance annually. The city already matches this amount. July 2015 Financial Plan, Volume II, Page 62.

Capital

The State has proposed an increase in the City's contribution to the Capital Plan - yet the plan includes billions in spending for LIRR and Metro North commuters and not a cent from Nassau, Suffolk, Westchester,

Rockland, Putnam or Connecticut. New York City is the ONLY locality making a direct contribution to the capital plan.

Before discussing additional NYC contributions, regional governments need to step up. [All sourcing from MTA 2015-19 Capital Plan.](#)

By the end of the last capital plan, 73% of funds were UNSPENT. So lets have a deliberative process instead of gamesmanship and false threats about projects being threatened. If anything is threatening MTA capital projects, its MTA's failure -and the states disinterest - to manage projects with are billions over budget and literally decades behind. [Source: IBO, Tracking the Pace of Spending Under MTA Capital Plans, June 2015.](#) "As of December 31, 2014, only \$8.5 billion (27 percent) of the 2010-2014 plan total had been spent".

MTA's mega capital projects are deeply over budget and behind schedule, with little accountability from the state.

The Governor, notoriously intolerant of projects that take too long and cost too much has been notably silent on the billions in cost overruns and decades of delay when it comes to MTA's largest projects.

Nassau and Suffolk commuters see \$5.7 billion in the capital plan for LIRR improvements (including East Side Access). Metro North commuters from Westchester, Rockland, Putnam and the state of Connecticut see \$2.5 billion in improvements. None of these localities make a contribution to the \$8.3 billion in capital spending that benefit areas outside NYC.

Any evaluation of capital contributions must include the entire region - not just NYC. NYC is the ONLY locality making contributions to the capital plan.

Key projects are billions over budget and years behind

schedule:

East Side Access - A project primarily of benefit to Long Island Railroad Commuters, ESA is 150% over budget and 14 years late.

Now \$6.4 billion over the initial budget with project completion has been delayed to 2023. Neither Nassau nor Suffolk County contribute any direct support to this project designed as a convenience for Long Island Commuters.

The state says they need \$2.6 billion in the Capital Plan to complete the project - but state estimates have never been accurate.

Source: [More Delays and Rising Costs for Project Connecting LIRR to Grand Central, NYT, Jan 2014.](#)

LIRR: In addition to East Side Access, the capital plan allocates \$3.1 billion for LIRR improvements, for a total of \$6.6 billion for Long Islanders. Neither Nassau nor Suffolk make a capital contribution.

Metro North: The capital plan calls for \$2.5 billion for Metro North projects to benefit Westchester, northern suburb and Connecticut commuters. Neither the suburban counties nor the state of Connecticut make a capital contribution.

Second Avenue Subway: New Yorkers have been promised a 2nd Ave subway since 1919. Phase one of the project, from 96th to 63rd St, is due for completion in 2017 and is already funded. Phase 2, to 125th street, is estimated by MTA to initially require \$1.5 billion in capital - less funding than The full project is to lower Manhattan could be 2029 or beyond. No funding is allocated in the current MTA

capital plan for completion of the line.

NYC is the only locality to contribute to the Capital Plan - even though \$8.3 billion of the plan serves primarily suburban commuters. That is not sustainable.

Karen Hinton
Press Secretary
917-246-7692
Follow Me On Twitter @KarenHinton

From: "Arslanian, Kayla" <KArslanian@cityhall.nyc.gov>
Date: Sun, 20 Sep 2015 16:20:19 -0400
To: Ricky DaCosta <RDaCosta@cityhall.nyc.gov>, Wiley Norvell <WNorvell@cityhall.nyc.gov>, Peter Kadushin <pkadushin@cityhall.nyc.gov>, Thomas Synder <TSnyder@cityhall.nyc.gov>, Emma Wolfe <EWolfe@cityhall.nyc.gov>, Tony Shorris <AShorris@cityhall.nyc.gov>, Prisca Salazar-Rodriguez <PSalazar-Rodriguez@cityhall.nyc.gov>, Karen Hinton <khinton@cityhall.nyc.gov>, Phil Walzak <PWalzak@cityhall.nyc.gov>, "Darlington, Mandy (OMB)" <DarlingtonM@omb.nyc.gov>, Amy Spitalnick <SpitalnickA@omb.nyc.gov>, Gabe Schnake-Mahl <GSchnakeMahl@cityhall.nyc.gov>, Elana Leopold <ELeopold@cityhall.nyc.gov>, Dom Williams <DWilliams@cityhall.nyc.gov>, "Jonathan@berlinrosen.com" <Jonathan@berlinrosen.com>, Dean Fuleihan <fuleihand@omb.nyc.gov>, Andrea Hagelgans <AHagelgans@cityhall.nyc.gov>
Subject: Re: MBDB: Conference Call regarding MTA -

Line is open and Mayor will join when group is all on the line.

Please advise if you're unable to make the call - thank you!

Sent from my iPhone

On Sep 20, 2015, at 4:06 PM, Arslanian, Kayla <KArslanian@cityhall.nyc.gov> wrote:

All -

Connected with Mayor and this call is being moved to 4:25PM. I will open the line five mins prior and give him a signal to join once everyone is on the line.

Thank you!

MBDB: Conference Call regarding MTA -

Scheduled: Sunday, Sep 20, 2015 from 4:15 PM to 5:00 PM

Location: Call in # [REDACTED] Code: [REDACTED]

Invitees: Da Costa, Ricky, Norvell, Wiley, Kadushin, Peter, Snyder, Thomas, Wolfe, Emma, Shorris, Anthony, Salazar-Rodriguez, Prisca, Hinton, Karen, Walzak, Phil, Darlington, Mandy (OMB), Spitalnick, Amy (OMB), Schnake Mahl, Gabriel, Leopold, Elana, Williams, Dominic, 'Jonathan@berlinrosen.com', Fuleihan, Dean (OMB), Hagelgans, Andrea

Sent from my iPhone

From: [Hinton, Karen](#)
To: [Jonathan Rosen](#)
Subject: Re: MTA Facts
Date: Sunday, September 20, 2015 9:12:43 PM

Thank you — a fact that was roundly dismissed at Gracie.

Karen Hinton
Press Secretary
917-246-7692
Follow Me On Twitter @KarenHinton

From: Jonathan Rosen <Jonathan@berlinrosen.com>
Date: Mon, 21 Sep 2015 00:14:04 +0000
To: Tony Shorris <AShorris@cityhall.nyc.gov>
Cc: Karen Hinton <khinton@cityhall.nyc.gov>, Phil Walzak <PWalzak@cityhall.nyc.gov>, Amy Spitalnick <SpitalnickA@omb.nyc.gov>, "Arslanian, Kayla" <KArslanian@cityhall.nyc.gov>, Ricky DaCosta <RDaCosta@cityhall.nyc.gov>, Wiley Norvell <WNorvell@cityhall.nyc.gov>, Peter Kadushin <pkadushin@cityhall.nyc.gov>, Thomas Synder <TSnyder@cityhall.nyc.gov>, Emma Wolfe <EWolfe@cityhall.nyc.gov>, Prisca Salazar-Rodriguez <PSalazar-Rodriguez@cityhall.nyc.gov>, "Darlington, Mandy (OMB)" <DarlingtonM@omb.nyc.gov>, Gabe Schnake-Mahl <GSchnakeMahl@cityhall.nyc.gov>, Elana Leopold <ELeopold@cityhall.nyc.gov>, Dom Williams <DWilliams@cityhall.nyc.gov>, Dean Fuleihan <fuleihand@omb.nyc.gov>, Andrea Hagelgans <AHagelgans@cityhall.nyc.gov>
Subject: Re: MTA Facts

The Nassau Suffolk Westchester pieces are really compelling - the cost of east side access and metro north capital is huge and they are being asked to contribute nothing. That feels like a piece worth moving as part of an overall plan.

Sent from my iPhone

On Sep 20, 2015, at 7:58 PM, Shorris, Anthony <AShorris@cityhall.nyc.gov> wrote:

Just need a tight fact check -- it's the pigs who enjoy the mud.

Anthony E. Shorris
First Deputy Mayor
City of New York
City Hall
New York, NY 10007

212-788-3191

On Sep 20, 2015, at 5:32 PM, Hinton, Karen <KHinton@cityhall.nyc.gov> wrote:

Message with the facts. Pick a few of these. Fix it before we fund it.

Karen Hinton
Press Secretary
917-246-7692
Follow Me On Twitter @KarenHinton

From: Phil Walzak <PWalzak@cityhall.nyc.gov>
Date: Sun, 20 Sep 2015 17:27:37 -0400
To: Karen Hinton <khinton@cityhall.nyc.gov>, Amy Spitalnick <SpitalnickA@omb.nyc.gov>, "Arslanian, Kayla" <KArslanian@cityhall.nyc.gov>, Ricky DaCosta <RDaCosta@cityhall.nyc.gov>, Wiley Norvell <WNorvell@cityhall.nyc.gov>, Peter Kadushin <pkadushin@cityhall.nyc.gov>, Thomas Synder <TSnyder@cityhall.nyc.gov>, Emma Wolfe <EWolfe@cityhall.nyc.gov>, Tony Shorris <AShorris@cityhall.nyc.gov>, Prisca Salazar-Rodriguez <PSalazar-Rodriguez@cityhall.nyc.gov>, "Darlington, Mandy (OMB)" <DarlingtonM@omb.nyc.gov>, Gabe Schnake-Mahl <GSchnakeMahl@cityhall.nyc.gov>, Elana Leopold <ELeopold@cityhall.nyc.gov>, Dom Williams <DWilliams@cityhall.nyc.gov>, "Jonathan@berlinrosen.com" <Jonathan@berlinrosen.com>, Dean Fuleihan <fuleihand@omb.nyc.gov>, Andrea Hagelgans <AHagelgans@cityhall.nyc.gov>
Subject: Re: MTA Facts

It's great info but alot

Worry abt spending too much time educating not enough msging, u know?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Hinton, Karen
Sent: Sunday, September 20, 2015 5:26 PM
To: Spitalnick, Amy (OMB); Arslanian, Kayla; Da Costa, Ricky; Norvell, Wiley; Kadushin, Peter; Snyder, Thomas; Wolfe, Emma; Shorris, Anthony; Salazar-Rodriguez, Prisca; Walzak, Phil; Darlington, Mandy (OMB); Schnake Mahl, Gabriel; Leopold, Elana; Williams, Dominic; Jonathan@berlinrosen.com; Fuleihan, Dean (OMB); Hagelgans, Andrea

Subject: Re: MTA Facts

No, but if we select the facts we want to push, I could give to reporter with no fingerprints. Or, with our fingerprints.

Also, we could divide up areas and give them to willing surrogates to push.

Karen Hinton
Press Secretary
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Follow Me On Twitter @KarenHinton

From: Amy Spitalnick <SpitalnickA@omb.nyc.gov>
Date: Sun, 20 Sep 2015 21:21:17 +0000
To: Karen Hinton <khinton@cityhall.nyc.gov>, "Arslanian, Kayla" <KArslanian@cityhall.nyc.gov>, Ricky DaCosta <RDaCosta@cityhall.nyc.gov>, Wiley Norvell <WNorvell@cityhall.nyc.gov>, Peter Kadushin <pkadushin@cityhall.nyc.gov>, Thomas Synder <TSnyder@cityhall.nyc.gov>, Emma Wolfe <EWolfe@cityhall.nyc.gov>, Tony Shorris <AShorris@cityhall.nyc.gov>, Prisca Salazar-Rodriguez <PSalazar-Rodriguez@cityhall.nyc.gov>, Phil Walzak <PWalzak@cityhall.nyc.gov>, "Darlington, Mandy (OMB)" <DarlingtonM@omb.nyc.gov>, Gabe Schnake-Mahl <GSchnakeMahl@cityhall.nyc.gov>, Elana Leopold <[LEopold@cityhall.nyc.gov](mailto:ELeopold@cityhall.nyc.gov)>, Dom Williams <DWilliams@cityhall.nyc.gov>, "Jonathan@berlinrosen.com" <Jonathan@berlinrosen.com>, Dean Fuleihan <fuleihand@omb.nyc.gov>, Andrea Hagelgans <AHagelgans@cityhall.nyc.gov>
Subject: RE: MTA Facts

Would that person - or one of our allies - be willing to put this out?

We'd need to fact check everything ourselves if we want to use, I assume?

From: Hinton, Karen [KHinton@cityhall.nyc.gov]
Sent: Sunday, September 20, 2015 5:19 PM
To: Arslanian, Kayla; Da Costa, Ricky; Norvell, Wiley; Kadushin, Peter; Snyder, Thomas; Wolfe, Emma; Shorris, Anthony; Salazar-Rodriguez, Prisca; Phillip Walzak; Darlington, Mandy (OMB); Spitalnick, Amy (OMB); Schnake Mahl, Gabriel; Leopold, Elana; Williams, Dominic; Jonathan@berlinrosen.com; Fuleihan, Dean (OMB); Hagelgans, Andrea

Subject: MTA Facts

Someone did this for me. There's a lot here for "offensive" facts we could use while we are arguing MTA needs to be "fixed" before city pours money into it.

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Source: [Funding the MTA Capital Plan: Avoiding a False Choice, Carol Kellerman, CBC, July 2015](#)

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Source MTA Financial Plan, Vol. I, page III-I.

Worse, only a fraction of the fare increase goes to service improvements. The MTA plan contains just \$183 million in service improvements for the subway and bus systems- over five years! Compared with almost \$2 billion in fare increases for 2015 - 2019.

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budget. MTA Financial Plan, page I-3.

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On time performance in the last year has fallen in the subways from 75% to 70%. Meanwhile, LIRR and Metro North have 91 and 93 percent on time ratings. [Source:](#)

The bottom line: Subway riders shoulder a far larger burden than suburban riders, and one of the largest burdens of any system in the nation. Fare increases are going to MTA mismanagement instead of service improvements. And subway performance continues to deteriorate.

The MTA Capital program is important. But lets be clear: 74% of the last capital budget was unspent by the end of 2014 - the last year of the last capital plan. We have plenty of opportunity to discuss how to salvage troubled mega-projects - whose completion is years away. So in the meantime lets focus on improving the service for which New Yorkers are paying record amounts. Lets talk about ensuring that the burden on NYC subway riders is no more than that of suburban commuters. And lets get the basics right - trains that run on time, with equipment and stations that are clean, safe and comfortable. We're not talking about platinum projects like multi-billion dollar bridges and airport halls. Meanwhile, the subways are underfunded and the riders are overpaying compared to their suburban counterparts and other cities. We need a real commitment from the state on operating funds, on reducing waste, and improving service; I look forward to that discussion.

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billion in improvements. None of these localities make a contribution to the \$8.3 billion in capital spending that benefit areas outside NYC.

Any evaluation of capital contributions must include the entire region - not just NYC. NYC is the **ONLY** locality making contributions to the capital plan.

Key projects are billions over budget and years behind schedule:

East Side Access - A project primarily of benefit to Long Island Railroad Commuters, ESA is 150% over budget and 14 years late. Now \$6.4 billion over the initial budget with project completion has been delayed to 2023. Neither Nassau nor Suffolk County contribute any direct support to this project designed as a convenience for Long Island Commuters. The state says they need \$2.6 billion in the Capital Plan to complete the project - but state estimates have never been accurate.

Source: [More Delays and Rising Costs for Project Connecting LIRR to Grand Central, NYT, Jan 2014.](#)

LIRR: In addition to East Side Access, the capital plan allocates \$3.1 billion for LIRR improvements, for a total of \$6.6 billion for Long Islanders. Neither Nassau nor Suffolk make a capital contribution.

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NYC is the only locality to contribute to the Capital Plan - even though \$8.3 billion of the plan serves primarily suburban commuters. That is not sustainable.

Karen Hinton
Press Secretary
917-246-7692
Follow Me On Twitter @KarenHinton

From: "Arslanian, Kayla" <KArslanian@cityhall.nyc.gov>
Date: Sun, 20 Sep 2015 16:20:19 -0400
To: Ricky DaCosta <RDaCosta@cityhall.nyc.gov>, Wiley Norvell <WNorvell@cityhall.nyc.gov>, Peter Kadushin <pkadushin@cityhall.nyc.gov>, Thomas Synder <TSnyder@cityhall.nyc.gov>, Emma Wolfe <EWolfe@cityhall.nyc.gov>, Tony Shorris <AShorris@cityhall.nyc.gov>, Prisca Salazar-Rodriguez <PSalazar-Rodriguez@cityhall.nyc.gov>, Karen Hinton <khinton@cityhall.nyc.gov>, Phil Walzak <PWalzak@cityhall.nyc.gov>, "Darlington, Mandy (OMB)" <DarlingtonM@omb.nyc.gov>, Amy Spitalnick <SpitalnickA@omb.nyc.gov>, Gabe Schnake-Mahl <GSchnakeMahl@cityhall.nyc.gov>, Elana Leopold <ELeopold@cityhall.nyc.gov>, Dom Williams <DWilliams@cityhall.nyc.gov>, "Jonathan@berlinrosen.com" <Jonathan@berlinrosen.com>, Dean Fuleihan <fuleihand@omb.nyc.gov>, Andrea Hagelgans <AHagelgans@cityhall.nyc.gov>
Subject: Re: MBDB: Conference Call regarding MTA -

Line is open and Mayor will join when group is all on the line.

Please advise if you're unable to make the call - thank you!

Sent from my iPhone

On Sep 20, 2015, at 4:06 PM, Arslanian, Kayla <KArslanian@cityhall.nyc.gov> wrote:

All -

Connected with Mayor and this call is being moved to 4:25PM. I will open the line five mins prior and give him a signal to join once everyone is on the line.

Thank you!

MBDB: Conference Call regarding MTA -

Scheduled: Sunday, Sep 20, 2015 from 4:15 PM to 5:00 PM

Location: Call in # [REDACTED] Code: [REDACTED]

Invitees: Da Costa, Ricky, Norvell, Wiley, Kadushin, Peter, Snyder, Thomas, Wolfe, Emma, Shorris, Anthony, Salazar-Rodriguez, Prisca, Hinton, Karen, Walzak, Phil, Darlington, Mandy (OMB), Spitalnick, Amy (OMB), Schnake Mahl, Gabriel, Leopold, Elana, Williams, Dominic, 'Jonathan@berlinrosen.com', Fuleihan, Dean (OMB), Hagelgans, Andrea

Sent from my iPhone

From: [Gunaratna, Mahen](#)
To: [Hinton, Karen](#)
Cc: [Shorris, Anthony](#); [Walzak, Phil](#); [Spitalnick, Amy \(OMB\)](#); [Arslanian, Kayla](#); [Da Costa, Ricky](#); [Norvell, Wiley](#); [Kadushin, Peter](#); [Snyder, Thomas](#); [Wolfe, Emma](#); [Salazar-Rodriguez, Prisca](#); [Darlington, Mandy \(OMB\)](#); [Schnake Mahl, Gabriel](#); [Leopold, Elana](#); [Williams, Dominic](#); [Jonathan@berlinrosen.com](#); [Fuleihan, Dean \(OMB\)](#); [Hagelgans, Andrea](#)
Subject: Re: MTA Facts
Date: Sunday, September 20, 2015 9:28:01 PM

Will take a look

Sent from my iPhone

On Sep 20, 2015, at 9:01 PM, Hinton, Karen <KHinton@cityhall.nyc.gov> wrote:

Uh... Ok.

Mahen, could you take a look at the fact sheet below. Most statements sourced. Oink. I mean, thanks.

Karen Hinton
Press Secretary
917-246-7692
Follow Me On Twitter @KarenHinton

From: Tony Shorris <AShorris@cityhall.nyc.gov>
Date: Sun, 20 Sep 2015 19:57:56 -0400
To: Karen Hinton <khinton@cityhall.nyc.gov>
Cc: Phil Walzak <PWalzak@cityhall.nyc.gov>, Amy Spitalnick <SpitalnickA@omb.nyc.gov>, "Arslanian, Kayla" <KArslanian@cityhall.nyc.gov>, Ricky DaCosta <RDaCosta@cityhall.nyc.gov>, Wiley Norvell <WNorvell@cityhall.nyc.gov>, Peter Kadushin <pkadushin@cityhall.nyc.gov>, Thomas Synder <TSnyder@cityhall.nyc.gov>, Emma Wolfe <EWolfe@cityhall.nyc.gov>, Prisca Salazar-Rodriguez <PSalazar-Rodriguez@cityhall.nyc.gov>, "Darlington, Mandy (OMB)" <DarlingtonM@omb.nyc.gov>, Gabe Schnake-Mahl <GSchnakeMahl@cityhall.nyc.gov>, Elana Leopold <ELeopold@cityhall.nyc.gov>, Dom Williams <DWilliams@cityhall.nyc.gov>, "Jonathan@berlinrosen.com" <Jonathan@berlinrosen.com>, Dean Fuleihan <fuleihand@omb.nyc.gov>, Andrea Hagelgans <AHagelgans@cityhall.nyc.gov>
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To: Arslanian, Kayla; Da Costa, Ricky; Norvell, Wiley; Kadushin, Peter; Snyder, Thomas; Wolfe, Emma; Shorris, Anthony; Salazar-Rodriguez, Prisca; Phillip Walzak; Darlington, Mandy (OMB); Spitalnick, Amy (OMB); Schnake Mahl, Gabriel; Leopold, Elana; Williams, Dominic;
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Date: Sun, 20 Sep 2015 16:20:19 -0400
To: Ricky DaCosta <RDaCosta@cityhall.nyc.gov>, Wiley Norvell <WNorvell@cityhall.nyc.gov>, Peter Kadushin <pkadushin@cityhall.nyc.gov>, Thomas Synder <TSnyder@cityhall.nyc.gov>, Emma Wolfe <EWolfe@cityhall.nyc.gov>, Tony Shorris <AShorris@cityhall.nyc.gov>, Prisca Salazar-Rodriguez <PSalazar-Rodriguez@cityhall.nyc.gov>, Karen Hinton <khinton@cityhall.nyc.gov>, Phil Walzak <PWalzak@cityhall.nyc.gov>,<

"Darlington, Mandy (OMB)" <DarlingtonM@omb.nyc.gov>, Amy Spitalnick <SpitalnickA@omb.nyc.gov>, Gabe Schnake-Mahl <GSchnakeMahl@cityhall.nyc.gov>, Elana Leopold <ELeopold@cityhall.nyc.gov>, Dom Williams <DWilliams@cityhall.nyc.gov>, "Jonathan@berlinrosen.com" <Jonathan@berlinrosen.com>, Dean Fuleihan <fuleihand@omb.nyc.gov>, Andrea Hagelgans <AHagelgans@cityhall.nyc.gov>
Subject: Re: MBDB: Conference Call regarding MTA -

Line is open and Mayor will join when group is all on the line.

Please advise if you're unable to make the call - thank you!

Sent from my iPhone

On Sep 20, 2015, at 4:06 PM, Arslanian, Kayla <KArslanian@cityhall.nyc.gov> wrote:

All -

Connected with Mayor and this call is being moved to 4:25PM. I will open the line five mins prior and give him a signal to join once everyone is on the line.

Thank you!

MBDB: Conference Call regarding MTA -

Scheduled: Sunday, Sep 20, 2015 from 4:15 PM to 5:00 PM

Location: Call in # [REDACTED] Code: [REDACTED]

Invitees: Da Costa, Ricky, Norvell, Wiley, Kadushin, Peter, Snyder, Thomas, Wolfe, Emma, Shorris, Anthony, Salazar-Rodriguez, Prisca, Hinton, Karen, Walzak, Phil, Darlington, Mandy (OMB), Spitalnick, Amy (OMB), Schnake Mahl, Gabriel, Leopold, Elana, Williams, Dominic, 'Jonathan@berlinrosen.com', Fuleihan, Dean (OMB), Hagelgans, Andrea

Sent from my iPhone

From: [Jonathan Rosen](#)
To: [Wolfe, Emma](#)
Cc: [Schnake Mahl, Gabriel](#); [Emily Walsh](#)
Subject: Re: Can we do dinner this week you and me?
Date: Monday, September 21, 2015 8:50:56 AM

Yup. 830?

Sent from my iPhone

> On Sep 20, 2015, at 8:26 PM, Wolfe, Emma <EWolfe@cityhall.nyc.gov> wrote:

>

> we good to lock this in?

> thank you!

>

> _____
> From: Schnake Mahl, Gabriel

> Sent: Sunday, September 20, 2015 9:54 AM

> To: Wolfe, Emma; 'jonathan@berlinrosen.com'

> Cc: 'Emily@berlinrosen.com'

> Subject: Re: Can we do dinner this week you and me?

>

> Yep!

>

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

> From: Wolfe, Emma

> Sent: Sunday, September 20, 2015 08:38 AM

> To: Jonathan Rosen <Jonathan@berlinrosen.com>

> Cc: Schnake Mahl, Gabriel; Emily Walsh <Emily@berlinrosen.com>

> Subject: Re: Can we do dinner this week you and me?

>

> Gabriel can I do Tuesday later?

>

>

>

>

>> On Sep 20, 2015, at 8:25 AM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

>>

>> Sure. Could also do Tuesday night late while deb at synagogue at my house. Otherwise let's say Thursday.

>>

>> Sent from my iPhone

>>

>>> On Sep 20, 2015, at 8:13 AM, Wolfe, Emma <EWolfe@cityhall.nyc.gov> wrote:

>>>

>>> Tonight really tough for me. Could we do Thursday after planning meeting? Thank you! (If dean wants to come I will ask him since we both trust him)

>>>

>>>

>>>

>>>> On Sep 20, 2015, at 7:57 AM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

>>>>

>>>> Sure. I could do tonight after my kids go to bed like 8 either dinner or a walk around the park or something.

>>>>

>>>> Could also do Monday or Thursday. Tues night - weds night is Yom Kippur so complicated.

>>>>

>>>> Sent from my iPad

>>>>

>>>>> On Sep 19, 2015, at 7:54 PM, "Schnake Mahl, Gabriel" <GSchnakeMahl@cityhall.nyc.gov>

wrote:

>>>>>

>>>>> + Emily

>>>>> Tues or thurs open -- or after planning mtg on wed

>>>>>

>>>>> Sent from my iPhone

>>>>>

>>>>>> On Sep 19, 2015, at 7:47 PM, Wolfe, Emma <EWolfe@cityhall.nyc.gov> wrote:

>>>>>>

>>>>>> Need your brain

>>>>>> A lot

>>>>>> Any chance first half of week?

>>>>>>

>>>>>>

From: [Wolfe, Emma](#)
To: [B](#)
Cc: [Walzak, Phil](#); [Hagelgans, Andrea](#); [Hinton, Karen](#); jfdc@akpdmedia.com; Jonathan@berlinrosen.com; [Shorris, Anthony](#); [Williams, Dominic](#); [Fuleihan, Dean \(OMB\)](#); [Snyder, Thomas](#)
Subject: Re: POLITICO: MTA suggests it might apply cuts in city only
Date: Monday, September 21, 2015 6:34:32 PM

1. Yes -- We are strategizing per your directive yesterday --- want to bring you a solid plan and not more seat of the pants ad hoc tactical plans.
2. We mobilized a lot of voices today to lay out for us. Council transpo committee did letter which will get press soon, other voices from state electeds to advocates out throughout day.
3. Still have elephant in room problem of too many strong potential allies needing to know what we believe is the best play for city and what we are willing to do / not do. Too many potential coalition/allies need this. (Back to #1).
4. Fyi: Getting all these potential validators in to city hall to listen and invest them this week to get to a bigger place. But that's part of the work in #1 as well.
5. Additional research operations in full effect.

On Sep 21, 2015, at 6:18 PM, B <BCCD@cityhall.nyc.gov> wrote:

As with mayoral control of education, Andrew Cuomo is defiling any sense of decent, normal, high-road government left in New York State. We can't take this lying down. This should be a validators' holiday since it violates every notion of regionalism and serious planning. We must fight back and have other voices fight back. I need a proposal from you guys on how to punch back here

From: Clips
Sent: Monday, September 21, 2015 04:50 PM
Subject: POLITICO: MTA suggests it might apply cuts in city only

MTA suggests it might apply cuts in city only

POLITICO NY – Dana Rubinstein

<http://www.capitalnewyork.com/article/albany/2015/09/8577423/mta-suggests-it-might-apply-cuts-city-only>

On Monday afternoon, the chairman of the Metropolitan Transportation Authority — an appointee of Gov. Andrew Cuomo — suggested that if Mayor Bill de Blasio failed to meet his demands for more financial support, he might apply cuts to just the city, rather than to services across the entire metropolitan region.

"I've directed the staff in finance and capital programs to incorporate all of the revisions that were part of the discussions with stakeholders, as well as to align with the current commitment of the city, at \$657 million," said Tom Prendergast during the

MTA's monthly finance meeting.

"I just want to clarify Mr. Chairman, a little more detail about what you are asking the staff to do here," interjected Polly Trottenberg, de Blasio's transportation commissioner and an MTA board member.

The overall size of the capital plan "would have to come down in cost and scope to align with the difference between the \$3.2 billion and the \$657 million," said Prendergast, referring to the difference between what the state wants and what the city has offered.

Trottenberg asked for just a little bit more clarity.

"We're looking at the urban portion of it, New York City Transit," said Prendergast, referring to the MTA subdivision that operates New York City subways and buses.

"But only within one jurisdiction?" asked Trottenberg.

"Yes, the urban portion," said Prendergast.

That's "punitive and pretty divisive," said Trottenberg.

She called for Prendergast to adopt a regional approach instead, since the MTA is a regional organization.

Prendergast, apparently backing away, said he'd direct his staff to do that, too.

As if to make sure, several board members sprang to Trottenberg's defense, including Mitchell Pally, who is from Long Island.

"I want to support Commissioner Trottenberg's request," he said. "While many of us represent outlying counties proudly, we also represent all of the riders of the system, regardless of where they came from or where they end up."

Every five years, the MTA formulates a plan to keep the region's mass transit system, including its subways and buses, in a state of good repair and expand it where needed.

Though the MTA board approved its plan last September, the state has yet to approve it.

In the meantime, the rhetoric surrounding the program has grown unusually bitter, and even spilled into normally feel-good events, like the ribbon-cutting for the city's first new subway station in 26 years.

Recent historical precedent had the city contributing about \$100 million a year for five years, but the MTA last year asked the city to up its modest contribution to an also-modest \$125 million.

After a good deal of suspense, de Blasio surprised transit advocates by agreeing to the MTA's demands.

The MTA, which the governor controls, responded by immediately upping the ante, from \$657 million over the five years (\$125 million a year plus some additional

funding) to \$3.2 billion.

The mayor has, so far, declined to meet the state's new request.

The capital program would put money towards things like replacing the Metrocard with a modern fare payment system, launching the second phase of the Second Avenue Subway up to 125th Street, and replacing the system's ancient signaling systems to allow trains to run more reliably and closer together.

But the increasingly nasty funding dispute between de Blasio and Cuomo has thrown the plan's future into question.

"My sense of frustration and concern about not having a program — because it is a year, this is the longest we've ever gone without a capital program — weighs on me very heavily," Prendergast said on Monday. "There are critical projects out there that need to go forward."

The governor's office had no comment.

You can watch a video of the meeting here: <http://bit.ly/1KrbHql>

From: [Khanyile-Lynch, Celi](#)
To: [Emily Walsh](#)
Subject: Re: Jonathan's #
Date: Monday, September 21, 2015 10:11:16 PM

Thanks! She will try him this week sometime.

Sent from my iPhone. Please excuse any typos.

On Sep 21, 2015, at 7:38 PM, Emily Walsh <Emily@berlinrosen.com> wrote:

Hi Celi,

Jonathan can be reached at [REDACTED] on his cell or during the day at 646-200-5300.

Let me know if you'd like me to set up a call for them tomorrow if they don't connect tonight.

Thank you!
Emily

On Sep 21, 2015, at 6:29 PM, Khanyile-Lynch, Celi <CLynch@cityhall.nyc.gov> wrote:

Good afternoon Emily,

Can you please pass along contact information for Jonathan (preferably a number for Rachel to reach him)? Thank you!

Celi Khanyile-Lynch
Special Assistant to the Director of Appointments
Mayor's Office of Appointments
clynch@cityhall.nyc.gov
o: (212) 676-3295 | c: (917) 327-1547

From: [Salazar-Rodriguez, Prisca](#)
To: ["Jonathan Rosen"](#); [Hagelgans, Andrea](#)
Subject: RE: 1 millionth tree
Date: Tuesday, September 22, 2015 6:06:52 PM

I am holding on sched
Oct 22nd at noon

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Tuesday, September 15, 2015 2:16 PM
To: Hagelgans, Andrea; Salazar-Rodriguez, Prisca
Subject: RE: 1 millionth tree

Hi there. Best day for Bette is Oct. 22nd but could make 20th or 21st work too.

From: Hagelgans, Andrea [<mailto:AHagelgans@cityhall.nyc.gov>]
Sent: Tuesday, September 15, 2015 1:20 PM
To: Jonathan Rosen; Salazar-Rodriguez, Prisca
Subject: 1 millionth tree

Jonathan- can you send us the dates?
Sent from my BlackBerry 10 smartphone.

From: B
To: Klein, Monica; Wolfe, Emma; Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Snyder, Thomas; "Jonathan@berlinrosen.com"; jfdc
Subject: Re: Fwd: POLITICO NY: Critics call new charter school ad 'racist'
Date: Friday, September 25, 2015 3:08:08 PM

This is OUTSTANDING!! THAT's what I'm talking about! Well done, team

From: Klein, Monica
Sent: Friday, September 25, 2015 02:08 PM
To: B
Subject: Fwd: POLITICO NY: Critics call new charter school ad 'racist'

From: Clips <Clips@cityhall.nyc.gov>
Date: September 25, 2015 at 2:07:45 PM EDT
Subject: POLITICO NY: Critics call new charter school ad 'racist'

Critics call new charter school ad 'racist'

POLITICO NY - Eliza Shapiro

<http://www.capitalnewyork.com/article/city-hall/2015/09/8577871/critics-call-new-charter-school-ad-racist>

A coalition of elected officials, community organizations and union-allied groups criticized a new Families for Excellent Schools ad Friday, accusing the pro-charter group of "race-baiting" in order to advance its political agenda.

The ad, first reported by POLITICO New York, is called "Tale of Two Boys" and argues that Mayor Bill de Blasio is forcing minority students into failing schools. It began running Friday, though it was not publicly promoted by FES.

The ad buy will cost FES about half a million dollars this week and will become a multimillion-dollar ad buy over the next few weeks, according to a source.

The ad contrasted the educations of a young white boy and a black boy in New York City, saying the white child would attend a good school and go to college while the black child would be trapped in a struggling school and never make it to college.

Bertha Lewis, the president of the Black Institute, called it "the most racist ad I've seen in my life."

"They found a way to make money and profit off little black boys and girls," she said. "They act as if they are here to save us."

Zakiyah Ansari, the advocacy director of the Alliance for Quality Education, made a similar argument. AQE is partially funded by city and state teachers'

unions.

"They are using a black face to push their political agenda, and they make the assumption that all black people are poor," she said. "They used our children in a race-baiting commercial."

Some called on FES to remove the ad on Friday.

Brooklyn Assemblyman N. Nick Perry called on FES to "do the right thing" and pull the ad. Perry — who is also the chairman of the New York State Black, Puerto Rican, Hispanic and Asian Legislative Caucus — said he was "incensed over the use of blatant race baiting tactics to advance the agenda of FES."

Other elected officials also took issue with the ad.

Manhattan Borough President Gale Brewer accused FES in a statement of helping to "divert money, resources and space from our public schools ... into increasingly unaccountable private empires. The rhetoric of this ad, and the people and money behind it, are part of the problem."

New York City Council education committee chair Danny Dromm called the ad "highly divisive and harmful."

Representatives for three of New York's largest charter networks — KIPP, Uncommon, and Achievement First — did not respond to requests for comment about the ad.

A spokesperson for FES declined to comment.

From: [Jonathan Rosen](#)
To: [Geri Prado](#)
Cc: [Dan Levitan](#); [Snyder, Thomas](#); [PhilWalzak \(gmail.com\)](#); [Karen Hinton](#); [Bill Hyers](#)
Subject: Re: mayor in DC
Date: Monday, September 28, 2015 4:41:36 PM

Sorry can you tell us what this is exactly. Who is Castro and splitting with who? Dan and I have no idea what this is and want to be precise here.

Sent from my iPad

On Sep 28, 2015, at 4:39 PM, "Geri Prado" [REDACTED] wrote:

Looping Tom as I just got flight info from Prisca.

We hadn't discussed but I'm good splitting. Castro led the trip but with someone leaking it that got out before

Phil and Tom let me know and we can vet w lawyers.

On Sep 28, 2015, at 4:31 PM, Dan Levitan <dan@berlinrosen.com> wrote:

Please advise.

--

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

From: Yoav Gonen [<mailto:ygonen@nypost.com>]
Sent: Monday, September 28, 2015 4:29 PM
To: Dan Levitan <dan@berlinrosen.com>
Subject: mayor in DC

hey man, we're doing a brief on mayor in DC. you want to say anything about his appearance there? Are you guys funding his travels?

--

Yoav Gonen
City Hall Bureau Chief
New York Post
(646) 229-8322
[@yoavgonen](#)

From: [Darlington, Mandy \(OMB\)](#)
To: [Schnake Mahl, Gabriel](#); [Emily Walsh](#)
Subject: RE: dinner on thurs after planning?
Date: Wednesday, September 30, 2015 3:53:28 PM

Update: Dean might be scheduled to meet with the Mayor after.

From: Schnake Mahl, Gabriel [<mailto:GSchnakeMahl@cityhall.nyc.gov>]
Sent: Wednesday, September 30, 2015 11:06 AM
To: Darlington, Mandy (OMB); Emily Walsh
Subject: RE: dinner on thurs after planning?

ok cool!

From: Darlington, Mandy (OMB) [<mailto:DarlingtonM@omb.nyc.gov>]
Sent: Wednesday, September 30, 2015 11:05 AM
To: Emily Walsh; Schnake Mahl, Gabriel
Subject: RE: dinner on thurs after planning?

Dean may be able to now. I'll check and let you know.

From: Emily Walsh [<mailto:Emily@berlinrosen.com>]
Sent: Wednesday, September 30, 2015 8:56 AM
To: Darlington, Mandy (OMB); Schnake Mahl, Gabriel
Subject: RE: dinner on thurs after planning?

JR a maybe if it's not too late.

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

From: Darlington, Mandy (OMB) [DarlingtonM@omb.nyc.gov]
Sent: Monday, September 28, 2015 7:06 PM
To: Schnake Mahl, Gabriel; Emily Walsh
Subject: RE: dinner on thurs after planning?

Sorry Dean already has plans

From: Schnake Mahl, Gabriel [<mailto:GSchnakeMahl@cityhall.nyc.gov>]
Sent: Monday, September 28, 2015 7:05 PM
To: Emily Walsh (Emily@berlinrosen.com); Darlington, Mandy (OMB)
Subject: dinner on thurs after planning?

From: [Mike Rabinowitz](#)
To: [Spitalnick, Amy \(OMB\)](#); "Robert Master"
Cc: [Sevillia, Max](#); [Ozernoy, Ilana](#)
Subject: RE: Press Release
Date: Thursday, October 01, 2015 11:35:36 AM
Attachments: [Big City Mayors September letter release v3.docx](#)

Attached.

- mobile -

Michael Rabinowitz-Gold
646.200.5308 (o)
646.342.3469 (c)

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

From: "Spitalnick, Amy (OMB)" <SpitalnickA@omb.nyc.gov>
Date: 10/1/2015 11:32 AM (GMT-05:00)
To: 'Robert Master' <rmaster@cwa-union.org>
Cc: "Sevillia, Max" <msevillia@cityhall.nyc.gov>, "Ozernoy, Ilana" <iozernoy@cityhall.nyc.gov>, Mike Rabinowitz <Rabinowitz@berlinrosen.com>
Subject: RE: Press Release

Thanks. Will call in a minute. Can you please also send the draft release here?

From: Robert Master [<mailto:rmaster@cwa-union.org>]
Sent: Thursday, October 01, 2015 11:30 AM
To: Spitalnick, Amy (OMB)
Cc: Sevillia, Max; Ozernoy, Ilana
Subject: Re: Press Release

Hi Amy--just tried you with Mike Rabinowitz of BerlinRosen on the line.

Please call back ASAP. We are desperately trying to push this out by 12 Noon.

On Thu, Oct 1, 2015 at 11:17 AM, Spitalnick, Amy (OMB) <SpitalnickA@omb.nyc.gov> wrote:
[212-788-2958](tel:212-788-2958).

Thanks.

From: Sevillia, Max [<mailto:msevillia@cityhall.nyc.gov>]
Sent: Thursday, October 01, 2015 11:17 AM
To: 'rmaster@cwa-union.org'
Cc: Spitalnick, Amy (OMB); Ozernoy, Ilana
Subject: Press Release

Can you please have your comms folks connect with Amy, cc'ed here?

Amy, what's the best number for them to reach you now?

Thanks,

Max Sevilla, Esq.
Director
New York City Office of Federal Affairs
1301 Pennsylvania Ave, N.W.
Suite 350
Washington, D.C. 20004
Tel. [\(202\) 624-5906](tel:(202)624-5906)
Cell. [\(347\) 276-6572](tel:(347)276-6572)
msevilla@cityhall.nyc.gov

--

Follow me on Twitter @cwabobmaster. Occasionally, I try to say something interesting.

"Labor, like Israel, has many sorrows. Its women weep for their fallen and they lament for the future of the children of the race. It ill behooves one who has supped at labor's table and who has been sheltered in labor's house to curse with equal fervor and fine impartiality both labor and its adversaries when they become locked in deadly embrace."

John L. Lewis, September 3, 1937, after FDR proclaimed "a plague on both your houses" during the Little Steel Strike. In all, 18 strikers were killed in the defeated strike against Republic, Inland, and Youngstown Sheet and Tube.

For Immediate Release: October 1, 2015

Contact: Michael Rabinowitz-Gold, 646-342-3469, rabinowitz@berlinrosen.com

East Coast Mayors Representing Over 12 Million People Blast Verizon: Stop Stalling, Start Building, High-Speed Internet – and Guarantee Good Phone Service to All Consumers

In Some Cities, Verizon Ignores Legislative and Contractual Buildout Requirements, In Others, Refuses to Build FiOS at all, While Letting Traditional Landline Network Deteriorate Everywhere

WASHINGTON- Mayors of 14 cities with over 12 million residents are fed up with Verizon. The Mayors expressed anger at Verizon's refusal to build its high-speed FiOS network at all in some cities while in others the company fails, to meet contractual and legal requirements to complete universal build-outs. The Mayors also expressed concern about Verizon's treatment of its workforce in ongoing contract negotiations.

In a [letter](#) to Verizon CEO Lowell McAdam, the Mayors called on the company to sit down to discuss ways the company can better serve customers and resolve disputes with the Verizon workers who are in the midst of a contract negotiation.

"As Mayors, we understand firsthand how vital Broadband is to the growth of our local economies and to nurturing a healthy, competitive marketplace in our state. Our residents use the Internet to search for jobs, build home-based businesses, educate their children and engage in the civic life of our cities.

"But consistently and increasingly, our consumers have complained that FiOS service is not available to them. These are not isolated complaints – there are millions of residents in communities throughout the Northeast who have been left without service, and with no plan or promise for future resolution," **wrote the Mayors.**

"At the same time, we are beginning to hear concerns that both in cities covered by a FiOS franchise or in which FiOS is still completely unavailable, Verizon has been abandoning the copper network and traditional landline customers are experiencing frequent service outages, delays in repairs and installations, and forced migration to the inferior VoiceLink product. As you know, the New York Public Service Commission stated in its recent Staff Assessment of Telecommunications in NY: 'In many areas of New York City, the legacy copper infrastructure is in such poor condition that copper failures due to weather conditions can cause long delays for service restoration and Commission service quality standards are missed,'" **the letter continued.**

In a sign of the growing frustration with Verizon's refusal to invest in its wired network, the letter was signed by the Mayors of New York, Pittsburgh, Newark, Jersey City, Buffalo, Worcester, Paterson, Syracuse, Lowell, Albany, Brockton, Trenton and Revere and the Democratic candidate for Mayor in Philadelphia.

The anger has been growing across the East Coast as Verizon systematically refuses to invest in

its infrastructure. In August, it was the only major U.S. telecommunications company to turn down federal funding to build broadband in unserved, primarily rural, communities, leaving many residents in eight states and the District of Columbia without access to vital communications options. The company was offered \$568 million over six years by the Federal government to bring broadband to 270,000 locations in Washington, DC, Delaware, Massachusetts, Maryland, New Jersey, New York, Pennsylvania, Rhode Island, and Virginia.

In New York State, the company refuses to avail itself of Governor Cuomo's \$500 million New New York Broadband Fund, which offers up to 50% subsidies to companies willing to build high-speed service in underserved areas. For years, Verizon has steadfastly refused to bring its high-speed internet service (or FiOS) to areas like Buffalo, Syracuse, Albany, Rome, Utica and numerous other upstate New York cities, as well as much of Eastern Suffolk. At a series of hearings held by New York State, elected officials from [Buffalo](#), [Syracuse](#), [Albany](#), the North Country, the [Southern Tier](#) and the [Hudson Valley](#) decried the lack of FiOS in their communities.

Campaigns in [Pennsylvania](#) and Massachusetts have also called for FiOS to be built in their communities.

A damning [audit](#) of Verizon's FiOS rollout in New York City found that Verizon has failed to meet its promise to deliver high-speed fiber optic internet and television to everyone in the city who wanted it. During its negotiations for a city franchise, Verizon promised that the entire city would be wired with fiber optic cables by June 2014 and that after that date, everyone who wanted FiOS would get it within six months to a year. The audit found that despite claiming that it had wired the whole city by November 2014, Verizon systematically continues to refuse orders for service. The audit also found that Verizon stonewalled the audit process.

At the same time, Verizon has been letting its traditional phone network deteriorate. In a letter to the FCC it admitted that it had only spent \$200 million or \$3.50 per customer over the last seven years to maintain its copper landline network in eleven states and the District of Columbia. The Communications Workers of America [filed](#) letters in six states and Washington, DC calling on them to investigate whether Verizon was neglecting its responsibility.

###

From: [Mike Rabinowitz](#)
To: [Robert Master](#); [Spitalnick, Amy \(OMB\)](#)
Cc: [Sevillia, Max](#); [Ozernoy, Ilana](#); [CJ Macklin](#)
Subject: RE: Press Release
Date: Thursday, October 01, 2015 12:01:53 PM
Attachments: [Big City Mayors September letter release v4.docx](#)

I spoke to Amy. She is waiting for final approval.

Attached is the release. If it is approved by 1215 I think we should go today. If not, I think we hold for tomorrow.

The letter should go to McAdam asap because Ryan Knutson is calling the Verizon PR folks.

Amy - please reply all as CJ is actually sending it

- mobile -

Michael Rabinowitz-Gold
646.200.5308 (o)
646.342.3469 (c)

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

From: Robert Master <rmaster@cwa-union.org>
Date: 10/1/2015 11:59 AM (GMT-05:00)
To: "Spitalnick, Amy (OMB)" <SpitalnickA@omb.nyc.gov>
Cc: Mike Rabinowitz <Rabinowitz@berlinrosen.com>, "Sevillia, Max" <msevillia@cityhall.nyc.gov>, "Ozernoy, Ilana" <iozernoy@cityhall.nyc.gov>
Subject: Re: Press Release

I have a conference call at 12 noon.

On Thu, Oct 1, 2015 at 11:48 AM, Spitalnick, Amy (OMB) <SpitalnickA@omb.nyc.gov> wrote:

Sorry, give me a few more minutes.

From: Mike Rabinowitz [mailto:Rabinowitz@berlinrosen.com]
Sent: Thursday, October 01, 2015 11:43 AM
To: Spitalnick, Amy (OMB); 'Robert Master'
Cc: Sevillia, Max; Ozernoy, Ilana
Subject: RE: Press Release

Are we doing this soon? I have a meeting starting soon. Sorry to jam everyone.

- mobile -

Michael Rabinowitz-Gold

[646.200.5308](tel:646.200.5308) (o)

[646.342.3469](tel:646.342.3469) (c)

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

From: Mike Rabinowitz <Rabinowitz@berlinrosen.com>

Date: 10/1/2015 11:35 AM (GMT-05:00)

To: "Spitalnick, Amy (OMB)" <SpitalnickA@omb.nyc.gov>, 'Robert Master' <rmaster@cwa-union.org>

Cc: "Sevillia, Max" <msevillia@cityhall.nyc.gov>, "Ozernoy, Ilana" <iozernoy@cityhall.nyc.gov>

Subject: RE: Press Release

Attached.

- mobile -

Michael Rabinowitz-Gold

[646.200.5308](tel:646.200.5308) (o)

[646.342.3469](tel:646.342.3469) (c)

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

From: "Spitalnick, Amy (OMB)" <SpitalnickA@omb.nyc.gov>

Date: 10/1/2015 11:32 AM (GMT-05:00)

To: 'Robert Master' <rmaster@cwa-union.org>

Cc: "Sevillia, Max" <msevillia@cityhall.nyc.gov>, "Ozernoy, Ilana" <iozernoy@cityhall.nyc.gov>, Mike Rabinowitz <Rabinowitz@berlinrosen.com>

Subject: RE: Press Release

Thanks. Will call in a minute. Can you please also send the draft release here?

From: Robert Master [<mailto:rmaster@cwa-union.org>]

Sent: Thursday, October 01, 2015 11:30 AM

To: Spitalnick, Amy (OMB)

Cc: Sevillia, Max; Ozernoy, Ilana

Subject: Re: Press Release

Hi Amy--just tried you with Mike Rabinowitz of BerlinRosen on the line.

Please call back ASAP. We are desperately trying to push this out by 12 Noon.

On Thu, Oct 1, 2015 at 11:17 AM, Spitalnick, Amy (OMB) <SpitalnickA@omb.nyc.gov> wrote:

[212-788-2958](tel:212-788-2958).

Thanks.

From: Sevillia, Max [<mailto:msevillia@cityhall.nyc.gov>]

Sent: Thursday, October 01, 2015 11:17 AM

To: 'rmaster@cwa-union.org'

Cc: Spitalnick, Amy (OMB); Ozernoy, Ilana

Subject: Press Release

Can you please have your comms folks connect with Amy, cc'ed here?

Amy, what's the best number for them to reach you now?

Thanks,

Max Sevilla, Esq.

Director

New York City Office of Federal Affairs

1301 Pennsylvania Ave, N.W.

Suite 350

Washington, D.C. 20004

Tel. [\(202\) 624-5906](tel:(202)624-5906)

Cell. [\(347\) 276-6572](tel:(347)276-6572)

msevillia@cityhall.nyc.gov

--

Follow me on Twitter @cwabobmaster. Occasionally, I try to say something interesting.

"Labor, like Israel, has many sorrows. Its women weep for their fallen and they lament for the future of the children of the race. It ill behooves one who has supped at labor's table and who has been sheltered in labor's house to curse with equal fervor and fine impartiality both labor and its adversaries when they become locked in deadly embrace."

John L. Lewis, September 3, 1937, after FDR proclaimed "a plague on both your

houses" during the Little Steel Strike. In all, 18 strikers were killed in the defeated strike against Republic, Inland, and Youngstown Sheet and Tube.

--

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John L. Lewis, September 3, 1937, after FDR proclaimed "a plague on both your houses" during the Little Steel Strike. In all, 18 strikers were killed in the defeated strike against Republic, Inland, and Youngstown Sheet and Tube.

For Immediate Release: October 1, 2015

Contact: Michael Rabinowitz-Gold, 646-342-3469, rabinowitz@berlinrosen.com

East Coast Mayors Representing Over 12 Million People Blast Verizon: Stop Stalling, Start Building, High-Speed Internet – and Guarantee Good Phone Service to All Consumers

In Some Cities, Verizon Ignores Legislative and Contractual Buildout Requirements, In Others, Refuses to Build FiOS at all, While Letting Traditional Landline Network Deteriorate Everywhere

WASHINGTON- Mayors of 14 cities with over 12 million residents are fed up with Verizon. The Mayors expressed anger at Verizon's refusal to build its high-speed FiOS network at all in some cities while in others the company fails, to meet contractual and legal requirements to complete universal build-outs. The Mayors also expressed concern about Verizon's treatment of its workforce in ongoing contract negotiations.

In a [letter](#) to Verizon CEO Lowell McAdam, the Mayors called on the company to sit down to discuss ways the company can better serve customers and resolve disputes with the Verizon workers who are in the midst of a contract negotiation.

"As Mayors, we understand firsthand how vital Broadband is to the growth of our local economies and to nurturing a healthy, competitive marketplace in our state. Our residents use the Internet to search for jobs, build home-based businesses, educate their children and engage in the civic life of our cities.

"But consistently and increasingly, our consumers have complained that FiOS service is not available to them. These are not isolated complaints – there are millions of residents in communities throughout the Northeast who have been left without service, and with no plan or promise for future resolution," **wrote the Mayors.**

"At the same time, we are hearing concerns that both in cities covered by a FiOS franchise or in which FiOS is still completely unavailable, Verizon has been abandoning the copper network and traditional landline customers are experiencing frequent service outages, delays in repairs and installations, and forced migration to the inferior VoiceLink product. As you know, the New York Public Service Commission stated in its recent Staff Assessment of Telecommunications in NY: 'In many areas of New York City, the legacy copper infrastructure is in such poor condition that copper failures due to weather conditions can cause long delays for service restoration and Commission service quality standards are missed,'" **the letter continued.**

In a sign of the growing frustration with Verizon's refusal to invest in its wired network, the letter was signed by the Mayors of New York, Pittsburgh, Newark, Jersey City, Buffalo, Worcester, Paterson, Syracuse, Lowell, Albany, Brockton, Trenton and Revere and the Democratic candidate for Mayor in Philadelphia.

The anger has been growing across the East Coast as Verizon systematically refuses to invest in

its infrastructure. In August, it was the only major U.S. telecommunications company to turn down federal funding to build broadband in unserved, primarily rural, communities, leaving many residents in eight states and the District of Columbia without access to vital communications options. The company was offered \$568 million over six years by the Federal government to bring broadband to 270,000 locations in Washington, DC, Delaware, Massachusetts, Maryland, New Jersey, New York, Pennsylvania, Rhode Island, and Virginia.

In New York State, the company refuses to avail itself of Governor Cuomo's \$500 million New New York Broadband Fund, which offers up to 50% subsidies to companies willing to build high-speed service in underserved areas. For years, Verizon has steadfastly refused to bring its high-speed internet service (or FiOS) to areas like Buffalo, Syracuse, Albany, Rome, Utica and numerous other upstate New York cities, as well as much of Eastern Suffolk. At a series of hearings held by New York State, elected officials from [Buffalo](#), [Syracuse](#), [Albany](#), the North Country, the [Southern Tier](#) and the [Hudson Valley](#) decried the lack of FiOS in their communities.

Campaigns in [Pennsylvania](#) and Massachusetts have also called for FiOS to be built in their communities.

A damning [audit](#) of Verizon's FiOS rollout in New York City found that Verizon has failed to meet its promise to deliver high-speed fiber optic internet and television to everyone in the city who wanted it. During its negotiations for a city franchise, Verizon promised that the entire city would be wired with fiber optic cables by June 2014 and that after that date, everyone who wanted FiOS would get it within six months to a year. The audit found that despite claiming that it had wired the whole city by November 2014, Verizon systematically continues to refuse orders for service. The audit also found that Verizon stonewalled the audit process.

At the same time, Verizon has been letting its traditional phone network deteriorate. In a letter to the FCC it admitted that it had only spent \$200 million or \$3.50 per customer over the last seven years to maintain its copper landline network in eleven states and the District of Columbia. The Communications Workers of America [filed](#) letters in six states and Washington, DC calling on them to investigate whether Verizon was neglecting its responsibility.

###

From: [Dan Levitan](#)
To: [Walzak, Phil](#)
Cc: [Hinton, Karen](#); [Wolfe, Emma](#); [Jonathan Rosen](#)
Subject: Re: INCOMING: Daily News re: citizens united - Jennifer Fermino , jfermino@nydailynews.com
Date: Thursday, October 01, 2015 1:46:00 PM

It would do nothing to Campaign's work. We don't do any electioneering

- Sent from my Galaxy S6 -

On Oct 1, 2015, at 1:27 PM, Walzak, Phil <PWalzak@cityhall.nyc.gov> wrote:

+JRo, DL

Citizens United is unreportedd \$\$
CF1NY is a nonprofit advocacy that discloses

Huge differende in transparency

From: Hinton, Karen
Sent: Thursday, October 01, 2015 1:22 PM
To: Walzak, Phil; Wolfe, Emma
Subject: FW: INCOMING: Daily News re: citizens united - Jennifer Fermino , jfermino@nydailynews.com

You guys got any direction here?

Karen Hinton
Press Secretary
917-246-7692
Follow Me On Twitter @KarenHinton

From: Fermino, Jennifer [<mailto:jfermino@nydailynews.com>]
Sent: Thursday, October 01, 2015 11:22 AM
To: Mayor's Press Office
Subject: citizens united

De Blasio wants a constitutional amendment to overturn Citizens United? That's what they said on CNN. Seems ironic since he has a big non-profit to tout his agenda. Is that accurate? What would it do to his Campaign for One New York?

Jennifer Fermino
City Hall Bureau Chief

New York Daily News
(o) 212 210 1887
(c) 646 734 0320

This transmission is intended only for the use of the addressee and may contain information that is confidential, privileged and/or exempt from disclosure under applicable law. If you are not the intended recipient, you are hereby notified that any dissemination, distribution or copying of the information contained herein is strictly unauthorized and prohibited. If you have received this communication in error, please notify the sender immediately and delete this message. Thank you.

***** (NJ)

From: [Walzak, Phil](#)
To: [Dan Levitan](#); [Hinton, Karen](#)
Cc: [Wolfe, Emma](#); [Jonathan Rosen](#)
Subject: Re: INCOMING: Daily News re: citizens united - Jennifer Fermino , jfermino@nydailynews.com
Date: Thursday, October 01, 2015 3:52:10 PM

Nice

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Dan Levitan
Sent: Thursday, October 1, 2015 3:47 PM
To: Hinton, Karen
Cc: Walzak, Phil; Wolfe, Emma; Jonathan Rosen
Subject: Re: INCOMING: Daily News re: citizens united - Jennifer Fermino , jfermino@nydailynews.com

Spoke to her. As of right now this is dead.

- Sent from my Galaxy S6 -

On Oct 1, 2015, at 2:20 PM, Hinton, Karen <KHinton@cityhall.nyc.gov> wrote:

Citizens United does not report contributions. Campaign for One New York is a nonprofit, advocacy group that discloses its contributions. This represents a huge difference in transparency. Also, if Citizens United ruling were overturned, it would not impact Campaign for One New York, which does not participate in elections.

Karen Hinton
Press Secretary
917-246-7692
Follow Me On Twitter @KarenHinton

From: Phil Walzak <PWalzak@cityhall.nyc.gov>
Date: Thu, 1 Oct 2015 14:16:42 -0400
To: 'Dan Levitan' <dan@berlinrosen.com>
Cc: Karen Hinton <khinton@cityhall.nyc.gov>, Emma Wolfe <EWolfe@cityhall.nyc.gov>, Jonathan Rosen <Jonathan@berlinrosen.com>
Subject: RE: INCOMING: Daily News re: citizens united - Jennifer Fermino , jfermino@nydailynews.com

I think we should be synced, let us know what you thkn

From: Dan Levitan [<mailto:dan@berlinrosen.com>]
Sent: Thursday, October 01, 2015 2:08 PM
To: Walzak, Phil
Cc: Hinton, Karen; Wolfe, Emma; Jonathan Rosen

Subject: Re: INCOMING: Daily News re: citizens united - Jennifer Fermino , jfermino@nydailynews.com

She reached out to us too. I am going over differences on background shortly. Are you giving on rec statement?

- Sent from my Galaxy S6 -

On Oct 1, 2015, at 1:27 PM, Walzak, Phil <PWalzak@cityhall.nyc.gov> wrote:

+JRo, DL

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From: Hinton, Karen
Sent: Thursday, October 01, 2015 1:22 PM
To: Walzak, Phil; Wolfe, Emma
Subject: FW: INCOMING: Daily News re: citizens united - Jennifer Fermino , jfermino@nydailynews.com

You guys got any direction here?

Karen Hinton
Press Secretary
917-246-7692
Follow Me On Twitter @KarenHinton

From: Fermino, Jennifer [<mailto:jfermino@nydailynews.com>]
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To: Mayor's Press Office
Subject: citizens united

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That's what they said on CNN. Seems ironic since he has a big non-profit
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Jennifer Fermino
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(o) 212 210 1887

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***** (NJ)

From: [Salazar-Rodriguez, Prisca](#)
To: [Thornton, Demetrius](#); [Everett, Matt](#); [Griffith, Chantell](#); [Da Costa, Ricky](#); [Walzak, Phil](#); [Fuleihan, Dean \(OMB\)](#); [John, Roxanne](#); [Reisman, Lisette](#); [Leopold, Elana](#); [Louis Espiritusanto, Jose](#); [Darlington, Mandy \(OMB\)](#); [Zuniga, Andrea](#); [Shorris, Anthony](#); [Schnake Mahl, Gabriel](#); [John Del Cecato](#); [Snyder, Thomas](#); [Williams, Dominic](#); [Hagelgans, Andrea](#); [Arslanian, Kayla](#); [Hinton, Karen](#); [Ko, Eunice](#); [Wiley, Maya](#); [Wolfe, Emma](#); [Caquias, Paula](#); ["jonathan@berlinrosen.com"](#); ["nbaldick@hilltoppublicsolutions.com"](#); [Fialkoff, Gabrielle](#)
Subject: RE: MBDB: Weekly Planning Meeting
Date: Thursday, October 01, 2015 4:06:01 PM

This is back on for 730pm

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

From: Salazar-Rodriguez, Prisca

Sent: Friday, September 25, 2015 7:55 AM

To: Salazar-Rodriguez, Prisca; Thornton, Demetrius; Everett, Matt; Griffith, Chantell; Da Costa, Ricky; Walzak, Phil; Fuleihan, Dean (OMB); John, Roxanne; Reisman, Lisette; Leopold, Elana; Louis Espiritusanto, Jose; Darlington, Mandy (OMB); Zuniga, Andrea; Shorris, Anthony; Schnake Mahl, Gabriel; John Del Cecato; Snyder, Thomas; Williams, Dominic; Hagelgans, Andrea; Arslanian, Kayla; Hinton, Karen; Ko, Eunice; Wiley, Maya; Wolfe, Emma; Caquias, Paula; 'jonathan@berlinrosen.com'; 'nbaldick@hilltoppublicsolutions.com'; Fialkoff, Gabrielle

Subject: MBDB: Weekly Planning Meeting

When: Thursday, October 01, 2015 7:30 PM-9:00 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Gracie Mansion

From: [Hinton, Karen](#)
To: "[Dan Levitan](#)"; [Banks, Angela](#); [Walzak, Phil](#)
Subject: RE: INCO: Epoch Times - Fundraising event in Sheraton
Date: Tuesday, October 06, 2015 12:24:40 PM

Thanks.

From: Dan Levitan [mailto:dan@berlinrosen.com]
Sent: Tuesday, October 06, 2015 12:16 PM
To: Hinton, Karen; Banks, Angela; Walzak, Phil
Subject: RE: INCO: Epoch Times - Fundraising event in Sheraton

Y. Please send folks my way

--

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

From: Hinton, Karen [mailto:KHinton@cityhall.nyc.gov]
Sent: Tuesday, October 06, 2015 12:15 PM
To: Banks, Angela <abanks@cityhall.nyc.gov>; Walzak, Phil <PWalzak@cityhall.nyc.gov>; Dan Levitan <dan@berlinrosen.com>
Subject: RE: INCO: Epoch Times - Fundraising event in Sheraton

Dan – Can you handle?

From: Mayor's Press Office
Sent: Tuesday, October 06, 2015 9:25 AM
To: @Incoming
Subject: INCO: Epoch Times - Fundraising event in Sheraton

Sent from my iPhone

Begin forwarded message:

From: ming zhong <ming.zhong@epochtimes.com>
Date: October 6, 2015 at 9:23:12 AM EDT
To: <pressoffice@cityhall.nyc.gov>
Subject: Re: Fundraising event in Sheraton

Hi, there,
This is Allen from Epoch Times.

Is the fundraising event at Sheraton scheduled in Oct. 29 open for press?

Thanks
Allen

From: [Singleton, Jessica](#)
To: "[Shruti Sehgal](#)"
Subject: RE: Hi, Jessica - Invitation to be guest speaker at "Cocktails & Convos: Tech's Influence on Politics"
Date: Tuesday, October 06, 2015 12:30:21 PM

Thanks for following up. That week is just a bad week for me. Hopefully in the future!

From: Shruti Sehgal [<mailto:shruti.sehgal@berlinrosen.com>]
Sent: Monday, October 05, 2015 10:48 PM
To: Singleton, Jessica
Subject: Re: Hi, Jessica - Invitation to be guest speaker at "Cocktails & Convos: Tech's Influence on Politics"

Hi Jessie,

Thanks much for your email -- appreciate it! A slight update to the evening plans, it's now taking place on Oct 20th evening (not sure if that frees you up in anyway, but let me know). Regardless, hope to have you as a guest speaker soon!

Shruti

Sent from my iPhone

On Oct 2, 2015, at 6:29 PM, Singleton, Jessica <JSingleton@cityhall.nyc.gov> wrote:

Hi Shruiti! Thank you so much for the invitation. I can't make it on the 21st but would be happy to join you at another event in the future.

Best,
Jessie

From: Shruti Sehgal [<mailto:shruti.sehgal@berlinrosen.com>]
Sent: Tuesday, September 29, 2015 10:23 PM
To: Singleton, Jessica
Subject: RE: Hi, Jessica - Invitation to be guest speaker at "Cocktails & Convos: Tech's Influence on Politics"

Also, got your email from Heather Grantham--I'm a fellow NLC NYC alum :) Talk soon! SS

From: Shruti Sehgal
Sent: Tuesday, September 29, 2015 10:21 PM
To: JSingleton@cityhall.nyc.gov
Subject: Hi, Jessica - Invitation to be guest speaker at "Cocktails & Convos: Tech's Influence on Politics"

Hi, Jessica:

Shruti with BerlinRosen--not sure if we've met before, but great to meet you over email. I'm a member of New York Women in Communications, and we are hosting an event where we would love to have you be a guest speaker! I'm sending along the formal invitation below--please let me know if you're available, and regardless, hope to bump into you soon!

Thanks for your time!

Shruti

Dear Jessica:

I am pleased to invite you to be a guest speaker on our upcoming panel, *"Cocktails & Conversations: Technology's Influence on Politics,"* hosted by [New York Women in Communications](#) on **Wednesday, October 21st, from 6:00 – 8:00 pm in New York City**. Our [panel](#) will examine how technology has revolutionized the American political process – everything from voter turnout, to crisis management, to moving the needle on public opinion. As someone with a very impressive career in digital media and politics, we'd be thrilled to have you speak about your experiences to our members.

New York Women in Communications (NYWICI) is a nonprofit organization that empowers women in all communications disciplines at all stages of their careers to reach their full potential by promoting their professional growth and inspiring them to achieve and share their successes in the rapidly changing world of communications.

Our panels give our members - spanning all ages and communications backgrounds – the rare opportunity to hear directly from top industry leaders on a number of relevant topics.. For our *"Cocktails & Conversations: Technology's Influence on Politics,"* panel, we would like

to hear from political influencers like you on how the new digital landscape is driving conversations, pushing boundaries, and what you think the future holds when it comes to technology and politics..

Please let me know if you are available to join our panel by October 7, 2015.

I'm including some additional information about NYWICI below for your background, and I'm happy to answer any questions you may have.

Thanks very much for your consideration,
Shruti

About NYWICI:

New York Women in Communications, Inc. is the premier organization for communications professionals in the New York metropolitan area. We are a not-for-profit association 501(c)(6) founded in 1929, and we operate in a city that leads the industry and shapes the way people communicate around the world.

The membership represents all facets of the communications industry, including print, broadcast and online journalism, public relations, marketing, corporate communications, advertising, digital media and book publishing. Membership is made up of students, professionals at entry levels, mid-career stages and top management, as well as growing numbers of entrepreneurs. For more information, visit: <http://www.nywici.org/about>.

From: [Gabriel Schnake-Mahl](#)
To: [Emily Walsh](#); [Salazar-Rodriguez, Prisca](#)
Subject: Re: today
Date: Tuesday, October 06, 2015 1:41:37 PM

+ prisca

On Tue, Oct 6, 2015 at 1:39 PM, Emily Walsh <Emily@berlinrosen.com> wrote:
Happy to host but no one told us :)

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

--

Gabriel Schnake-Mahl
Cell: [REDACTED]

From: [Salazar-Rodriguez, Prisca](#)
To: ["Emily Walsh"](#)
Subject: RE:
Date: Thursday, October 08, 2015 4:27:01 PM

Cool thanks!

From: Emily Walsh [mailto:Emily@berlinrosen.com]
Sent: Thursday, October 08, 2015 4:26 PM
To: Salazar-Rodriguez, Prisca
Subject: RE:

Yes, I can give you the conference room on the 11th floor.

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

From: Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]
Sent: Thursday, October 08, 2015 4:15 PM
To: Emily Walsh
Subject:

Hi! Can we reserve a conf room tomorrow for the Mayor for Call time?
Starting at 10am till 630pm-

Prisca Salazar-Rodriguez
Office of The Mayor
212-341-5016
917-853-3421

From: [Singleton, Jessica](#)
To: "[Shruti Sehgal](#)"
Subject: RE: Register Now - Cocktails & Conversations: Technology's Influence on Politics
Date: Thursday, October 08, 2015 4:49:50 PM

Oh man, the press office rsvp'ed for me, so I guess I don't have a choice! Kidding tho -- I'm excited!

From: Shruti Sehgal [mailto:shruti.sehgal@berlinrosen.com]
Sent: Thursday, October 08, 2015 4:43 PM
To: Singleton, Jessica
Subject: Fwd: Register Now - Cocktails & Conversations: Technology's Influence on Politics

Glad to hear it worked out! Great to have you on the panel! :)

Sent from my iPhone

Begin forwarded message:

From: New York Women in Communications <info@nywici.org>
Date: October 8, 2015 at 1:49:42 PM CDT
To: <shruti.sehgal@berlinrosen.com>
Subject: Register Now - Cocktails & Conversations: Technology's Influence on Politics
Reply-To: <info@nywici.org>

Click [HERE](#) for more details and to register for Cocktails & Conversations!



New York Women in Communications empowers women in all communications disciplines at all stages of their careers to reach their full potential by promoting their professional growth and inspiring them to achieve and share their successes in the rapidly changing world of communications.

www.nywici.org

[Forward email](#)



This email was sent to shruti.sehgal@berlinrosen.com by info@nywici.org |
Rapid removal with [SafeUnsubscribe™](#) | [About our service provider](#).

New York Women in Communications, Inc. | 355 Lexington Ave | 15th Fl | New York | NY | 10017

From: [Salazar-Rodriguez, Prisca](#)
To: "[Emily Walsh](#)"
Subject: RE:
Date: Friday, October 09, 2015 9:23:58 AM

Hey! GM. He is not going to Maiden Lane today.
Thanks!

From: Emily Walsh [mailto:Emily@berlinrosen.com]
Sent: Thursday, October 08, 2015 4:26 PM
To: Salazar-Rodriguez, Prisca
Subject: RE:

Yes, I can give you the conference room on the 11th floor.

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

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Sent: Thursday, October 08, 2015 4:15 PM
To: Emily Walsh
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Prisca Salazar-Rodriguez
Office of The Mayor
212-341-5016
917-853-3421

From: [Salazar-Rodriguez, Prisca](#)
To: "[Emily Walsh](#)"
Subject: RE: RE:
Date: Friday, October 09, 2015 9:33:36 AM

Question – Do you have audio visual in your conference rooms for presentations?
Mayor may need to have some staff brief him on some stuff next week-
Too many interruptions at CH.

From: Emily Walsh [mailto:Emily@berlinrosen.com]
Sent: Friday, October 09, 2015 9:27 AM
To: Salazar-Rodriguez, Prisca
Subject: Re: RE:

Ok. Thanks!

On Oct 9, 2015, at 9:24 AM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

Hey! GM. He is not going to Maiden Lane today.
Thanks!

From: Emily Walsh [<mailto:Emily@berlinrosen.com>]
Sent: Thursday, October 08, 2015 4:26 PM
To: Salazar-Rodriguez, Prisca
Subject: RE:

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

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To: Emily Walsh
Subject:

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Starting at 10am till 630pm-

Prisca Salazar-Rodriguez
Office of The Mayor
212-341-5016
917-853-3421

From: [Emily Walsh](#)
To: [Salazar-Rodriguez, Prisca](#)
Subject: RE:
Date: Friday, October 09, 2015 9:43:15 AM

Yes, but I need to know as soon as possible in advance as we have 1 conference room who does it fully with videoconferencing.

We have another one that can do powerpoints (and with sound) from a laptop. Let me know!

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

From: Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]
Sent: Friday, October 09, 2015 9:33 AM
To: Emily Walsh
Subject: RE: RE:

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To: Salazar-Rodriguez, Prisca
Subject: Re: RE:

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emily@berlinrosen.com
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Prisca Salazar-Rodriguez

Office of The Mayor

212-341-5016

917-853-3421

From: [Snyder, Thomas](#)
To: [Wolfe, Emma](#)
Cc: [Bill Deblasio](#); [Salazar-Rodriguez, Prisca](#); [Tom Snyder](#); [John Del Cecato](#); [Jonathan Rosen](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Hinton, Karen](#); [FLONYC](#)
Subject: Re: This week/next week
Date: Sunday, October 11, 2015 1:42:00 PM

MUCH prefer week of 19th

Sent from my iPhone

On Oct 11, 2015, at 1:37 PM, Wolfe, Emma <EWolfe@cityhall.nyc.gov> wrote:

Fwiw just to be responsive - I like that timing.

And specifically on scheduling, if there's any way we can pull off NY NY IV announce this week (not sure yet, but hopeful), we're just adding to the crammed schedule before you leave for Israel.

From: Bill Deblasio
Sent: Sunday, October 11, 2015 1:33 PM
To: Salazar-Rodriguez, Prisca; Tom Snyder; Wolfe, Emma; John Del Cecato; Jonathan Rosen; Walzak, Phil; Hagelgans, Andrea; Hinton, Karen
Cc: FLONYC
Subject: Fw: This week/next week

I want you guys to consider the email below simply as a matter of scheduling -- don't want anything else discussed on this thread. Other issues can be handled off-line. As a scheduling matter, does anyone disagree with my conclusion that this should be the week of Oct 19? And again, not for dialogue here but as a scheduling matter, I think the cable blitz makes sense, but we can discuss off-line if any concerns. Thanks

Sent from my BlackBerry 10 smartphone.

From: Bill Deblasio <[REDACTED]>
Sent: Sunday, October 11, 2015 11:23 AM
To: Robby Mook
Subject: Re: This week/next week

Given the need to prep and do the cable blitz, I think this week is too soon. I'm going to Israel Thurs night thru Monday AM, so I've got a lot to cram in before going. I'll check with my team and get back to you, but let's assume the week of the 19th for now

Sent from my BlackBerry 10 smartphone.

From: Robby Mook

Sent: Sunday, October 11, 2015 10:15 AM

To: <[REDACTED]>

Subject: This week/next week

Brainstorming whether to schedule the rollout after the debate (this Wed/Thurs) or next week (when she is down to prep for the Benghazi hearing). Do you have any preference? If it's ok with you, we'd like to book you solid on cable for a day or two (at least!), so it would be good to do it when your sched is a bit more flexible.

From: [Salazar-Rodriguez, Prisca](#)
To: [Thornton, Demetrius](#); [Everett, Matt](#); [Griffith, Chantell](#); [Da Costa, Ricky](#); [Walzak, Phil](#); [Fuleihan, Dean \(OMB\)](#); [John, Roxanne](#); [Reisman, Lisette](#); [Leopold, Elana](#); [Louis Espiritusanto, Jose](#); [Darlington, Mandy \(OMB\)](#); [Zuniga, Andrea](#); [Shorris, Anthony](#); [Schnake Mahl, Gabriel](#); [John Del Cecato](#); [Snyder, Thomas](#); [Williams, Dominic](#); [Hagelgans, Andrea](#); [Arslanian, Kayla](#); [Hinton, Karen](#); [Ko, Eunice](#); [Wiley, Maya](#); [Wolfe, Emma](#); [Caquias, Paula](#); ["jonathan@berlinrosen.com"](#); ["nbaldick@hilltoppublicsolutions.com"](#); [Fialkoff, Gabrielle](#)
Date: Tuesday, October 13, 2015 1:06:30 PM

Hi! The planning meeting for this Thursday is off. Will resume next week.

From: [Jonathan Rosen](#)
To: [Salazar-Rodriguez, Prisca](#)
Subject: RE: planning meeting date for next week and week after?
Date: Tuesday, October 13, 2015 2:24:25 PM

Got it. LMK know. Thanks!

From: Salazar-Rodriguez, Prisca [mailto:PSalazar-Rodriguez@cityhall.nyc.gov]
Sent: Tuesday, October 13, 2015 2:23 PM
To: Jonathan Rosen
Subject: RE: planning meeting date for next week and week after?

10/15 – cancelled
10/22 – Pending
10/29 - Pending

By pending I mean he has other events that he wants to attend so I have to figure out the timing of the planning mtg.

From: Jonathan Rosen [mailto:Jonathan@berlinrosen.com]
Sent: Tuesday, October 13, 2015 2:16 PM
To: Salazar-Rodriguez, Prisca
Subject: planning meeting date for next week and week after?

Hiya,

Do you know what dates planning is on next two weeks?

Thanks!

Jonathan Rosen
BerlinRosen Public Affairs, Ltd.
15 Maiden Lane, Suite 1600
New York, NY 10038
t. 646.200.5300
e. jonathan@berlinrosen.com

From: [Emily Walsh](#)
To: [Salazar-Rodriguez, Prisca](#)
Subject: Re:
Date: Wednesday, October 14, 2015 8:33:57 AM

:) I'm with you!

> On Oct 14, 2015, at 8:13 AM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>

> Seems that way. They r driving me crazy. Lol.

>

> Sent from my iPhone

>

>> On Oct 14, 2015, at 8:12 AM, Emily Walsh <Emily@berlinrosen.com> wrote:

>>

>> Both? No worries! Thanks for letting me know.

>>

>>> On Oct 14, 2015, at 7:45 AM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>>>

>>> Don't kill me. Meetings are your office are off. Thanks.

>>>

>>> Sent from my iPhone

From: [Jaclyn Kessel](#)
To: [Klein, Monica](#)
Cc: [Wiley Norvell](#)
Subject: Re: Million Trees
Date: Thursday, October 15, 2015 10:54:43 PM

Yep We've been in touch a little bit. Thanks!

Sent from my iPhone

On Oct 15, 2015, at 5:59 PM, Klein, Monica <MKlein@cityhall.nyc.gov> wrote:

Hey Jackie
Have you talked to Sam at Parks yet? Otherwise can loop y'all. We're all working on this one
Tx!

Monica Klein |Deputy Press Secretary |Mayor's Press Office
o: (212) 788-2969 |c: (917) 565-0715 | twitter: [@monicacklein](#)

From: [REDACTED] <[REDACTED]>
Date: Thursday, October 15, 2015 at 5:50 PM
To: Jaclyn Kessel <Jaclyn@berlinrosen.com>, Monica Klein <mklein@cityhall.nyc.gov>
Subject: Re: Million Trees

Cool! My colleague Monica handles parks. cc'ing her

On Thu, Oct 15, 2015 at 11:47 AM, Jaclyn Kessel
<Jaclyn@berlinrosen.com> wrote:

Hey Wiley, I'm working w/ NYRP on MillionTrees. Have been in touch w/ Parks but wanted to flag for you too. Talk soon I'm sure.

Jackie Kessel

BerlinRosen Public Affairs

[646-200-5306](tel:646-200-5306)

Twitter: [@JackieKessel](#)

G-Chat: [Jaclyn.Kessel](#)

From: [Biederman, Sam \(Parks\)](#)
To: [Jaclyn Kessel](#); [Klein, Monica](#)
Subject: RE: Million Trees
Date: Tuesday, October 20, 2015 10:36:32 PM

No open questions at the event tomorrow.

From: Jaclyn Kessel [Jaclyn@berlinrosen.com]
Sent: Tuesday, October 20, 2015 10:35 PM
To: Klein, Monica; Biederman, Sam (Parks)
Subject: RE: Million Trees

Hey quick q-- how are you guys handling Q&A tomorrow? When / who / format? Thank you!

From: [Salazar-Rodriguez, Prisca](#)
To: [Hatch, Peter](#)
Cc: [Hagelgans, Andrea](#); Jonathan@berlinrosen.com; [Snyder, Thomas](#)
Subject: Re: MINI SCHEDULE - Wednesday, October 21, 2015
Date: Tuesday, October 20, 2015 10:40:09 PM

Thanks.

Sent from my iPhone

On Oct 20, 2015, at 10:39 PM, Hatch, Peter <PHatch@cityhall.nyc.gov> wrote:

I can reach parks now.

From: Salazar-Rodriguez, Prisca
Sent: Tuesday, October 20, 2015 10:32 PM
To: Hagelgans, Andrea; Hatch, Peter; Jonathan Rosen <Jonathan@berlinrosen.com>; Snyder, Thomas
Subject: Fwd: MINI SCHEDULE - Wednesday, October 21, 2015

Need to reschedule millionth tree event tomorrow. I will reach out to Bloomberg. Can either of you reach parks. Jonathan can you let Bette know. Thanks.

Sent from my iPhone

Begin forwarded message:

From: B <BCCD@cityhall.nyc.gov>
Date: October 20, 2015 at 10:15:52 PM EDT
To: "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>, FLONYC <FLONYC@cityhall.nyc.gov>, Tom Snyder <tomsnyder@cityhall.nyc.gov>, "Wolfe, Emma" <EWolfe@cityhall.nyc.gov>
Subject: Re: MINI SCHEDULE - Wednesday, October 21, 2015

I assume we should take down the Bloomberg event -- re-schedule it. And I'll skip the gym in the AM. We can move Caplan as needed - ideally should do tmrw, perhaps at Gracie. We should keep the homeless veterans mtg if we can. We'll follow Bratton's lead as to whether the event at the Academy will still be on

Sent from my BlackBerry 10 smartphone.

From: Salazar-Rodriguez, Prisca
Sent: Tuesday, October 20, 2015 6:27 PM
To: B; FLONYC
Subject: MINI SCHEDULE - Wednesday, October 21, 2015

SCHEDULE FOR MAYOR BILL DE BLASIO
CITY OF NEW YORK
Wednesday, October 21, 2015

WEATHER: Hi of 74. Low of 55. Mostly Sunny
ATTIRE: Business
NOTES: *YOU have 30 mins. to change at the gym

6:30 - 7:00 TRAVEL FROM GRACIE TO 357 9TH STREET
Travel Time: 30 Mins
Car: MBdB

7:30 - 8:30 WORKOUT
Location: 357 9th Street

9:00 - 9:30 TRAVEL FROM 357 9TH STREET TO CITY HALL//DAILY
COMMS CALL
Travel Time: 30 Mins.
Car: MBdB, Jonathan Viguers

9:30 - 10:00 MEETING WITH DAVID CAPLAN
Location: City Hall, The Mayor's Office

10:00 - 11:00 WHITESPACE
Location: City Hall, The Mayor's Office

11:00 - 12:00 TRAVEL FROM CITY HALL TO JOYCE KILMER PARK, THE
BRONX, MID-PARK - WALTON AVE. BTW E. 161ST AND 164TH STREETS
Car: MBdB, Jonathan Viguers

11:00 - 11:30 INTERVIEW CALL WITH ANNA SANDERS OF THE SI
REGARDING FEATURE STORY ON BP ODDO
Location: YOU call Anna at [REDACTED]

12:00 - 1:30 1 MILLIONTH TREE PLANTING WITH BETTE MIDLER AND
MAYOR BLOOMBERG (NO Q&A)
Location: Joyce Kilmer Park, The Bronx, Walton
Ave. btw E. 161st and 164th Sts.
Press Contact: Monica Klein
Telephone: [REDACTED]

Site Advance: Javon Coney

Telephone: [REDACTED]

- 1:30 - 2:00 TRAVEL FROM THE BRONX TO CITY HALL
Travel Time: 30 Mins.
Car: MBdB, Jonathan Viguers
- 2:00 - 3:00 WEEKLY MEETING WITH THE CHANCELLOR
Location: City Hall, The Blue Room
- 3:00 - 4:00 BUILD-IT-BACK BRIEFING/PREP
Location: City Hall, The Blue Room
- 4:00 - 4:30 PREP FOR DEVELOPER MEETING REGARDING HOMELESS
VETERANS
Location: City Hall, The Mayor's Office
- 4:30 - 5:30 MEETING WITH DEVELOPERS REGARDING HOMELESS
VETERANS
Location: City Hall, The Blue Room
- 5:30 - 6:00 TRAVEL FROM CITY HALL TO 28-11 28TH AVENUE,
COLLEGE POINT QUEENS
Travel Time: 30 Mins.
Car: MBdB, Catherine Almonte
- 5:45 - 5:50 5 MINUTE CALL WITH SEC. JOHNSON (SEC. WANTS TO
THANK YOU FOR SENDING ALONG THE MOU)
Note: Sec. will call you on your cell
- 6:00 - 8:00 BRING GREETINGS AT THE JANET LANGHART COHEN'S
ANNE & EMMETT - THE STORY OF ANNE FRANK & EMMETT TILL
Location: Police Academy, 28-11 28th Avenue,
College Point Queens
Press Contact: Rosemary
Telephone: [REDACTED]
Setup: Theatre performance
Press: Open
- 8:00 - 8:30 TRAVEL FROM QUEENS TO GRACIE MANSION
Travel Time: 30 Mins.
Car: MBdB
- 8:30 - 10:30 [REDACTED]
[REDACTED] [REDACTED]

CITY HALL STEPS PRESS CONFERENCES

11am – Center For Bio Ethics “Surrogacy” 10 people

2pm – Teachers For Quality Education “Pro Public Schools” 20 people

FLONYC SCHEDULE

10:00 - 1:30



2:15 - 4:15 COMMUNITY PARTNERS MENTAL HEALTH ROADMAP
BRIEFING

4:15 - 4:25 RECORD VIDEO MESSAGE FOR NAMI-NYS 2015
EDUCATION CONFERENCE

4:25 - 4:35 RECORD VIDEO MESSAGE FOR THE HELENE FULD
COLLEGE OF NURSING GRADUATION

4:35 - 5:00 CORRESPONDENCE MEETING WITH EUNICE KO

8:30 - 10:30



From: [Jonathan Rosen](#)
To: [Salazar-Rodriguez, Prisca](#)
Cc: [Hagelgans, Andrea](#); [Hatch, Peter](#); [Snyder, Thomas](#)
Subject: Re: MINI SCHEDULE - Wednesday, October 21, 2015
Date: Tuesday, October 20, 2015 10:42:28 PM

Ok

Sent from my iPhone

On Oct 20, 2015, at 10:33 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

Need to reschedule millionth tree event tomorrow. I will reach out to Bloomberg. Can either of your reach parks. Jonathan can you let Bette know. Thanks.

Sent from my iPhone

Begin forwarded message:

From: B <BCCD@cityhall.nyc.gov>
Date: October 20, 2015 at 10:15:52 PM EDT
To: "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>, FLONYC <FLONYC@cityhall.nyc.gov>, Tom Snyder <tomsnyder@cityhall.nyc.gov>, "Wolfe, Emma" <EWolfe@cityhall.nyc.gov>
Subject: Re: MINI SCHEDULE - Wednesday, October 21, 2015

I assume we should take down the Bloomberg event -- re-schedule it. And I'll skip the gym in the AM. We can move Caplan as needed - - ideally should do tmrw, perhaps at gracie. We should keep the homeless veterans mtg if we can. We'll follow Bratton's lead as to whether the event at the Academy will still be on

Sent from my BlackBerry 10 smartphone.

From: Salazar-Rodriguez, Prisca
Sent: Tuesday, October 20, 2015 6:27 PM
To: B; FLONYC
Subject: MINI SCHEDULE - Wednesday, October 21, 2015

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Location: Joyce Kilmer Park, The Bronx, Walton
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8:00 - 8:30 TRAVEL FROM QUEENS TO GRACIE MANSION
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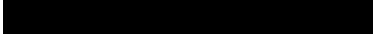
8:30 - 10:30 [REDACTED]
Location: Gracie Mansion

CITY HALL STEPS PRESS CONFERENCES

11am – Center For Bio Ethics “Surrogacy” 10 people

2pm – Teachers For Quality Education “Pro Public Schools” 20 people

FLONYC SCHEDULE

10:00 - 1:30 PRIVATE TIME
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COLLEGE OF NURSING GRADUATION
4:35 - 5:00 CORRESPONDENCE MEETING WITH EUNICE KO
8:30 - 10:30 

From: [Jaclyn Kessel](#)
To: [Klein, Monica](#)
Cc: [Biederman, Sam \(Parks\)](#) <Sam.Biederman@parks.nyc.gov> (Sam.Biederman@parks.nyc.gov)
Subject: Re: Million Trees
Date: Wednesday, October 21, 2015 7:24:32 AM

Scratch that I'm good. Talk soon

Sent from my iPhone

On Oct 21, 2015, at 7:07 AM, Jaclyn Kessel <Jaclyn@berlinrosen.com> wrote:

Sorry haven't heard definitively one way or the other-- rescheduled or no?

Sent from my iPhone

On Oct 20, 2015, at 10:36 PM, Klein, Monica <MKlein@cityhall.nyc.gov> wrote:

Folks
This is 99% chance coming down
Thx

Sent from my iPhone

On Oct 20, 2015, at 10:35 PM, Jaclyn Kessel
<Jaclyn@berlinrosen.com> wrote:

Hey quick q-- how are you guys handling Q&A tomorrow?
When / who / format? Thank you!

From: [Salazar-Rodriguez, Prisca](#)
To: [Jonathan Rosen](#)
Subject: FW:
Date: Wednesday, October 21, 2015 7:42:14 PM

I sent email late – don't know if she can check remotely
Is this possible for tomorrow-

From: Salazar-Rodriguez, Prisca
Sent: Wednesday, October 21, 2015 6:48 PM
To: Emily Walsh
Subject:

Hey – can Mayor have a conf room tomorrow at 945am for a mtg – 4 people total-

Prisca Salazar-Rodriguez
Office of The Mayor
212-341-5016
917-853-3421

From: [Emily Walsh](#)
To: [Salazar-Rodriguez, Prisca](#)
Subject: RE:
Date: Wednesday, October 21, 2015 9:01:14 PM

11th fl is yours!

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

From: Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]
Sent: Wednesday, October 21, 2015 7:50 PM
To: Emily Walsh
Subject: RE:

Thanks!!

From: Emily Walsh [mailto:Emily@berlinrosen.com]
Sent: Wednesday, October 21, 2015 7:49 PM
To: Salazar-Rodriguez, Prisca
Subject: Re:

We will make room! I will confirm which can room in ~30 min when calendars are in front of me

On Oct 21, 2015, at 6:48 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

Hey – can Mayor have a conf room tomorrow at 945am for a mtg – 4 people total-

Prisca Salazar-Rodriguez
Office of The Mayor
212-341-5016
917-853-3421

From: [Salazar-Rodriguez, Prisca](#)
To: [Jonathan Rosen](#)
Subject: Re: FW:
Date: Wednesday, October 21, 2015 9:53:17 PM

Yes. Thanks.

Sent from my iPhone

On Oct 21, 2015, at 9:06 PM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

Sounds like you guys closed the loop?

Sent from my iPad

On Oct 21, 2015, at 7:42 PM, "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

I sent email late – don't know if she can check remotely
Is this possible for tomorrow-

From: Salazar-Rodriguez, Prisca
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Subject:

Hey – can Mayor have a conf room tomorrow at 945am for a mtg – 4
people total-

Prisca Salazar-Rodriguez
Office of The Mayor
212-341-5016
917-853-3421

From: [Salazar-Rodriguez, Prisca](#)
To: [Emily Walsh](#)
Subject: Re: RE:
Date: Thursday, October 22, 2015 9:55:00 AM

Sorry. Meeting not happening.

Sent from my iPhone

On Oct 21, 2015, at 9:01 PM, Emily Walsh <Emily@berlinrosen.com> wrote:

11th fl is yours!

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

From: Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]
Sent: Wednesday, October 21, 2015 7:50 PM
To: Emily Walsh
Subject: RE:

Thanks!!

From: Emily Walsh [<mailto:Emily@berlinrosen.com>]
Sent: Wednesday, October 21, 2015 7:49 PM
To: Salazar-Rodriguez, Prisca
Subject: Re:

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Prisca Salazar-Rodriguez
Office of The Mayor
212-341-5016
917-853-3421

From: [Emily Walsh](#)
To: [Salazar-Rodriguez, Prisca](#)
Subject: RE:
Date: Thursday, October 22, 2015 9:58:44 AM

:)

Let me know how else I can help.

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

From: Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]
Sent: Thursday, October 22, 2015 9:54 AM
To: Emily Walsh
Subject: Re: RE:

Sorry. Meeting not happening.

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On Oct 21, 2015, at 9:01 PM, Emily Walsh <Emily@berlinrosen.com> wrote:

11th fl is yours!

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Thanks!!

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We will make room! I will confirm which can room in ~30 min when calendars are in front of me

On Oct 21, 2015, at 6:48 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

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Prisca Salazar-Rodriguez
Office of The Mayor
212-341-5016
917-853-3421

From: [Snyder, Thomas](#)
To: [Emily Walsh](#)
Subject: Re: Meet?
Date: Thursday, October 22, 2015 2:39:28 PM

Not really. Prefer a place that's not too far from City hall.

On 10/22/15, 2:22 PM, "Emily Walsh" <Emily@berlinrosen.com> wrote:

>Breakfast it is. Do you have a favorite place to meet?

>

>

>Emily Walsh

>BerlinRosen Public Affairs

>emily@berlinrosen.com

>646-200-5310

>

>

>From: Snyder, Thomas [TSnyder@cityhall.nyc.gov]

>Sent: Wednesday, October 21, 2015 6:36 PM

>To: Jonathan Rosen

>Cc: Emily Walsh

>Subject: Re: Meet?

>

>Wednesday breakfast good. Thursday planning may not happen since its the

>re elect gala.

>

>On 10/21/15, 4:58 PM, "Jonathan Rosen" <Jonathan@berlinrosen.com> wrote:

>

>>Hey Tom-

>>

>>Could do Friday for lunch this week, or next week breakfast Wednesday, or

>>drink before planning on Thursday?

>>

>>Any of those work. Ccing Emily for scheduling.

>>

>>-Jonathan

>>

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

>>From: Snyder, Thomas [<mailto:TSnyder@cityhall.nyc.gov>]

>>Sent: Tuesday, October 20, 2015 6:17 PM

>>To: Jonathan Rosen

>>Subject: Re: Meet?

>>

>>Ok.

>>

>>On 10/20/15, 5:34 PM, "Jonathan Rosen" <Jonathan@berlinrosen.com> wrote:

>>

>>>Absolutely. Have been running non stop today but will send some

>>>possible windows for either shortly.

>>>

>>>Sent from my iPhone

>>>

>>>> On Oct 20, 2015, at 9:51 AM, Snyder, Thomas

>>>><TSnyder@cityhall.nyc.gov>

>>>>wrote:

>>>>

>>>> Do you have any time this week or next for a lunch with me? Or a

>>>post-workday drink?

>>

>

From: [Snyder, Thomas](#)
To: [Emily Walsh](#)
Subject: Re: Meet?
Date: Thursday, October 22, 2015 2:49:52 PM

Perfect.

On 10/22/15, 2:43 PM, "Emily Walsh" <Emily@berlinrosen.com> wrote:

>Les Halles on John St

From: [Salazar-Rodriguez, Prisca](#)
To: [Thornton, Demetrius](#); [Everett, Matt](#); [Griffith, Chantell](#); [Da Costa, Ricky](#); [Walzak, Phil](#); [Fuleihan, Dean \(OMB\)](#); [John, Roxanne](#); [Reisman, Lisette](#); [Leopold, Elana](#); [Louis Espiritusanto, Jose](#); [Darlington, Mandy \(OMB\)](#); [Zuniga, Andrea](#); [Shorris, Anthony](#); [Schnake Mahl, Gabriel](#); [John Del Cecato, Snyder, Thomas](#); [Williams, Dominic](#); [Hagelgans, Andrea](#); [Arslanian, Kayla](#); [Hinton, Karen](#); [Ko, Eunice](#); [Wiley, Maya](#); [Wolfe, Emma](#); [Caquias, Paula](#); ["jonathan@berlinrosen.com"](#); [Fialkoff, Gabrielle](#)
Subject: RE: MBDB: Weekly Planning Meeting
Date: Thursday, October 22, 2015 4:09:55 PM

This meeting will now be at 730pm.

Thanks!

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

From: Salazar-Rodriguez, Prisca
Sent: Wednesday, September 30, 2015 9:15 AM
To: Salazar-Rodriguez, Prisca; Thornton, Demetrius; Everett, Matt; Griffith, Chantell; Da Costa, Ricky; Walzak, Phil; Fuleihan, Dean (OMB); John, Roxanne; Reisman, Lisette; Leopold, Elana; Louis Espiritusanto, Jose; Darlington, Mandy (OMB); Zuniga, Andrea; Shorris, Anthony; Schnake Mahl, Gabriel; John Del Cecato; Snyder, Thomas; Williams, Dominic; Hagelgans, Andrea; Arslanian, Kayla; Hinton, Karen; Ko, Eunice; Wiley, Maya; Wolfe, Emma; Caquias, Paula; 'jonathan@berlinrosen.com'; Fialkoff, Gabrielle
Subject: MBDB: Weekly Planning Meeting
When: Thursday, October 22, 2015 7:30 PM-9:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Gracie Mansion

From: [Hagelgans, Andrea](#)
To: [emma maguire wolfe](#); [Salazar-Rodriguez, Prisca](#)
Cc: [Jonathan Rosen](#); [Hinton, Karen](#); [John Del Cecato](#); [Snyder, Thomas](#); [Nick Baldick](#); [Walzak, Phil](#)
Subject: Re: Alert!!
Date: Saturday, October 24, 2015 8:43:23 AM

Really don't advise Sandy anniversary. Bad politics with folks who already question us

We need to be in Staten Island and Brooklyn that day
Sent from my BlackBerry 10 smartphone.

From: emma maguire wolfe
Sent: Friday, October 23, 2015 9:36 PM
To: Salazar-Rodriguez, Prisca
Cc: Jonathan Rosen; Hinton, Karen; John Del Cecato; Hagelgans, Andrea; Snyder, Thomas; Nick Baldick; Walzak, Phil
Subject: Re: Alert!!

I looped Jonathan with hrc folks who hadn't actually connected with him
Stand by

On Oct 23, 2015 8:56 PM, "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

Can figure out timing but flagging that Thursday is also Sandy Anniversary.

Sent from my iPhone

On Oct 23, 2015, at 8:36 PM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

+ Emma. No, let's just tell them we need to do it on Thursday. I am sure they will understand. We can work it out on a staff level with them.

Sent from my iPad

On Oct 23, 2015, at 8:26 PM, "Snyder, Thomas" <TSnyder@cityhall.nyc.gov> wrote:

- B and FLONYC
Wake is Tuesday funeral is Wednesday. Can we possibly do an endorsement on either of those days? Weigh in.

Sent from my iPhone

On Oct 23, 2015, at 8:14 PM, B <BCCD@cityhall.nyc.gov> wrote:

See below. Can we re-work the schedule and make this work Tues, despite challenges? Or do we need to make it another day next week? Think deeply and give me creative options pls

Sent from my BlackBerry 10 smartphone.

From: Robby Mook <re47@hillaryclinton.com>
Sent: Friday, October 23, 2015 7:48 PM
To: Bill Deblasio
Subject: Re: Checking in

The plan is still to do this on Tuesday. Christina Reynolds has been in touch with Jonathan Rosen.

We are going to roll you out w a national group of mayors and then work w Jonathan to book a bunch of media. I think it's going to be a big boost next week...and hopefully we have some wind at our back coming out of the Iowa JJ dinner!

On Oct 23, 2015, at 6:05 PM, Bill Deblasio <[REDACTED]> wrote:

Congrats on Benghazi hearing -- seems she did really well.

Now that I'm back from Israel, wanted to find out how and when we're handling endorsement rollout. And tell me who you want my folks to follow up with.

Thanks

Sent from my BlackBerry 10 smartphone.

From: [White, Erin](#)
To: [B; Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Jonathan Rosen; John Del Cecato; Wolfe, Emma; Snyder, Thomas](#)
Subject: RE: Quinnipiac alert
Date: Sunday, October 25, 2015 5:28:21 PM

Hello sir,

Based on my conversation with her, it's a lengthy poll, about 20 minutes, almost exclusively on the mayor. She spoke to the pollster on her cell phone, not a land line. She's an independent.

She was asked:

- Did she vote for mayor?
 - Member of union?
 - Agree with carriage policy?
 - Support charter schools?
 - Think Farina doing a good job?
 - Does MdBd have a good relationship with the police? Doing a good job on race relations?
 - Is he doing a good job on housing?
 - Does she support pre-k?
 - Is he doing a good job with the homeless problem? Does she see more homeless people than five years ago?
 - Does she feel safe during the day? At night? Does she feel safer than she did five years ago? Does she feel like there is more crime than five years ago?
 - She was asked does she support Uber? Would it add to congestion? Does she ever take Uber?
 - Does the mayor care about New York city residents?
 - Does the governor care about New York city residents?
 - Support minimum wage increase for fast food restaurants? Does she think that would increase prices?
- What does she think about elimination tips?
- Is Speaker MMV doing a good job? Also asked about James, Stringer and Jeffries?
 - Should the city keep Taxi TV?

She was not asked about MTA or health care, and they didn't ask about mayor's relationship with the governor.

I have her contact information and she said she's happy to answer more questions if needed.

Thanks,

Erin

From: B
Sent: Sunday, October 25, 2015 5:19 PM
To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen; Jonathan Rosen; John Del Cecato; Wolfe, Emma; Snyder, Thomas
Cc: White, Erin
Subject: Quinnipiac alert

By chance I met an attendee at the Gracie open house this morning who is very supportive of us AND as luck would have it was just interviewed by Quinnipiac yesterday. Many questions about your truly. Erin got the download from her. Erin, pls share with all of us asap

From: [Salazar-Rodriguez, Prisca](#)
To: [Thornton, Demetrius](#); [Everett, Matt](#); [Griffith, Chantell](#); [Da Costa, Ricky](#); [Walzak, Phil](#); [Fuleihan, Dean \(OMB\)](#); [John, Roxanne](#); [Reisman, Lisette](#); [Leopold, Elana](#); [Louis Espiritusanto, Jose](#); [Darlington, Mandy \(OMB\)](#); [Zuniga, Andrea](#); [Shorris, Anthony](#); [Schnake Mahl, Gabriel](#); [John Del Cecato](#); [Snyder, Thomas](#); [Williams, Dominic](#); [Hagelgans, Andrea](#); [Arslanian, Kayla](#); [Hinton, Karen](#); [Ko, Eunice](#); [Wiley, Maya](#); [Wolfe, Emma](#); [Caquias, Paula](#); ["jonathan@berlinrosen.com"](#); [Fialkoff, Gabrielle](#)
Bcc: ["nbaldick@hilltoppublicsolutions.com"](#)
Subject: Weekly Planning Meeting
Date: Monday, October 26, 2015 10:48:20 AM

Hi! Weekly Planning Meeting will resume next week.

From: [Jonathan Rosen](#)
To: [Geri Prado](#)
Cc: [Snyder, Thomas](#); [Salazar-Rodriguez, Prisca](#); [John Del Cecato](#)
Subject: Re: Wednesday meeting with the Mayor
Date: Monday, October 26, 2015 11:04:11 AM

Any details on this meeting much appreciated.

Sent from my iPhone

> On Oct 26, 2015, at 11:02 AM, Geri Prado <geri@progressiveagenda.us> wrote:
>
> Hey Tom and Prisca:
>
> There is a meeting scheduled from Noon to Midnight on our calendars. A few questions:
>
> - Is this the TPAC update with the Mayor?
> - Are we specifically focusing on the forum?
> - What is the real time?
>
> I think I suggested Baldick too but this was pre- the timeline for HRC was cemented.
>
> Can you let us know?
>
> Thanks.

From: [Snyder, Thomas](#)
To: [Geri Prado](#); [Salazar-Rodriguez, Prisca](#)
Cc: [John Del Cecato](#); [Jonathan Rosen](#); [Walzak, Phil](#)
Subject: Re: Wednesday meeting with the Mayor
Date: Monday, October 26, 2015 11:23:49 AM

Correction: this meeting will be at 1pm Wednesday.

On 10/26/15, 11:11 AM, "Snyder, Thomas" <TSnyder@cityhall.nyc.gov> wrote:

>The meeting is this Wednesday from 10am - 11am. Geri should determine what
>is on the agenda. My nominees for agenda are:
>Forum: status on Sanders, O'Malley, HRC, and Republican invites; who is
>moderator discussion; message/comms
>Immediate work plan (beyond forum): leadership structure, budget.
>Might be too much for one hour. At any rate Geri should tee up what is
>most important for Mayor to discuss with us.

>

>

>On 10/26/15, 11:02 AM, "Geri Prado" <geri@progressiveagenda.us> wrote:

>

>>Hey Tom and Prisca:

>>

>>There is a meeting scheduled from Noon to Midnight on our calendars. A

>>few questions:

>>

>>- Is this the TPAC update with the Mayor?

>>- Are we specifically focusing on the forum?

>>- What is the real time?

>>

>>I think I suggested Baldick too but this was pre- the timeline for HRC

>>was cemented.

>>

>>Can you let us know?

>>

>>Thanks.

>

From: [Jonathan Rosen](#)
To: [Stephen Witt](#)
Cc: [Hinton, Karen](#)
Subject: Re: Clinton Story
Date: Monday, October 26, 2015 4:07:26 PM

Hi Steve, we're going to decline to comment. Thanks.

Sent from my iPad

On Oct 26, 2015, at 4:03 PM, "Stephen Witt" <[REDACTED]> wrote:

Hi Jonathan & Karen,

Ready to post within the next half hour. Any comment?

Thanks
Steve

Stephen Witt
[REDACTED]
www.KingsCountyPolitics.com
(917) 257-6014

From: [Hagelgans, Andrea](#)
To: [Walzak, Phil](#); ["Jonathan Rosen"](#)
Cc: [Dan Levitan](#)
Subject: Re: Morning Joe
Date: Monday, October 26, 2015 7:57:48 PM

Thurs

Sent from my BlackBerry 10 smartphone.

Original Message

From: Walzak, Phil
Sent: Monday, October 26, 2015 7:46 PM
To: 'Jonathan Rosen'; Hagelgans, Andrea
Cc: Dan Levitan
Subject: RE: Morning Joe

What date is actual Sandy anny?

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

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Monday, October 26, 2015 7:46 PM
To: Hagelgans, Andrea
Cc: Walzak, Phil; Dan Levitan
Subject: Re: Morning Joe

Could we do this Friday morning?

Sent from my iPhone

> On Oct 26, 2015, at 7:24 PM, Hagelgans, Andrea <AHagelgans@cityhall.nyc.gov> wrote:

>

>

>

> Sent from my BlackBerry 10 smartphone.

> Original Message

> From: Rodriguez, Jesse (NBCUniversal) <Jesse.Rodriguez@nbcuni.com>
> Sent: Monday, October 26, 2015 7:17 PM
> To: Spitalnick, Amy (OMB); Hagelgans, Andrea
> Cc: Adams Baker, Marti
> Subject: RE: Morning Joe

>

>

> Hello, friends. I wanted to reach out about having the Mayor and First Lady on the show in the coming weeks. I know the Mayor is still deciding who he will be endorsing for president and we'd like to make sure you consider Morning Joe for the announcement or the morning after the announcement. We are the #1 cable morning news show in the NYC market. Mayor de Blasio and the First Lady had a great time last time they were on together. Thank you.

>

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

> From: Spitalnick, Amy (OMB) [<mailto:SpitalnickA@omb.nyc.gov>]
> Sent: Thursday, October 15, 2015 7:28 AM
> To: Hagelgans, Andrea
> Cc: Rodriguez, Jesse (NBCUniversal); Adams Baker, Marti
> Subject: Re: Morning Joe

>

> Correct, he won't be there until much later in the day, and he leaves Sunday night. Sorry that it won't work out!

>

>> On Oct 15, 2015, at 7:25 AM, Hagelgans, Andrea <AHagelgans@cityhall.nyc.gov> wrote:
>>
>> Don't believe logistically that works due to flight time but Amy will check
>>
>> Sent from my BlackBerry 10 smartphone.
>> Original Message
>> From: Rodriguez, Jesse (NBCUniversal)
>> Sent: Thursday, October 15, 2015 7:24 AM
>> To: Spitalnick, Amy (OMB); Hagelgans, Andrea; Adams Baker, Marti
>> Subject: Morning Joe
>>
>>
>> Hello -
>>
>> With the mayor traveling to Israel today, would you consider having him join Morning Joe tomorrow
from a studio in Jerusalem or Tel Aviv anytime 6-9amET?
>>
>> Thanks,
>> Jesse

From: [Salazar-Rodriguez, Prisca](#)
To: [Jonathan Rosen](#)
Subject: Re: MBDB: Prep for Friday
Date: Monday, October 26, 2015 10:08:37 PM

Yes. Of course.

Sent from my iPhone

> On Oct 26, 2015, at 10:04 PM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:
>
> Is this really at industry city? Any way to call in?
>
> Sent from my iPad
>
>> On Oct 26, 2015, at 8:49 PM, "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>
wrote:
>>
>>
>>
>> <meeting.ics>

From: [Jonathan Rosen](#)
To: [Salazar-Rodriguez, Prisca](#)
Subject: Re: MBDB: Prep for Friday
Date: Monday, October 26, 2015 10:23:36 PM

Thanks

Sent from my iPhone

> On Oct 26, 2015, at 10:08 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>

> Yes. Of course.

>

> Sent from my iPhone

>

>> On Oct 26, 2015, at 10:04 PM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

>>

>> Is this really at industry city? Any way to call in?

>>

>> Sent from my iPad

>>

>>> On Oct 26, 2015, at 8:49 PM, "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>>>

>>>

>>>

>>> <[meeting.ics](#)>

From: [Walzak, Phil](#)
To: [Hinton, Karen](#)
Cc: [Jonathan Rosen](#)
Subject: RE: Hillary
Date: Tuesday, October 27, 2015 1:30:52 PM

+ JR to handle

From: Hinton, Karen
Sent: Tuesday, October 27, 2015 1:06 PM
To: Walzak, Phil
Subject: Fwd: Hillary

How to handle this?

Sent from my iPhone

Begin forwarded message:

From: Ross Barkan <rbarkan@observer.com>
Date: October 27, 2015 at 12:55:32 PM EDT
To: "Hinton, Karen" <khinton@cityhall.nyc.gov>
Subject: Hillary

Did the Mayor say to that [these reports](#) on his Hillary endorsement are inaccurate? Is the Mayor in talks with the Clinton campaign about endorsing Hillary?

--

Ross Barkan
Senior Political Reporter
New York Observer
Cell: 917-498-2525 Office: 212-407-9396
[@rossbarkan](#)

From: [Da Costa, Ricky](#)
To: "[Emily Walsh](#)"
Subject: RE: Meeting Room Thursday
Date: Tuesday, October 27, 2015 2:43:51 PM

Perfect, thanks much!

From: Emily Walsh [mailto:Emily@berlinrosen.com]
Sent: Tuesday, October 27, 2015 2:43 PM
To: Da Costa, Ricky
Subject: RE: Meeting Room Thursday

Yes, although you'll actually be using the conference room on the 11th floor. So 15 Maiden Lane, suite 1101, on the 11th floor. thanks!

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

From: Da Costa, Ricky [RDaCosta@cityhall.nyc.gov]
Sent: Tuesday, October 27, 2015 11:18 AM
To: Emily Walsh
Subject: RE: Meeting Room Thursday

Excellent, thanks. And, stupid questions, but that's on the 16th floor, right?

From: Emily Walsh [mailto:Emily@berlinrosen.com]
Sent: Tuesday, October 27, 2015 11:13 AM
To: Da Costa, Ricky
Subject: Re: Meeting Room Thursday

Of course. All set. We're at 15 Maiden Lane, suite 1600.

On Oct 27, 2015, at 10:41 AM, Da Costa, Ricky <RDaCosta@cityhall.nyc.gov> wrote:

Good Morning Emily,

I hope all is well. I was hoping to reserve a room over at BR for a meeting Tom Snyder (Mayor's Chief of Staff) is having this Thursday (10/29) from 11am-12pm with a total headcount of 6-8. Do you have anything that might work?

Thanks,
Ricky

Ricky Da Costa
Special Assistant to the Chief of Staff
Office of the Mayor
212.788.7751 (o)
917.618.4804 (m)

From: [Jonathan Rosen](#)
To: [Almonte, Catherine](#)
Subject: RE: MBDB: Prep Callfor Friday
Date: Tuesday, October 27, 2015 5:33:29 PM

ok

From: Almonte, Catherine [mailto:CAmonte@cityhall.nyc.gov]
Sent: Tuesday, October 27, 2015 5:33 PM
To: Jonathan Rosen
Subject: Re: MBDB: Prep Callfor Friday

I'd advise against it. Might hop off the call he's on now sooner than expected.

Sent while mobile

On Oct 27, 2015, at 5:30 PM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

Cat – do I have time to hop on the subway to BK – 15 mins – or no?

From: Almonte, Catherine [mailto:CAmonte@cityhall.nyc.gov]
Sent: Tuesday, October 27, 2015 5:30 PM
To: Arslanian, Kayla
Cc: Salazar-Rodriguez, Prisca; Jonathan Rosen; Hagelgans, Andrea; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hinton, Karen; Viguers, Jonathan
Subject: Re: MBDB: Prep Callfor Friday

Will let you know when to dial in.

Sent while mobile

On Oct 27, 2015, at 5:29 PM, Arslanian, Kayla <KArslanian@cityhall.nyc.gov> wrote:

Cat is advising 15-20 mins.

From: Salazar-Rodriguez, Prisca
Sent: Tuesday, October 27, 2015 5:19 PM
To: 'Jonathan Rosen'; Hagelgans, Andrea; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan
Subject: RE: MBDB: Prep Callfor Friday

An email will go out from body staff when he is ready to jump on he is out of the office

From: Jonathan Rosen [mailto:Jonathan@berlinrosen.com]

Sent: Tuesday, October 27, 2015 5:18 PM
To: Hagelgans, Andrea; Salazar-Rodriguez, Prisca; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan
Subject: RE: MBDB: Prep Callfor Friday

Prisca – new ETA on this?

From: Hagelgans, Andrea [<mailto:AHagelgans@cityhall.nyc.gov>]
Sent: Tuesday, October 27, 2015 5:17 PM
To: Jonathan Rosen; Salazar-Rodriguez, Prisca; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan
Subject: RE: MBDB: Prep Callfor Friday

His earlier meeting hasn't started yet

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Tuesday, October 27, 2015 5:16 PM
To: Salazar-Rodriguez, Prisca; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan
Subject: RE: MBDB: Prep Callfor Friday

I'm dialed in.

From: Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]
Sent: Tuesday, October 27, 2015 5:01 PM
To: Walzak, Phil; Jonathan Rosen; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan
Subject: MBDB: Prep Callfor Friday

Updated Call in #

██████████ CODE: ██████████

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

From: Salazar-Rodriguez, Prisca
Sent: Monday, October 26, 2015 11:44 AM
To: Salazar-Rodriguez, Prisca; Walzak, Phil; Jonathan Rosen; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan
Subject: MBDB: Prep for Friday
When: Tuesday, October 27, 2015 5:15 PM-6:15 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Industry City, 220 36th Street, Brooklyn//CALL IN#: ██████████
CODE: ██████████

From: [Hinton, Karen](#)
To: ["Jonathan Rosen"](#)
Subject: RE: MBDB: Prep Callfor Friday
Date: Tuesday, October 27, 2015 5:35:54 PM

Ok. Just seeing her email. Tks.

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Tuesday, October 27, 2015 5:35 PM
To: Hinton, Karen
Subject: RE: MBDB: Prep Callfor Friday

Still hasn't started. Waiting for Cat to tell us to dial in.

From: Hinton, Karen [<mailto:KHinton@cityhall.nyc.gov>]
Sent: Tuesday, October 27, 2015 5:35 PM
To: Jonathan Rosen
Subject: RE: MBDB: Prep Callfor Friday

Did we do this?

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Tuesday, October 27, 2015 5:16 PM
To: Salazar-Rodriguez, Prisca; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan
Subject: RE: MBDB: Prep Callfor Friday

I'm dialed in.

From: Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]
Sent: Tuesday, October 27, 2015 5:01 PM
To: Walzak, Phil; Jonathan Rosen; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan
Subject: MBDB: Prep Callfor Friday

Updated Call in #

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Subject: MBDB: Prep for Friday
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Where: Industry City, 220 36th Street, Brooklyn//CALL IN#: ██████████ CODE: ██████████

From: [Almonte, Catherine](#)
To: [Arslanian, Kayla](#)
Cc: [Salazar-Rodriguez, Prisca](#); [Jonathan Rosen](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [John Del Cecato](#); [Snyder, Thomas](#); [Hinton, Karen](#); [Viguers, Jonathan](#)
Subject: Re: MBDB: Prep Callfor Friday
Date: Tuesday, October 27, 2015 5:53:32 PM

Please dial in

Sent while mobile

On Oct 27, 2015, at 5:29 PM, Arslanian, Kayla <KArslanian@cityhall.nyc.gov> wrote:

Cat is advising 15-20 mins.

From: Salazar-Rodriguez, Prisca
Sent: Tuesday, October 27, 2015 5:19 PM
To: 'Jonathan Rosen'; Hagelgans, Andrea; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan
Subject: RE: MBDB: Prep Callfor Friday

An email will go out from body staff when he is ready to jump on
he is out of the office

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Tuesday, October 27, 2015 5:18 PM
To: Hagelgans, Andrea; Salazar-Rodriguez, Prisca; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan
Subject: RE: MBDB: Prep Callfor Friday

Prisca – new ETA on this?

From: Hagelgans, Andrea [<mailto:AHagelgans@cityhall.nyc.gov>]
Sent: Tuesday, October 27, 2015 5:17 PM
To: Jonathan Rosen; Salazar-Rodriguez, Prisca; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan
Subject: RE: MBDB: Prep Callfor Friday

His earlier meeting hasn't started yet

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Sent: Tuesday, October 27, 2015 5:16 PM
To: Salazar-Rodriguez, Prisca; Walzak, Phil; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan
Subject: RE: MBDB: Prep Callfor Friday

I'm dialed in.

From: Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]

Sent: Tuesday, October 27, 2015 5:01 PM

To: Walzak, Phil; Jonathan Rosen; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan

Subject: MBDB: Prep Callfor Friday

Updated Call in #

██████████ CODE: ██████████

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

From: Salazar-Rodriguez, Prisca

Sent: Monday, October 26, 2015 11:44 AM

To: Salazar-Rodriguez, Prisca; Walzak, Phil; Jonathan Rosen; John Del Cecato; Snyder, Thomas; Hagelgans, Andrea; Hinton, Karen; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan

Subject: MBDB: Prep for Friday

When: Tuesday, October 27, 2015 5:15 PM-6:15 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Industry City, 220 36th Street, Brooklyn//CALL IN#: ██████████ CODE: ██████████
██████████

From: [B](#)
To: [Salazar-Rodriguez, Prisca](#)
Cc: [Jonathan Rosen](#); [Klein, Monica](#)
Subject: Re: MINI SCHEDULE - Wednesday, October 28, 2015
Date: Wednesday, October 28, 2015 8:43:08 AM

Let's start briefing when I get in the car after the Assembly dinner. Also, I'll need to see clips from the Repub debate on Thurs

From: "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>
Date: Wed, 28 Oct 2015 11:56:37 +0000
To: B <BCCD@cityhall.nyc.gov>
Cc: Jonathan Rosen <Jonathan@berlinrosen.com>
Subject: Re: MINI SCHEDULE - Wednesday, October 28, 2015

Ok. Will add for tonight. Already have time for Thursday.

Sent from my iPhone

On Oct 28, 2015, at 7:53 AM, B <BCCD@cityhall.nyc.gov> wrote:

I need more briefing time tonight with Jonathan to prepare for Friday. Will need it thurs eve as well. Thanks

From: "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>
Date: Tue, 27 Oct 2015 22:55:32 +0000
To: B <BCCD@cityhall.nyc.gov>; FLONYC <FLONYC@cityhall.nyc.gov>
Subject: MINI SCHEDULE - Wednesday, October 28, 2015

SCHEDULE FOR MAYOR BILL DE BLASIO
CITY OF NEW YORK
Wednesday, October 28, 2015

WEATHER: Hi of 67. Low of 54. Rain/Wind
ATTIRE: Business
NOTES: *YOU have 30 mins. to change at the gym

6:30 - 7:00 TRAVEL FROM GRACIE TO 357 9TH STREET
Travel Time: 30 Mins.
Car: MBdB, FLONYC

7:30 - 8:30 WORKOUT
Location: 357 9th Street

9:00 - 9:30 TRAVEL FROM 357 9TH STREET TO CITY HALL // DAILY COMMS CALL
Travel Time: 30 Mins.
Car: MBdB, FLONYC

9:30 - 10:30 MENTAL HEALTH ROLL-OUT BRIEFING WITH FLONYC & DEPUTY
MAYOR BUERY
Location: City Hall, The Blue Room

10:30 - 11:00 GALA REMARKS PREP WITH JOHN DELCACATO
Location: City Hall, The Mayor's Office

11:00 - 11:30 FLU SHOT
Location: City Hall, The Mayor's Office

11:30 - 12:00 PREP FOR HOMELESS VETERANS DEVELOPERS MEETING
Location: City Hall, Blue Room

12:00 - 1:00 MEETING WITH DEVELOPERS REGARDING HOMELESS VETERANS
Location: City Hall, Blue Room

1:00 - 2:00 MEETING/CALL WITH GERRI PRADO
Location: City Hall, The Mayor's Office

2:00 - 3:00 TRAVEL FROM CITY HALL TO GREATER ALLEN A. M. E. CATHEDRAL OF
NEW YORK
Location: 11031 Merrick Boulevard, Jamaica, NY 11433
Travel Time: 1 Hrs.
Car: MBdB, Jonathan Viguers

3:00 - 5:00 REMARKS AT THE FUNERAL OF POLICE OFFICER RANDOLF HOLDER
(FLONYC ATTENDING WITH MBDB)
Location: Greater Allen A. M. E. Cathedral of New York, 11031
Merrick Boulevard, Jamaica, NY 11433
Staff Contact: Marco Carrion
Telephone: [REDACTED]
Press Contact: Jerika Richardson
Telephone: [REDACTED]
Site Advance: Stefan Grybauskas
Telephone: [REDACTED]
Remarks: Prepared
Press: Open

5:00 - 5:45 TRAVEL FROM GREATER ALLEN A. M. E. CATHEDRAL OF NEW YORK TO
1177 6TH AVENUE

Travel Time: 45 Mins.
Car: MBdB, Jonathan Viguers

5:45 - 6:45 MEETING WITH TOM SNYDER
Location: 1177 6th Avenue - 29th Floor

6:45 - 7:00 TRAVEL FROM 1177 6TH AVENUE TO NY PUBLIC LIBRARY
Location: 5th Avenue at 42nd Street
Travel Time: 15 Mins.
Car: MBdB, Jonathan Viguers

7:15 - 9:00 NYS ASSEMBLY DEMOCRATIC CONFERENCE DINNER
Location: NY Public Library - 5th Ave at 42nd Street New York, NY
10018
Staff Contact: Catherine Almonte
Telephone: [REDACTED]

9:00 - 9:25 TRAVEL FROM NY PUBLIC LIBRARY TO GRACIE MANSION
Travel Time: 25 Mins.
Car: MBdB

CITY HALL STEPS PRESS CONFERENCES

1:00 Council Member Greenfield "School Security" - 100 people

FLONYC SCHEDULE

9:30 - 10:30 MENTAL HEALTH ROLL-OUT BRIEFING WITH MBDB & DM BUERY

10:45 - 11:15 SHOOT VIDEO FOR HALLOWEEN

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DISCOURSE ABOUT MENTAL HEALTH ISSUES AND ADDICTION" CONVERSATION

3:00 - 5:00 ATTEND MBDB REMARKS AT FUNERAL SERVICE OF NYPD OFFICER
RANDOLPH HOLDER

From: [Salazar-Rodriguez, Prisca](#)
To: ["Jonathan Rosen"](#)
Subject: RE: MINI SCHEDULE - Wednesday, October 28, 2015
Date: Wednesday, October 28, 2015 9:59:31 AM

I am going to push back
He needs to get some rest-
Am going to sugg drive time from the funeral –
Which is 45 min –

From: Jonathan Rosen [mailto:Jonathan@berlinrosen.com]
Sent: Wednesday, October 28, 2015 9:55 AM
To: Salazar-Rodriguez, Prisca
Subject: RE: MINI SCHEDULE - Wednesday, October 28, 2015

He means by phone right?

From: B [mailto:BCCD@cityhall.nyc.gov]
Sent: Wednesday, October 28, 2015 7:54 AM
To: Salazar-Rodriguez, Prisca
Cc: Jonathan Rosen
Subject: Re: MINI SCHEDULE - Wednesday, October 28, 2015

I need more briefing time tonight with Jonathan to prepare for Friday. Will need it thurs eve as well. Thanks

From: "Salazar-Rodriguez, Prisca" <PSalazar-Rodriguez@cityhall.nyc.gov>
Date: Tue, 27 Oct 2015 22:55:32 +0000
To: B<BCCD@cityhall.nyc.gov>; FLONYC<FLONYC@cityhall.nyc.gov>
Subject: MINI SCHEDULE - Wednesday, October 28, 2015

SCHEDULE FOR MAYOR BILL DE BLASIO
CITY OF NEW YORK
Wednesday, October 28, 2015

WEATHER: Hi of 67. Low of 54. Rain/Wind
ATTIRE: Business
NOTES: *YOU have 30 mins. to change at the gym

6:30 - 7:00 TRAVEL FROM GRACIE TO 357 9TH STREET
Travel Time: 30 Mins.
Car: MBdB, FLONYC

7:30 - 8:30 WORKOUT
Location: 357 9th Street

9:00 - 9:30 TRAVEL FROM 357 9TH STREET TO CITY HALL // DAILY COMMS CALL
Travel Time: 30 Mins.
Car: MBdB, FLONYC

9:30 - 10:30 MENTAL HEALTH ROLL-OUT BRIEFING WITH FLONYC & DEPUTY MAYOR BUERY
Location: City Hall, The Blue Room

10:30 - 11:00 GALA REMARKS PREP WITH JOHN DELCACATO
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Staff Contact: Marco Carrion
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Telephone: [REDACTED]

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1:00 Council Member Greenfield "School Security" - 100 people

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3:00 - 5:00 ATTEND MBDB REMARKS AT FUNERAL SERVICE OF NYPD OFFICER RANDOLPH HOLDER

From: Salazar-Rodriguez, Prisca
To: "[Jonathan Rosen](mailto:Jonathan.Rosen)"
Subject: RE: MINI SCHEDULE - Wednesday, October 28, 2015
Date: Wednesday, October 28, 2015 9:59:47 AM

To answer ur q – yes by phone –
LOL

From: Jonathan Rosen [mailto:Jonathan@berlinrosen.com]
Sent: Wednesday, October 28, 2015 9:55 AM
To: Salazar-Rodriguez, Prisca
Subject: RE: MINI SCHEDULE - Wednesday, October 28, 2015

He means by phone right?

From: B [mailto:BCCD@cityhall.nyc.gov]
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To: Salazar-Rodriguez, Prisca
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Staff Contact: Marco Carrion

Telephone: [REDACTED]

Press Contact: Jerika Richardson

Telephone: [REDACTED]

Site Advance: Stefan Grybauskas

Telephone: [REDACTED]

Remarks: Prepared

Press: Open

5:00 - 5:45 TRAVEL FROM GREATER ALLEN A. M. E. CATHEDRAL OF NEW YORK TO 1177 6TH
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3:00 - 5:00 ATTEND MBDB REMARKS AT FUNERAL SERVICE OF NYPD OFFICER RANDOLPH HOLDER

From: [Walzak, Phil](#)
To: [Salazar-Rodriguez, Prisca](#); [Jonathan Rosen](#)
Subject: Re: gala
Date: Wednesday, October 28, 2015 4:12:20 PM

Fine here

Not public, not city event

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Salazar-Rodriguez, Prisca
Sent: Wednesday, October 28, 2015 3:57 PM
To: Walzak, Phil; Jonathan Rosen
Subject: gala

Closed press....not on our public schedule?

From: [Hagelgans, Andrea](#)
To: [Walzak, Phil](#); [Jonathan Rosen](#)
Subject: Fw: Quick Note
Date: Wednesday, October 28, 2015 4:24:03 PM

Sent from my BlackBerry 10 smartphone.

From: Crowder, Anja R. <Anja.R.Crowder@abc.com>
Sent: Wednesday, October 28, 2015 4:23 PM
To: Hagelgans, Andrea
Subject: RE: Quick Note

Hi Andrea,

I am discussing this with Jonathan, but I just wanted you to be aware that we would very much like to interview Mayor de Blasio the Sunday after he endorses – whenever that may be.

Thank you!

Anja

From: Hagelgans, Andrea [<mailto:AHagelgans@cityhall.nyc.gov>]
Sent: Monday, October 26, 2015 2:39 PM
To: Crowder, Anja R.
Cc: Jonathan@berlinrosen.com
Subject: RE: Quick Note

Hi,

Connecting you with Jonathan Rosen to further discuss. Thanks!

From: Crowder, Anja R. [<mailto:Anja.R.Crowder@abc.com>]
Sent: Monday, October 26, 2015 2:24 PM
To: Hagelgans, Andrea
Subject: RE: Quick Note

And several seconds after I hit send I saw this headline: [Bill de Blasio may endorse Clinton before his candidate forum in Iowa in early December](#)

Would love to lock in Sunday 12/6 with George pegged to the candidate forum. We could do remote from Iowa. Let me know what you think?

Anja

From: Crowder, Anja R.
Sent: Monday, October 26, 2015 2:07 PM
To: 'Ahagelgans@cityhall.nyc.gov'
Subject: Quick Note

Hi Andrea,

I hope that all is well with you. I just wanted to send you a quick note to mention (and I know we've discussed before) that we would love for Mayor de Blasio to endorse a 2016 candidate with ABC news when the time comes. We could talk about GMA vs. This Week and the digital rollout etc. Please keep the idea on your radar – and feel free to reach out any time!

Thank you,

Anja

Anja Crowder|ABC News| Washington | (W) 202 -222-7296 |(C) 646-234-2450

From: [Jonathan Rosen](mailto:Jonathan.Rosen@cityhall.nyc.gov)
To: [Salazar-Rodriguez, Prisca](mailto:Salazar-Rodriguez,Prisca@cityhall.nyc.gov)
Subject: RE: Call Time
Date: Wednesday, October 28, 2015 5:17:36 PM

6:15 earliest – more likely 6:30.

From: Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]
Sent: Wednesday, October 28, 2015 5:16 PM
To: Jonathan Rosen
Subject: RE: Call Time

When do u think your mtg is over?

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Wednesday, October 28, 2015 5:11 PM
To: Salazar-Rodriguez, Prisca
Subject: RE: Call Time

Ok – so I should assume we're bumping to 9.

From: Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]
Sent: Wednesday, October 28, 2015 5:04 PM
To: Jonathan Rosen
Subject: RE: Call Time

My guess is that your meeting will be over before this even starts!
He is still at the funeral-

From: Viguers, Jonathan
Sent: Wednesday, October 28, 2015 4:54 PM
To: Jonathan@berlinrosen.com; Snyder, Thomas; Arslanian, Kayla; Almonte, Catherine; Salazar-Rodriguez, Prisca; Hagelgans, Andrea; jfdc@akpdmedia.com; Walzak, Phil
Subject: Call Time

We are delayed approximately 20-30 minutes.

Call Time

Scheduled: Wednesday, Oct 28, 2015 from 5:00 PM to 5:45 PM

Location: Call in # [REDACTED] Code: [REDACTED]

Invitees: Jonathan Rosen , Snyder, Thomas , Arslanian, Kayla , Almonte, Catherine , Salazar-Rodriguez, Prisca , Hagelgans, Andrea , John Del Cecato , Walzak, Phil

sent from a mobile device.

From: [Jonathan Rosen](#)
To: [Salazar-Rodriguez, Prisca](#)
Subject: RE:
Date: Wednesday, October 28, 2015 5:20:39 PM

yes

From: Salazar-Rodriguez, Prisca [mailto:PSalazar-Rodriguez@cityhall.nyc.gov]
Sent: Wednesday, October 28, 2015 5:19 PM
To: Jonathan Rosen
Subject:

Nov. 24 at noon works for us and Bloomberg – can we find out if this works for Bette?

From: [Viguers, Jonathan](#)
To: Jonathan@berlinrosen.com; [Snyder, Thomas](#); [Arslanian, Kayla](#); [Almonte, Catherine](#); [Salazar-Rodriguez, Prisca](#); [Hagelgans, Andrea](#); jfdc@akpdmedia.com; [Walzak, Phil](#)
Subject: Call Time
Date: Wednesday, October 28, 2015 5:33:46 PM

We are still delayed, likely another 30 minutes.

Please stand by. I will let you know when to dial in.

Call Time

Scheduled: Wednesday, Oct 28, 2015 from 5:00 PM to 5:45 PM

Location: Call in # [REDACTED] Code: [REDACTED]

Invitees: Jonathan Rosen , Snyder, Thomas , Arslanian, Kayla , Almonte, Catherine , Salazar-Rodriguez, Prisca , Hagelgans, Andrea , John Del Cecato , Walzak, Phil

sent from a mobile device.

From: [Salazar-Rodriguez, Prisca](#)
To: ["Jonathan Rosen"](#)
Subject: RE: Call Time
Date: Wednesday, October 28, 2015 6:46:30 PM

Still can
He is on a call now
But in lots of traffic
How far is ur train ride?

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Wednesday, October 28, 2015 6:46 PM
To: Salazar-Rodriguez, Prisca
Subject: RE: Call Time

Might it still or should I get on the subway and head home?

From: Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]
Sent: Wednesday, October 28, 2015 6:45 PM
To: Jonathan Rosen; Viguers, Jonathan; Hagelgans, Andrea; Almonte, Catherine; John Del Cecato; Arslanian, Kayla; Walzak, Phil; Snyder, Thomas
Subject: RE: Call Time

Hasn't happened

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Wednesday, October 28, 2015 6:44 PM
To: Viguers, Jonathan; Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Almonte, Catherine; John Del Cecato; Arslanian, Kayla; Walzak, Phil; Snyder, Thomas
Subject: RE: Call Time

I just finished my meeting and dialed in – is this over or still hasn't happened?

From: Viguers, Jonathan [<mailto:JViguers@cityhall.nyc.gov>]
Sent: Wednesday, October 28, 2015 6:34 PM
To: Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Almonte, Catherine; John Del Cecato; Jonathan Rosen; Arslanian, Kayla; Walzak, Phil; Snyder, Thomas
Subject: Call Time

Please stand by. Will start shortly

Organizer: Salazar-Rodriguez, Prisca
When: 5:00 PM - 5:45 PM October 28, 2015
Subject: Call Time
Location: Call in # [REDACTED] Code: [REDACTED]

sent from a mobile device.

From: [Viguers, Jonathan](#)
To: [Arslanian, Kayla](#); [Salazar-Rodriguez, Prisca](#); ["Jonathan Rosen"](#); [Hagelgans, Andrea](#); [Almonte, Catherine](#); [John Del Cecato](#); [Walzak, Phil](#); [Snyder, Thomas](#)
Subject: Re: Call Time
Date: Wednesday, October 28, 2015 6:56:55 PM

Please dial in

sent from a mobile device.

From: Arslanian, Kayla
Sent: Wednesday, October 28, 2015 6:51 PM
To: Salazar-Rodriguez, Prisca; 'Jonathan Rosen'; Viguers, Jonathan; Hagelgans, Andrea; Almonte, Catherine; John Del Cecato; Walzak, Phil; Snyder, Thomas
Subject: RE: Call Time

Pls dial-in in the next cpl mins – MBDB wrapping up a call and will get on the line. Thank you!

From: Salazar-Rodriguez, Prisca
Sent: Wednesday, October 28, 2015 6:45 PM
To: 'Jonathan Rosen'; Viguers, Jonathan; Hagelgans, Andrea; Almonte, Catherine; John Del Cecato; Arslanian, Kayla; Walzak, Phil; Snyder, Thomas
Subject: RE: Call Time

Hasn't happened

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Wednesday, October 28, 2015 6:44 PM
To: Viguers, Jonathan; Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Almonte, Catherine; John Del Cecato; Arslanian, Kayla; Walzak, Phil; Snyder, Thomas
Subject: RE: Call Time

I just finished my meeting and dialed in – is this over or still hasn't happened?

From: Viguers, Jonathan [<mailto:JViguers@cityhall.nyc.gov>]
Sent: Wednesday, October 28, 2015 6:34 PM
To: Salazar-Rodriguez, Prisca; Hagelgans, Andrea; Almonte, Catherine; John Del Cecato; Jonathan Rosen; Arslanian, Kayla; Walzak, Phil; Snyder, Thomas
Subject: Call Time

Please stand by. Will start shortly

Organizer: Salazar-Rodriguez, Prisca
When: 5:00 PM - 5:45 PM October 28, 2015
Subject: Call Time
Location: Call in # [REDACTED] Code: [REDACTED]

sent from a mobile device.

From: [Hagelgans, Andrea](#)
To: [Walzak, Phil](#); [Jonathan Rosen](#); [John Del Cecato](#) [REDACTED] [Snyder, Thomas](#)
Subject: Re: Tweet forwarded by @PTWalzak
Date: Wednesday, October 28, 2015 7:26:43 PM

For what it's worth I think it caught on more because of the 11 hours of testimony she just came out of it. I think the quote sort of encapsulated the frustration women felt about the week

Sent from my BlackBerry 10 smartphone.

From: Walzak, Phil
Sent: Wednesday, October 28, 2015 7:25 PM
To: Jonathan Rosen; John Del Cecato ([REDACTED]) Hagelgans, Andrea; Snyder, Thomas
Subject: Tweet forwarded by @PTWalzak

MSNBCs Brzezinski on Clinton Calling Sanders Sexist: "Pathetic," Lets Not Denigrate Feminism "With That Stupidity <https://t.co/WGBGh86wF4>

From: [Snyder, Thomas](#)
To: [B](#)
Cc: [Walzak, Phil](#); [Jonathan Rosen](#); [Hagelgans, Andrea](#); [John Del Ceccato](#); [Arslanian, Kayla](#); [Viguers, Jonathan](#); [Salazar-Rodriguez, Prisca](#)
Subject: Prep
Date: Wednesday, October 28, 2015 8:03:09 PM

JDC has sent you some material for the HRC endorse. Rosen is sending you facts on the gun issue. We have 1&1/2 - 2 hours set aside for tomorrow HRC prep at the Sheraton prior to the 6pm Gala. If you feel the need for more talk tonight let me/us know and we'll get back on with you after the Assembly dinner is over. (Also JDC coming in to office in the morning to prep with you on Gala remarks.)

Sent from my iPad

From: [Banks, Angela](#)
To: [Banks, Angela](#)
Bcc: "DAN@BERLINROSEN.COM"; [@Incoming](#)
Subject: FW: Request for Interview / Protest against BdB at Fundraiser
Date: Thursday, October 29, 2015 2:17:33 PM

From: Louis Flores [<mailto:louis.flores@progressqueens.com>]
Sent: Thursday, October 29, 2015 1:04 PM
To: Mayor's Press Office
Subject: Request for Interview / Protest against BdB at Fundraiser

Ladies and Gentlemen :

Does City Hall have a comment to make about the protest scheduled tonight outside the site of Mayor de Blasio's campaign fundraiser ?

If someone is available from the administration to make a comment, I would like to request an interview. My deadline is 4 p.m. for interviews. Alternatively, the Press Office is invited to issue a statement.

Thank you kindly.

Best regards,

-- Louis

Louis Flores
Publisher
Progress Queens
www.progressqueens.com
louis.flores@progressqueens.com
1 (646) 400-1168

From: [Walzak, Phil](#)
To: [Hinton, Karen](#); [Snyder, Thomas](#); [Wolfe, Emma](#); [Kadushin, Peter](#); [Jonathan Rosen](#); "jfdc@akpdmedia.com"; [Hagelgans, Andrea](#)
Subject: RE: Wsj Marist poll
Date: Thursday, October 29, 2015 2:24:15 PM

BR shud respond, as its abe re-elect and they are handling Gala tonight

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

From: Hinton, Karen
Sent: Thursday, October 29, 2015 2:24 PM
To: Walzak, Phil; Snyder, Thomas; Wolfe, Emma; Kadushin, Peter; Jonathan Rosen; 'jfdc@akpdmedia.com'; Hagelgans, Andrea
Subject: Wsj Marist poll

Wsj making results Public at 3 pm. Is city hall or Berlin Rosen responding? Sending more details in poll in separate email.

45% approval, 46% disapproval. 42% say he deserves reelection, 48% say he doesn't

Sent from my iPhone

From: [Hanser, Leora](#)
To: "[Emily Walsh](#)"
Subject: RE: messaging
Date: Thursday, October 29, 2015 2:25:07 PM

I can't believe I'm doing this – but could we keep our 12:30pm slot?

My 2pm call wants to go back to 1:30pm...

So sorry for the back-and-forth!

From: Emily Walsh [mailto:Emily@berlinrosen.com]
Sent: Thursday, October 29, 2015 2:17 PM
To: Hanser, Leora
Subject: RE: messaging

No problem, see you then.

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

From: Hanser, Leora [LHanser@cityhall.nyc.gov]
Sent: Thursday, October 29, 2015 12:56 PM
To: Emily Walsh
Subject: RE: messaging

Hi Emily – So sorry about this, but could we move our meeting to 1pm? I need to be on a call at noon.

Thanks,
Leora

From: Emily Walsh [mailto:Emily@berlinrosen.com]
Sent: Wednesday, October 28, 2015 4:33 PM
To: Hanser, Leora
Subject: RE: messaging

Sounds good. We're at 15 Maiden Lane and you'll be coming to suite 1101.

Thanks,
Emily

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

From: Hanser, Leora [LHanser@cityhall.nyc.gov]
Sent: Wednesday, October 28, 2015 4:07 PM
To: Emily Walsh
Subject: RE: messaging

Hi Emily,

12:30pm on Monday could work. Shall I come to your office?

Thanks,
Leora

From: Emily Walsh [<mailto:Emily@berlinrosen.com>]
Sent: Wednesday, October 28, 2015 3:07 PM
To: Hanser, Leora
Subject: RE: messaging

Hi Leora,

Next week Jonathan could do Monday from 12:30-2 or Wednesday from 1-2. Would either of those times work for you?

Thank you,
Emily

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

From: Jonathan Rosen
Sent: Tuesday, October 27, 2015 12:55 PM
To: Hanser, Leora
Cc: Fialkoff, Gabrielle; Emily Walsh
Subject: Re: messaging

Hi Leora,

Sure thing. This week is crazy but Emily will reach out to find some time next week.

Thanks,

Jonathan

Sent from my iPad

On Oct 26, 2015, at 12:22 PM, "Hanser, Leora" <LHanser@cityhall.nyc.gov> wrote:

Hi Jonathan,

Gabrielle keeps meaning to email you... but as she keeps getting busy, I thought I would drop you a line myself and ask if I could get your advice on messaging for the upcoming launch of Building Healthy Communities.

Can you let me know when you might have time to quickly discuss?

Thanks and best,
Leora

Leora Hanser
Chief of Staff
Mayor's Office of Strategic Partnerships
O: 212-341-5074
M: 347-453-8118
lhanser@cityhall.nyc.gov

From: [Wolfe, Emma](#)
To: ["Jonathan Rosen"; Walzak, Phil](#)
Cc: [Hinton, Karen](#); [Snyder, Thomas](#); [Kadushin, Peter](#); jfdc@akpdmedia.com; [Hagelgans, Andrea](#); [Dan Levitan](#)
Subject: RE: Wsj Marist poll
Date: Thursday, October 29, 2015 2:33:45 PM

STOP THIS THREAD.
Everybody stop.

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

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Thursday, October 29, 2015 2:33 PM
To: Walzak, Phil
Cc: Hinton, Karen; Snyder, Thomas; Wolfe, Emma; Kadushin, Peter; jfdc@akpdmedia.com; Hagelgans, Andrea; Dan Levitan
Subject: Re: Wsj Marist poll

Plus Dan

Sent from my iPhone

> On Oct 29, 2015, at 2:31 PM, Walzak, Phil <PWalzak@cityhall.nyc.gov> wrote:
>
> Same ole same ole
>
> -----Original Message-----
> From: Hinton, Karen
> Sent: Thursday, October 29, 2015 2:31 PM
> To: Walzak, Phil; Snyder, Thomas; Wolfe, Emma; Kadushin, Peter; Jonathan Rosen; jfdc@akpdmedia.com; Hagelgans, Andrea
> Subject: Re: Wsj Marist poll
>
> Cuomo approval in city 63%, black voters love mayor, white voters hate him
>
> Sent from my iPhone
>
>> On Oct 29, 2015, at 2:23 PM, Hinton, Karen <KHinton@cityhall.nyc.gov> wrote:
>>
>> Wsj making results Public at 3 pm. Is city hall or Berlin Rosen responding? Sending more details in poll in separate email.
>>
>> 45% approval, 46% disapproval. 42% say he deserves reelection, 48% say he doesn't
>>
>>
>>
>> Sent from my iPhone

From: [Litvak, Gwendolyn](#)
To: [Nicole Kolinsky](#)
Subject: Re: Op-Ed: Protect lower Manhattan from the next Sandy | Crain's New York Business
Date: Thursday, October 29, 2015 4:03:05 PM

What you said.

From: Nicole Kolinsky
Sent: Thursday, October 29, 2015 3:52 PM
To: Litvak, Gwendolyn
Subject: Op-Ed: Protect lower Manhattan from the next Sandy | Crain's New York Business

lolz

<http://www.crainsnewyork.com/article/20151029/OPINION/151029819/protect-lower-manhattan-from-the-next-sandy>

From: [Walters, Alexis](#)
To: ["Jonathan Rosen": John Del Cecato](#)
Cc: [Dan Levitan](#); [Hinton, Karen](#)
Subject: RE: Briefings Due: Friday, October 30th
Date: Thursday, October 29, 2015 4:09:52 PM

Will there be a briefing for this I can to Mayors binder?

From: Jonathan Rosen [mailto:Jonathan@berlinrosen.com]
Sent: Thursday, October 29, 2015 4:09 PM
To: John Del Cecato
Cc: Walters, Alexis; Dan Levitan; Hinton, Karen
Subject: Re: Briefings Due: Friday, October 30th

We are here doing it live.

Sent from my iPad

On Oct 29, 2015, at 4:05 PM, "John Del Cecato" <jfdc@akpdmedia.com> wrote:

That's a Rosen I think

On Oct 29, 2015, at 3:58 PM, Walters, Alexis <AWalters@cityhall.nyc.gov> wrote:

Thanks

John- Do you have an ETA on briefing?

From: Hinton, Karen
Sent: Thursday, October 29, 2015 3:58 PM
To: Walters, Alexis; 'jfdc@akpdmedia. com'
Subject: Re: Briefings Due: Friday, October 30th

Copied here

Sent from my iPhone

On Oct 29, 2015, at 3:49 PM, Walters, Alexis
<AWalters@cityhall.nyc.gov> wrote:

Do you remember Del Celcato's email address?

From: Hinton, Karen
Sent: Wednesday, October 28, 2015 4:21 PM
To: Walters, Alexis
Subject: RE: Briefings Due: Friday, October 30th

John Del Celcato has Morning Joe.

From: Walters, Alexis
Sent: Wednesday, October 28, 2015 4:06 PM

To: Hinton, Karen

Subject: Briefings Due: Friday, October 30th

When: Thursday, October 29, 2015 3:00 PM-3:30 PM.

Where: City Hall

Briefings Due: Friday, October 30th

- Morning Joe
Briefing: Karen Hinton

- Weekly Homeless Meeting
Briefing: Colicia Hercules

- Meeting regarding School Cleaning Initiative
Briefing: Edie Sharp

- DSNY awards/induction ceremony of 500 New Sanitation Workers
Briefing: Joan O.

From: [Hagelgans, Andrea](#)
To: [Salazar-Rodriguez, Prisca](#)
Cc: [Snyder, Thomas](#); ["Jonathan Rosen"](#); [Walzak, Phil](#); [Hinton, Karen](#)
Subject: Fw: Confirmed
Date: Thursday, October 29, 2015 5:18:52 PM

Sent from my BlackBerry 10 smartphone.

From: Andrea Hagelgans <[REDACTED]>
Sent: Thursday, October 29, 2015 5:15 PM
To: Hagelgans, Andrea
Subject: Fwd: Confirmed

Sent from my iPhone

Begin forwarded message:

From: "PierreBravo, Daniela (NBCUniversal)"
<[Daniela.PierreBravo@nbcuni.com](mailto: Daniela.PierreBravo@nbcuni.com)>
Date: October 29, 2015 at 5:04:25 PM EDT
To: "Korson, Alex (NBCUniversal)" <[Alex.Korson@nbcuni.com](mailto: Alex.Korson@nbcuni.com)>, Andrea Hagelgans <[REDACTED]> "Rodriguez, Jesse (NBCUniversal)" <[Jesse.Rodriguez@nbcuni.com](mailto: Jesse.Rodriguez@nbcuni.com)>
Subject: RE: Confirmed

Hi Andrea – Below are arrival details. Thanks!

**Please send best AM cell contact and names of anyone else attending.
Please let me know if you need transportation. If so, let me know pick up address and cell.**

Show: MSNBC's Morning Joe
Date: 10/30
Location: 30 Rockefeller Center
Address: 49 W 49th Street, between 5th Ave and 6th Ave
Studio: 3A
Check in at the NBC Studios Visitors Center with a photo ID
Arrival: 7AM
Hit: 7:20AM
Contact: Luna Szoke [REDACTED] (Studio Production Assistant) Daniela Pierre [REDACTED]
[REDACTED] (cell)

From: [Hagelgans, Andrea](#)
To: ["Jonathan Rosen"; Walzak, Phil](#)
Subject: Fw: HRC in US Senate
Date: Thursday, October 29, 2015 5:42:52 PM

I was right- SCHIP!

Sent from my BlackBerry 10 smartphone.

From: Gunaratna, Mahen <MGunaratna@cityhall.nyc.gov>
Sent: Thursday, October 29, 2015 5:40 PM
To: Walzak, Phil
Cc: Hagelgans, Andrea
Subject: RE: HRC in US Senate

This work?

Can flesh out more if needed – this is just a quick and dirty version:

Hillary Clinton – Progressive Accomplishments as U.S. Senator:

In 2001, Hillary Clinton was sworn in as the first female senator from the State of New York. During her eight years in the U.S. Senate, Clinton accumulated an impressive set of progressive accomplishments, including but not limited to:

- *Women and Kids* – Senator Clinton worked across the aisle to improve health care for low-income children and working families through the State Children’s Health Insurance Program (SCHIP), which she helped create as First Lady in 1997. She also co-wrote legislation to force pharmaceutical companies to conduct safety tests for certain children’s products and co-sponsored the Prevention First Act to increase access to family planning services for women. She was a co-sponsor equal pay legislation for women, culminating in the passage of the Lilly Ledbetter Fair Pay Act in 2009.
- *A Fighter for New York in the Aftermath of the 9/11 Attacks* – Senator Clinton fought for increased funding to rebuild Ground Zero, including over \$20 billion for WTC rebuilding efforts. She fought to ensure that our 9/11 first responders and recovery workers received the health care and support they needed.
- *Tax Fairness* – Senator Clinton opposed and voted against the Bush tax cuts for millionaires and billionaires. She was a strong advocate for middle class tax cuts and tax cuts for working families.
- *A Fighter for our Military and Veterans* – As the first New Yorker to serve on the Senate Armed Service Committee, Senator Clinton introduced the Heroes at Home Act to help military family members take care of their loved ones with traumatic brain injuries. She also worked across the aisle to expand health care for National Guard members and members of the U.S. Army Reserves, as well as improve mental health care for our veterans. She fought to increase educational and financial opportunities for veterans from the Wars in

Afghanistan and Iraq.

- Immigration – Senator Clinton fought to pass the DREAM Act and pass comprehensive immigration reform. She introduced the Legal Immigrant Children’s Health Improvement Act to help extend Medicaid and SCHIP benefits to legal immigrant children and pregnant women.
- *LGBT* – Senator Clinton voted against President Bush’s discriminatory efforts to pass a Federal Marriage Amendment, which would have enshrined discrimination in our Constitution.

From: Gunaratna, Mahen
Sent: Thursday, October 29, 2015 5:14 PM
To: Walzak, Phil
Cc: Hagelgans, Andrea
Subject: RE: HRC in US Senate

Ok – stand by

From: Walzak, Phil
Sent: Thursday, October 29, 2015 5:14 PM
To: Gunaratna, Mahen
Cc: Hagelgans, Andrea
Subject: HRC in US Senate

Best progressive credentials/achievements

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: [Hagelgans, Andrea](#)
To: [Andrea Hagelgans](#); ["Jonathan Rosen"](#); [Walzak, Phil](#)
Subject: Fw: Cbs/nyt poll from spring
Date: Thursday, October 29, 2015 6:06:00 PM

Needs to be cut down for him

Sent from my BlackBerry 10 smartphone.

From: Gunaratna, Mahen <MGunaratna@cityhall.nyc.gov>
Sent: Thursday, October 29, 2015 6:05 PM
To: Hagelgans, Andrea
Subject: RE: Cbs/nyt poll from spring

New York Times/CBS Poll (June 2015) – Topline on Income Inequality

- Which comes closer to your view? In today's economy, everyone has a fair chance to get ahead in the long run, or in today's economy, it's mainly just a few people at the top who have a chance to get ahead? 35% (anyone can get ahead), 61% (just a few people at the top have a chance to get ahead)
 - Do you feel that the distribution of money and wealth in this country is fair, or do you feel that the money and wealth in this country should be more evenly distributed among more people? 27% (fair), 66% (should be more even)
 - Do you think the gap between the rich and the poor in the United States is getting larger, getting smaller or has stayed the same? 67% (getting larger), 5% (getting smaller), 25% (staying the same)
 - Do you think the gap between rich and poor in this country is a problem that needs to be addressed now, a problem but one that does not need to be addressed now or not a problem? 65% (Now), 16% (not addressed now), 17% (not a problem)
 - Should the government do more to reduce the gap between the rich and the poor in this country or is this something the government should not be doing? 57% (reduce gap), 39% (should not)
-

From: Hagelgans, Andrea
Sent: Thursday, October 29, 2015 5:37 PM
To: Gunaratna, Mahen
Subject: Cbs/nyt poll from spring

Can u send me the nyt/cbs income inequality poll toplines again? Just the toplines
Sent from my BlackBerry 10 smartphone.

From: [Hagelgans, Andrea](#)
To: ["Jonathan Rosen"](#)
Subject: Fw: HRC in US Senate
Date: Thursday, October 29, 2015 6:41:14 PM

Sent from my BlackBerry 10 smartphone.

From: Gunaratna, Mahen <MGunaratna@cityhall.nyc.gov>
Sent: Thursday, October 29, 2015 6:26 PM
To: Walzak, Phil
Cc: Hagelgans, Andrea
Subject: RE: HRC in US Senate

Hillary Clinton – Accomplishments as U.S. Secretary of State

- Helped restore America's standing and leadership in the world through a renewed focus on diplomacy and partnership with our allies. Visited 112 countries and logged nearly 1 million miles of travel across the globe.
 - Helped bring Iran to the table through crippling sanctions, leading to historic negotiations and nuclear agreement.
 - Supported the raid and capture of Osama Bin Laden and helped adjust and shape U.S.-Pakistan relations in the aftermath
 - Forefront of dealing with climate change in 2009 – got Chinese to sign up for their first-ever international agreement to combat climate change
 - Articulated a new economic statecraft for the United States, helping U.S. companies secure business abroad, boosting exports for American manufacturers, etc.
-

From: Walzak, Phil
Sent: Thursday, October 29, 2015 6:14 PM
To: Gunaratna, Mahen
Cc: Hagelgans, Andrea
Subject: Re: HRC in US Senate

1-2 things from secy state days?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Gunaratna, Mahen
Sent: Thursday, October 29, 2015 5:40 PM
To: Walzak, Phil
Cc: Hagelgans, Andrea
Subject: RE: HRC in US Senate

This work?

Can flesh out more if needed – this is just a quick and dirty version:

Hillary Clinton – Progressive Accomplishments as U.S. Senator:

In 2001, Hillary Clinton was sworn in as the first female senator from the State of New York. During her eight years in the U.S. Senate, Clinton accumulated an impressive set of progressive accomplishments, including but not limited to:

- *Women and Kids* – Senator Clinton worked across the aisle to improve health care for low-income children and working families through the State Children’s Health Insurance Program (SCHIP), which she helped create as First Lady in 1997. She also co-wrote legislation to force pharmaceutical companies to conduct safety tests for certain children’s products and co-sponsored the Prevention First Act to increase access to family planning services for women. She was a co-sponsor equal pay legislation for women, culminating in the passage of the Lilly Ledbetter Fair Pay Act in 2009.
- *A Fighter for New York in the Aftermath of the 9/11 Attacks* – Senator Clinton fought for increased funding to rebuild Ground Zero, including over \$20 billion for WTC rebuilding efforts. She fought to ensure that our 9/11 first responders and recovery workers received the health care and support they needed.
- *Tax Fairness* – Senator Clinton opposed and voted against the Bush tax cuts for millionaires and billionaires. She was a strong advocate for middle class tax cuts and tax cuts for working families.
- *A Fighter for our Military and Veterans* – As the first New Yorker to serve on the Senate Armed Service Committee, Senator Clinton introduced the Heroes at Home Act to help military family members take care of their loved ones with traumatic brain injuries. She also worked across the aisle to expand health care for National Guard members and members of the U.S. Army Reserves, as well as improve mental health care for our veterans. She fought to increase educational and financial opportunities for veterans from the Wars in Afghanistan and Iraq.
- *Immigration* – Senator Clinton fought to pass the DREAM Act and pass comprehensive immigration reform. She introduced the Legal Immigrant Children’s Health Improvement Act to help extend Medicaid and SCHIP benefits to legal immigrant children and pregnant women.
- *LGBT* – Senator Clinton voted against President Bush’s discriminatory efforts to pass a Federal Marriage Amendment, which would have enshrined discrimination in our Constitution.

From: Gunaratna, Mahen
Sent: Thursday, October 29, 2015 5:14 PM
To: Walzak, Phil
Cc: Hagelgans, Andrea
Subject: RE: HRC in US Senate

Ok – stand by

From: Walzak, Phil

Sent: Thursday, October 29, 2015 5:14 PM
To: Gunaratna, Mahen
Cc: Hagelgans, Andrea
Subject: HRC in US Senate

Best progressive credentials/achievements

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: [Hagelgans, Andrea](#)
To: [B](#)
Cc: ["Jonathan Rosen"](#); [Gunaratna, Mahen](#); [Walzak, Phil](#)
Subject: Fw: Cbs/nyt poll from spring
Date: Thursday, October 29, 2015 9:04:05 PM

So you have at your finger tips.

Sent from my BlackBerry 10 smartphone.

New York Times/CBS Poll (June 2015) – Topline on Income Inequality

- Which comes closer to your view? In today's economy, everyone has a fair chance to get ahead in the long run, or in today's economy, it's mainly just a few people at the top who have a chance to get ahead? 35% (anyone can get ahead), 61% (just a few people at the top have a chance to get ahead)
 - Do you feel that the distribution of money and wealth in this country is fair, or do you feel that the money and wealth in this country should be more evenly distributed among more people? 27% (fair), 66% (should be more even)
 - Do you think the gap between the rich and the poor in the United States is getting larger, getting smaller or has stayed the same? 67% (getting larger), 5% (getting smaller), 25% (staying the same)
 - Do you think the gap between rich and poor in this country is a problem that needs to be addressed now, a problem but one that does not need to be addressed now or not a problem? 65% (Now), 16% (not addressed now), 17% (not a problem)
 - Should the government do more to reduce the gap between the rich and the poor in this country or is this something the government should not be doing? 57% (reduce gap), 39% (should not)
-

From: Hagelgans, Andrea
Sent: Thursday, October 29, 2015 5:37 PM
To: Gunaratna, Mahen
Subject: Cbs/nyt poll from spring

Can u send me the nyt/cbs income inequality poll toplines again? Just the toplines
Sent from my BlackBerry 10 smartphone.

From: [Banks, Angela](#)
To: [Dan Levitan](#)
Subject: Re: Black Lives Matter protestors/Mayor de Blasio
Date: Thursday, October 29, 2015 9:25:32 PM

Will do

Sent from my iPhone

On Oct 29, 2015, at 9:24 PM, Dan Levitan <dan@berlinrosen.com> wrote:

Please tell her she can reach out to me

--

Dan Levitan
BerlinRosen Public Affairs
O: 646.200.5315
C: 201.674.7475
@levitandan

From: Banks, Angela [<mailto:abanks@cityhall.nyc.gov>]
Sent: Thursday, October 29, 2015 9:22 PM
To: Dan Levitan <dan@berlinrosen.com>
Subject: Fwd: Black Lives Matter protestors/Mayor de Blasio

Sent from my iPhone

Begin forwarded message:

From: "Eversley, Melanie" <meversle@usatoday.com>
Date: October 29, 2015 at 8:20:18 PM EDT
To: "khinton@cityhall.nyc.gov" <khinton@cityhall.nyc.gov>, "abanks@cityhall.nyc.gov" <abanks@cityhall.nyc.gov>
Subject: **Fw: Black Lives Matter protestors/Mayor de Blasio**

From: Eversley, Melanie
Sent: Thursday, October 29, 2015 8:09 PM
To: pressoffice@cityhall.nyc.gov
Subject: Black Lives Matter protestors/Mayor de Blasio

Hello.

Melanie Eversley from USA Today here. I just saw on Twitter that some Black Lives Matter protestors may have just tried to storm a fundraiser that is being hosted or attended by the mayor. Can you tell me anything about this?

Thanks so much,

Melanie Eversley

mobile: 347-380-3858

From: [Hagelgans, Andrea](#)
To: [B](#)
Cc: [Walzak, Phil](#); "[Jonathan Rosen](#)"
Subject: Fight for 15 Talking Point
Date: Thursday, October 29, 2015 9:33:33 PM

Here's what you've said previously:

(four states are Alaska, Arkansas, Nebraska, and South Dakota)

Mayor: Well, I point to the four states – four red states – that in 2014, in the general election, voted for minimum wage increases, and certainly the extraordinary efforts in the Fight for \$15 coalition – demonstrations in 200 cities simultaneously two weeks ago.

Sent from my BlackBerry 10 smartphone.

From: [Coney, Javon](#)
To: [Viguers, Jonathan](#); [Kadushin, Peter](#); [Lupo, Jon Paul](#)
Cc: [Salazar-Rodriguez, Prisca](#); [Arslanian, Kayla](#); "Jonathan@berlinrosen.com"; [Hagelgans, Andrea](#)
Subject: Re: SOP - 10/30
Date: Friday, October 30, 2015 7:52:33 AM

I am across the street standing by since don't want strong imprint. JPL is going inside but don't think he is there yet. He's probably still at least 15 away.

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

From: Viguers, Jonathan
Sent: Friday, October 30, 2015 07:50 AM
To: Kadushin, Peter; Lupo, Jon Paul
Cc: Salazar-Rodriguez, Prisca; Arslanian, Kayla; Jonathan Rosen <Jonathan@berlinrosen.com>; Hagelgans, Andrea; Coney, Javon
Subject: Re: SOP - 10/30

Is anyone at the breakfast? How's it look?

sent from a mobile device.

Original Message
From: Kadushin, Peter
Sent: Friday, October 30, 2015 7:39 AM
To: Lupo, Jon Paul
Cc: Viguers, Jonathan; Salazar-Rodriguez, Prisca; Arslanian, Kayla; Jonathan Rosen; Hagelgans, Andrea; Coney, Javon
Subject: Re: SOP - 10/30

Nm. Thought that was viguers, not jpl.

> On Oct 30, 2015, at 7:38 AM, Kadushin, Peter <pkadushin@cityhall.nyc.gov> wrote:
>
> Gym?
>
>> On Oct 30, 2015, at 7:37 AM, Lupo, Jon Paul <JPLupo@cityhall.nyc.gov> wrote:
>>
>> Getting on train to juniors. Above ground in 30.
>>
>> Jon Paul
>>
>>> On Oct 30, 2015, at 7:26 AM, Viguers, Jonathan <JViguers@cityhall.nyc.gov> wrote:
>>>
>>> ++
>>>
>>> Mayor on MJ. Will let you know where we are headed next.
>>>
>>> sent from a mobile device.
>>> Original Message
>>> From: Viguers, Jonathan
>>> Sent: Friday, October 30, 2015 6:53 AM
>>> To: Salazar-Rodriguez, Prisca
>>> Cc: Arslanian, Kayla; Jonathan Rosen; Hagelgans, Andrea
>>> Subject: Re: SOP - 10/30
>>>
>>>
>>> + andrea
>>>

>>> in hold room w/ rosen
>>>
>>> sent from a mobile device.
>>>
>>>> On Oct 30, 2015, at 6:39 AM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:
>>>>
>>>> Mayor en route to morning joe.
>>>>
>>>> Sent from my iPhone
>>>>
>>>>> On Oct 30, 2015, at 6:39 AM, Viguers, Jonathan <JViguers@cityhall.nyc.gov> wrote:
>>>>>
>>>>> En route to morning joe
>>>>>
>>>>> sent from a mobile device.
>>>>> Original Message
>>>>> From: Viguers, Jonathan
>>>>> Sent: Friday, October 30, 2015 6:32 AM
>>>>> To: Arslanian, Kayla
>>>>> Cc: Salazar-Rodriguez, Prisca
>>>>> Subject: Re: SOP - 10/30
>>>>>
>>>>>
>>>>> Costume is in the car. no movement from the boss yet
>>>>>
>>>>> sent from a mobile device.
>>>>>
>>>>>> On Oct 30, 2015, at 6:27 AM, Arslanian, Kayla <KArslanian@cityhall.nyc.gov> wrote:
>>>>>>
>>>>>> Hey! You at Gracie and rolling out soon??
>>>>>>
>>>>>> (And don't forget to check that Halloween costume is in his car ... Thank you!!)
>>>>>>
>>>>>> Sent from my iPhone

From: [Klein, Monica](#)
To: [Jonathan Rosen](#); [Viguers, Jonathan](#)
Cc: [Kadushin, Peter](#); [Lupo, Jon Paul](#); [Salazar-Rodriguez, Prisca](#); [Arslanian, Kayla](#); [Hagelgans, Andrea](#); [Coney, Javon](#); [Boeglin, Rosemary](#)
Subject: Re: SOP - 10/30
Date: Friday, October 30, 2015 7:57:50 AM

we're keeping you on all day.

On 10/30/15, 7:57 AM, "Jonathan Rosen" <Jonathan@berlinrosen.com> wrote:

>Drinks for whoever gets me off this thread.
>
>Sent from my iPad
>
>> On Oct 30, 2015, at 7:55 AM, "Viguers, Jonathan"
>><JViguers@cityhall.nyc.gov> wrote:
>>
>> ++
>>
>> Mk ready for news?
>>
>> sent from a mobile device.
>> Original Message
>> From: Viguers, Jonathan
>> Sent: Friday, October 30, 2015 7:54 AM
>> To: Kadushin, Peter; Lupo, Jon Paul
>> Cc: Salazar-Rodriguez, Prisca; Arslanian, Kayla; Jonathan Rosen;
>>Hagelgans, Andrea; Coney, Javon
>> Subject: Re: SOP - 10/30
>>
>>
>> Wrapped at morning joe.
>>
>> Heading to juniors. Gym still a possibility
>>
>> sent from a mobile device.
>> Original Message
>> From: jviguers@cityhall.nyc.gov
>> Sent: Friday, October 30, 2015 7:50 AM
>> To: Kadushin, Peter; Lupo, Jon Paul
>> Cc: Salazar-Rodriguez, Prisca; Arslanian, Kayla; Jonathan Rosen;
>>Hagelgans, Andrea; Coney, Javon
>> Subject: Re: SOP - 10/30
>>
>> Is anyone at the breakfast? How's it look?
>>
>> sent from a mobile device.
>> Original Message
>> From: Kadushin, Peter
>> Sent: Friday, October 30, 2015 7:39 AM
>> To: Lupo, Jon Paul
>> Cc: Viguers, Jonathan; Salazar-Rodriguez, Prisca; Arslanian, Kayla;
>>Jonathan Rosen; Hagelgans, Andrea; Coney, Javon

>> Subject: Re: SOP - 10/30
>>
>> Nm. Thought that was viguers, not jpl.
>>
>>> On Oct 30, 2015, at 7:38 AM, Kadushin, Peter
>>><pkadushin@cityhall.nyc.gov> wrote:
>>>
>>> Gym?
>>>
>>>> On Oct 30, 2015, at 7:37 AM, Lupo, Jon Paul <JPLupo@cityhall.nyc.gov>
>>>>wrote:
>>>>
>>>> Getting on train to juniors. Above ground in 30.
>>>>
>>>> Jon Paul
>>>>
>>>>> On Oct 30, 2015, at 7:26 AM, Viguers, Jonathan
>>>>><JViguers@cityhall.nyc.gov> wrote:
>>>>>
>>>>> ++
>>>>>
>>>>> Mayor on MJ. Will let you know where we are headed next.
>>>>>
>>>>> sent from a mobile device.
>>>>> Original Message
>>>>> From: Viguers, Jonathan
>>>>> Sent: Friday, October 30, 2015 6:53 AM
>>>>> To: Salazar-Rodriguez, Prisca
>>>>> Cc: Arslanian, Kayla; Jonathan Rosen; Hagelgans, Andrea
>>>>> Subject: Re: SOP - 10/30
>>>>>
>>>>>
>>>>> + andrea
>>>>>
>>>>> in hold room w/ rosen
>>>>>
>>>>> sent from a mobile device.
>>>>>
>>>>>> On Oct 30, 2015, at 6:39 AM, Salazar-Rodriguez, Prisca
>>>>>><PSalazar-Rodriguez@cityhall.nyc.gov> wrote:
>>>>>>
>>>>>> Mayor en route to morning joe.
>>>>>>
>>>>>> Sent from my iPhone
>>>>>>
>>>>>>> On Oct 30, 2015, at 6:39 AM, Viguers, Jonathan
>>>>>>><JViguers@cityhall.nyc.gov> wrote:
>>>>>>>
>>>>>>> En route to morning joe
>>>>>>>
>>>>>>> sent from a mobile device.
>>>>>>> Original Message
>>>>>>> From: Viguers, Jonathan
>>>>>>> Sent: Friday, October 30, 2015 6:32 AM
>>>>>>> To: Arslanian, Kayla
>>>>>>> Cc: Salazar-Rodriguez, Prisca
>>>>>>> Subject: Re: SOP - 10/30
>>>>>>>
>>>>>>>
>>>>>>> Costume is in the car. no movement from the boss yet

>>>>>>

>>>>>> sent from a mobile device.

>>>>>>

>>>>>>> On Oct 30, 2015, at 6:27 AM, Arslanian, Kayla

>>>>>>><KArslanian@cityhall.nyc.gov> wrote:

>>>>>>>

>>>>>>> Hey! You at Gracie and rolling out soon??

>>>>>>>

>>>>>>> (And don't forget to check that Halloween costume is in his car

>>>>>>>... Thank you!!)

>>>>>>>

>>>>>>> Sent from my iPhone

From: [Lupo, Jon Paul](#)
To: [Viguers, Jonathan](#)
Cc: [Kadushin, Peter](#); [Salazar-Rodriguez, Prisca](#); [Arslanian, Kayla](#); [Hagelgans, Andrea](#); [Coney, Javon](#)
Bcc: [Jonathan Rosen](#)
Subject: Re: SOP - 10/30
Date: Friday, October 30, 2015 8:04:45 AM

Taking Rosen off by bcc.

Jon Paul

> On Oct 30, 2015, at 8:03 AM, Viguers, Jonathan <JViguers@cityhall.nyc.gov> wrote:
>
> What time do you recommend?
>
> sent from a mobile device.
> Original Message
> From: Lupo, Jon Paul
> Sent: Friday, October 30, 2015 8:01 AM
> To: Viguers, Jonathan
> Cc: Kadushin, Peter; Salazar-Rodriguez, Prisca; Arslanian, Kayla; Jonathan Rosen; Hagelgans, Andrea; Coney, Javon
> Subject: Re: SOP - 10/30
>
>
> Arrived. Relatively empty. Not worth coming in right now.
>
> Jon Paul
>
>> On Oct 30, 2015, at 7:54 AM, Viguers, Jonathan <JViguers@cityhall.nyc.gov> wrote:
>>
>> Wrapped at morning joe.
>>
>> Heading to juniors. Gym still a possibility
>>
>> sent from a mobile device.
>> Original Message
>> From: jviguers@cityhall.nyc.gov
>> Sent: Friday, October 30, 2015 7:50 AM
>> To: Kadushin, Peter; Lupo, Jon Paul
>> Cc: Salazar-Rodriguez, Prisca; Arslanian, Kayla; Jonathan Rosen; Hagelgans, Andrea; Coney, Javon
>> Subject: Re: SOP - 10/30
>>
>> Is anyone at the breakfast? How's it look?
>>
>> sent from a mobile device.
>> Original Message
>> From: Kadushin, Peter
>> Sent: Friday, October 30, 2015 7:39 AM
>> To: Lupo, Jon Paul
>> Cc: Viguers, Jonathan; Salazar-Rodriguez, Prisca; Arslanian, Kayla; Jonathan Rosen; Hagelgans, Andrea; Coney, Javon
>> Subject: Re: SOP - 10/30
>>
>> Nm. Thought that was viguers, not jpl.
>>
>>> On Oct 30, 2015, at 7:38 AM, Kadushin, Peter <pkadushin@cityhall.nyc.gov> wrote:
>>>

>>> Gym?
>>>
>>>> On Oct 30, 2015, at 7:37 AM, Lupo, Jon Paul <JPLupo@cityhall.nyc.gov> wrote:
>>>>
>>>> Getting on train to juniors. Above ground in 30.
>>>>
>>>> Jon Paul
>>>>
>>>>> On Oct 30, 2015, at 7:26 AM, Viguers, Jonathan <JViguers@cityhall.nyc.gov> wrote:
>>>>>
>>>>> ++
>>>>>
>>>>> Mayor on MJ. Will let you know where we are headed next.
>>>>>
>>>>> sent from a mobile device.
>>>>> Original Message
>>>>> From: Viguers, Jonathan
>>>>> Sent: Friday, October 30, 2015 6:53 AM
>>>>> To: Salazar-Rodriguez, Prisca
>>>>> Cc: Arslanian, Kayla; Jonathan Rosen; Hagelgans, Andrea
>>>>> Subject: Re: SOP - 10/30
>>>>>
>>>>>
>>>>> + andrea
>>>>>
>>>>> in hold room w/ rosen
>>>>>
>>>>> sent from a mobile device.
>>>>>
>>>>>> On Oct 30, 2015, at 6:39 AM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:
>>>>>>
>>>>>> Mayor en route to morning joe.
>>>>>>
>>>>>> Sent from my iPhone
>>>>>>
>>>>>>> On Oct 30, 2015, at 6:39 AM, Viguers, Jonathan <JViguers@cityhall.nyc.gov> wrote:
>>>>>>>
>>>>>>> En route to morning joe
>>>>>>>
>>>>>>> sent from a mobile device.
>>>>>>> Original Message
>>>>>>> From: Viguers, Jonathan
>>>>>>> Sent: Friday, October 30, 2015 6:32 AM
>>>>>>> To: Arslanian, Kayla
>>>>>>> Cc: Salazar-Rodriguez, Prisca
>>>>>>> Subject: Re: SOP - 10/30
>>>>>>>
>>>>>>>
>>>>>>> Costume is in the car. no movement from the boss yet
>>>>>>>
>>>>>>> sent from a mobile device.
>>>>>>>
>>>>>>>> On Oct 30, 2015, at 6:27 AM, Arslanian, Kayla <KArslanian@cityhall.nyc.gov> wrote:
>>>>>>>>
>>>>>>>> Hey! You at Gracie and rolling out soon??
>>>>>>>>
>>>>>>>> (And don't forget to check that Halloween costume is in his car ... Thank you!!)
>>>>>>>>
>>>>>>>> Sent from my iPhone

From: [Hagelgans, Andrea](#)
To: [Jonathan Rosen](#)
Subject: Fw: Morning Joe
Date: Friday, October 30, 2015 8:24:43 AM

Sent from my BlackBerry 10 smartphone.

Original Message

From: FLONYC <FLONYC@cityhall.nyc.gov>
Sent: Friday, October 30, 2015 8:19 AM
To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen
Subject: Morning Joe

Good solid performance by our Mayor this morning! Here are my reflections...

1. This show always begins with a topic other than the headliner. Have to be prepared for that.
2. I understand why it didn't happen but when they got to Hillary, would have been stronger if Bill's most important message came first. "I endorse Hillary!"
3. We've got great crime statistics, but there is a gap in our message regarding police/community relations. Joe is a bully in tone and demeanor, but Bill should have had the high ground here.

From: [Snyder, Thomas](#)
To: [B; Hagelgans, Andrea](#)
Cc: [Jonathan Rosen](#); [Walzak, Phil](#); [Klein, Monica](#); [Hinton, Karen](#)
Subject: Re: Strong interview
Date: Friday, October 30, 2015 9:38:04 AM

Got two unsolicited very positive reviews from friends from out of town.

From: Bill de Blasio <BCCD@cityhall.nyc.gov>
Reply-To: Bill de Blasio <BCCD@cityhall.nyc.gov>
Date: Friday, October 30, 2015 at 9:34 AM
To: Andrea Hagelgans <AHagelgans@cityhall.nyc.gov>
Cc: Tom Snyder <tsnyder@cityhall.nyc.gov>, Jonathan Rosen <Jonathan@berlinrosen.com>, "Walzak, Phil" <PWalzak@cityhall.nyc.gov>, "Klein, Monica" <MKlein@cityhall.nyc.gov>, Karen Hinton <KHinton@cityhall.nyc.gov>
Subject: Re: Strong interview

Much appreciated, Andrea. I think we've gone from a troubled situation last year with Mojo to a better one. We should determine how best to use them in our line-up of options

From: "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>
Date: Fri, 30 Oct 2015 12:09:07 +0000
To: B<BCCD@cityhall.nyc.gov>
Cc: Snyder, Thomas<TSnyder@cityhall.nyc.gov>; Jonathan Rosen<jonathan@berlinrosen.com>; Walzak, Phil<PWalzak@cityhall.nyc.gov>; Klein, Monica<MKlein@cityhall.nyc.gov>; Hinton, Karen<KHinton@cityhall.nyc.gov>
Subject: Strong interview

You were able to accomplish goals you defined last night. Remind folks of true hillary, speak broadly to what american people are yearning for (end income inequality) and no harm to Sanders (at least that I saw)

Nice chemistry and friendly jousting

Good job on off topic as well. Didn't miss a beat. For not liking early AM interviews they do seem to be your strong suit.

Sent from my BlackBerry 10 smartphone.

From: [Greig, Katherine](#)
To: "Matthew Hassett"
Cc: [Christie Peale](#); [Grassi, Carrie](#); [Caroline Nagy \(Caroline.Nagy@cnycn.org\)](#); [Jovana Rizzo](#)
Subject: RE: Daily news editorial
Date: Friday, October 30, 2015 2:42:45 PM
Attachments: [20151030 Daily news editorial_khg_AS.DOCX](#)

Here's a version Amy marked up. This is by no means the final word.

Katherine

KATHERINE GREIG | [212-788-1464](tel:212-788-1464)

From: Matthew Hassett [mailto:matthew.hassett@cnycn.org]
Sent: Friday, October 30, 2015 2:01 PM
To: Greig, Katherine
Cc: Christie Peale; Grassi, Carrie; Caroline Nagy (Caroline.Nagy@cnycn.org); Jovana Rizzo
Subject: Re: Daily news editorial

Thanks. Working on it now. Have you contacted the NYDN (Josh Greenman) yet to see if they have space?

Matthew Hassett | Director of Policy & Communications [T 646-786-0895](tel:646-786-0895)

Center for NYC Neighborhoods
17 Battery Place, Suite 728 | New York, NY 10004
cnycn.org



On Fri, Oct 30, 2015 at 1:33 PM, Greig, Katherine <KGreig@cityhall.nyc.gov> wrote:
Mid-afternoon, ideally.

Katherine

KATHERINE GREIG | [212-788-1464](tel:212-788-1464)

From: Matthew Hassett [mailto:matthew.hassett@cnycn.org]
Sent: Friday, October 30, 2015 1:27 PM
To: Greig, Katherine
Cc: Christie Peale; Grassi, Carrie; Caroline Nagy (Caroline.Nagy@cnycn.org); Jovana Rizzo
Subject: Re: Daily news editorial

When do you need this by?

On Friday, October 30, 2015, Greig, Katherine <KGreig@cityhall.nyc.gov> wrote:
Great – feel free to do a markup.

Katherine

KATHERINE GREIG | [212-788-1464](tel:212-788-1464)

From: Christie Peale [mailto:christie.peale@cnycn.org]

Sent: Friday, October 30, 2015 1:12 PM
To: Greig, Katherine
Cc: Grassi, Carrie; Caroline Nagy (Caroline.Nagy@cnycn.org); Matthew Hassett
Subject: Re: Daily news editorial

We'd love to help clarify the issue--the editorial is completely confusing. I'm adding Matt as I'm on a call that I can't jump off until 2.

Christie Peale | Executive Director | [646-786-0881](tel:646-786-0881)

Center for NYC Neighborhoods
17 Battery Place, Suite 728 | New York, NY 10004
cnycn.org

| | |

On Fri, Oct 30, 2015 at 1:07 PM, Greig, Katherine <KGreig@cityhall.nyc.gov> wrote:
I misspoke – Dan is wondering if you would consider co-signing the editorial?

And we are happy to make edits.

Katherine

KATHERINE GREIG | [212-788-1464](tel:212-788-1464)

From: Greig, Katherine
Sent: Friday, October 30, 2015 1:00 PM
To: Christie Peale
Cc: Grassi, Carrie; Caroline Nagy (Caroline.Nagy@cnycn.org)
Subject: Daily news editorial

Christie,

This morning the Daily News put out this article that gets the story quite wrong:

Three years after Hurricane Sandy's devastation — and amid warnings about climate change and rising sea levels

<http://www.nydailynews.com/opinion/editorial-bill-tide-article-1.2417035>

Attached is a draft editorial Dan is proposing to submit. It would be great if you would be willing to provide a quote.

Please let us know,

Katherine

KATHERINE GREIG | [212-788-1464](tel:212-788-1464)

--

Matthew Hassett | Director of Policy & Communications T [646-786-0895](tel:646-786-0895)

Center for NYC Neighborhoods

17 Battery Place, Suite 728 | New York, NY 10004

cnycn.org



In the aftermath of Hurricane Sandy, it's clear ~~has become apparent~~ that flood risk and federal flood insurance, which are complex by their very nature, are topics with far-reaching consequences across the city's coastal communities. ~~Unfortunately, the Daily News got it wrong in its editorial and are advocating for outcomes that~~ That's why the City is taking a proactive approach to reducing both climate and affordability risks for homeowners -- because failure to act ~~would~~ could cause a financial storm that could rival or even exceed Sandy's impacts.

Over the last three years, New York City and its scientific and community partners have been leading the way in addressing the risks of flooding and sea level rise. It is clear that ~~our~~ these risks are only growing, ~~which highlights~~ highlighting the urgency behind ~~our~~ the comprehensive \$20 billion resiliency program we're aggressively implementing around the five boroughs.

What is also clear is that the federally-run National Flood Insurance Program is in need of vital reforms to better promote mitigation of flood risk ~~and also to~~ and ensure affordability for the long run.

That's why the City is actively working with FEMA to ensure that (1) FEMA depicts *current* risk correctly – informed by the best available science; (2) the City rebuilds conservatively ~~extra~~ cautiously, taking into account *future* risk, including potential sea level rise; and (3) we continue to advocate for NFIP flood insurance affordability so ~~they~~ the federal government doesn't pull the rug out from under homeowners who saved money, bought homes, and assumed flood insurance premiums would remain reasonable.

Unfortunately, the City found errors in FEMA's map-making process, meaning that they don't accurately reflect what they are intended to show – the *current* flood risk of a 100-year flood. Their models simply didn't reflect the scientific realities on the ground, were not properly calibrated and too few tidal cycles were applied in their statistical analysis. ~~This~~ translating into an overstatement of potential flood elevations across the city, and the region, by as much as 2.5 feet.

The financial implications of overstating these risks is enormous – raising premiums to as much as \$10,000 a year for impacted homeowners and potentially pricing many middle income families, and entire communities, out of their homes.

The good news is that the City was proactive: submitting an appeal of FEMA's maps, while still ~~and had already~~ adopting ~~ed~~ these over-conservative maps ~~projections~~ into its building code, ensuring that all rebuilding work after Sandy would be built to safer standards and protecting homeowners' pocketbooks in case the appeal does is not accepted. ~~But the financial implications of overstating this risk is enormous and could price many middle income families out of their homes.~~

The City's goal continues to be to ensure that FEMA's flood maps accurately reflect the *current* flood risk, based on sound scientific and technical analysis, so that ~~appropriate~~ building codes and other measures meant to address *future* flood risk can be appropriately implemented. To ensure that we invest wisely in the areas of the City at greatest risk and reach the City's

resiliency goals, the City must have a scientifically accurate assessment of flood risk. This assessment starts with accurate FEMA flood maps. That's why we are appealing the flood maps.

As we continue to advance our comprehensive \$20 billion resiliency program to adapt our city ~~against to~~ the ~~future impacts~~impacts of climate change, we must ensure that our coastal communities are not wiped out from a financial storm. That's why we'll continue to fight for a reformed National Flood Insurance Program that protects New Yorkers from both climate and affordability risks ~~better allows for flood mitigation and promotes affordability of flood insurance.~~ to ensure communities that are stronger, more resilient, and able to with

From: [Greig, Katherine](#)
To: "[Christie Peale](#)"
Cc: [Matthew Hassett](#); [Grassi, Carrie](#); [Caroline Nagy \(Caroline.Nagy@cnycn.org\)](#); [Jovana Rizzo](#)
Subject: RE: Daily news editorial
Date: Friday, October 30, 2015 3:50:54 PM

Thanks – will circulate shortly

Philip Orton from Stevens also hopes to sign and he has a few thoughts....

Stay tuned

Katherine

KATHERINE GREIG | [212-788-1464](#)

From: Christie Peale [<mailto:christie.peale@cnycn.org>]
Sent: Friday, October 30, 2015 3:50 PM
To: Greig, Katherine
Cc: Matthew Hassett; Grassi, Carrie; Caroline Nagy (Caroline.Nagy@cnycn.org); Jovana Rizzo
Subject: Re: Daily news editorial

Hi Katherine:

Our edits to Amy's edits are attached. I'm happy to defer to you all on co-authorship-- whatever Amy thinks will be a better hook for the DN.

Thanks,
Christie

Christie Peale | Executive Director | [646-786-0881](#)

Center for NYC Neighborhoods
17 Battery Place, Suite 728 | New York, NY 10004
cnycn.org

| | |

On Fri, Oct 30, 2015 at 2:42 PM, Greig, Katherine <KGreig@cityhall.nyc.gov> wrote:
Here's a version Amy marked up. This is by no means the final word.

Katherine

KATHERINE GREIG | [212-788-1464](#)

From: Matthew Hassett [<mailto:matthew.hassett@cnycn.org>]
Sent: Friday, October 30, 2015 2:01 PM
To: Greig, Katherine
Cc: Christie Peale; Grassi, Carrie; Caroline Nagy (Caroline.Nagy@cnycn.org); Jovana Rizzo
Subject: Re: Daily news editorial

Thanks. Working on it now. Have you contacted the NYDN (Josh Greenman) yet to see if they have space?

Matthew Hassett | Director of Policy & Communications T [646-786-0895](tel:646-786-0895)

Center for NYC Neighborhoods
17 Battery Place, Suite 728 | New York, NY 10004
cnycn.org

| | |
On Fri, Oct 30, 2015 at 1:33 PM, Greig, Katherine <KGreig@cityhall.nyc.gov> wrote:
Mid-afternoon, ideally.

Katherine

KATHERINE GREIG | [212-788-1464](tel:212-788-1464)

From: Matthew Hassett [mailto:matthew.hassett@cnycn.org]
Sent: Friday, October 30, 2015 1:27 PM
To: Greig, Katherine
Cc: Christie Peale; Grassi, Carrie; Caroline Nagy (Caroline.Nagy@cnycn.org); Jovana Rizzo

Subject: Re: Daily news editorial

When do you need this by?

On Friday, October 30, 2015, Greig, Katherine <KGreig@cityhall.nyc.gov> wrote:
Great – feel free to do a markup.

Katherine

KATHERINE GREIG | [212-788-1464](tel:212-788-1464)

From: Christie Peale [mailto:christie.peale@cnycn.org]
Sent: Friday, October 30, 2015 1:12 PM
To: Greig, Katherine
Cc: Grassi, Carrie; Caroline Nagy (Caroline.Nagy@cnycn.org); Matthew Hassett
Subject: Re: Daily news editorial

We'd love to help clarify the issue--the editorial is completely confusing. I'm adding Matt as I'm on a call that I can't jump off until 2.

Christie Peale | Executive Director | [646-786-0881](tel:646-786-0881)

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| | |
On Fri, Oct 30, 2015 at 1:07 PM, Greig, Katherine <KGreig@cityhall.nyc.gov> wrote:
I misspoke – Dan is wondering if you would consider co-signing the editorial?

And we are happy to make edits.

Katherine

KATHERINE GREIG | [212-788-1464](tel:212-788-1464)

From: Greig, Katherine
Sent: Friday, October 30, 2015 1:00 PM
To: Christie Peale
Cc: Grassi, Carrie; Caroline Nagy (Caroline.Nagy@cnycn.org)
Subject: Daily news editorial

Christie,

This morning the Daily News put out this article that gets the story quite wrong:

Three years after Hurricane Sandy’s devastation — and amid warnings about climate change and rising sea levels

<http://www.nydailynews.com/opinion/editorial-bill-tide-article-1.2417035>

Attached is a draft editorial Dan is proposing to submit. It would be great if you would be willing to provide a quote.

Please let us know,

Katherine

KATHERINE GREIG | [212-788-1464](tel:212-788-1464)

--

Matthew Hassett | Director of Policy & Communications T [646-786-0895](tel:646-786-0895)

Center for NYC Neighborhoods
17 Battery Place, Suite 728 | New York, NY 10004
cnycn.org

|

|

|

From: [Greig, Katherine](#)
To: ["porton"; "christie.peale@cnycn.org" \(christie.peale@cnycn.org\)](#)
Cc: [Jovana Rizzo \(jovana@berlinrosen.com\)](#); [Grassi, Carrie](#); [Zarrilli, Dan](#)
Subject: FW: 20151030 Daily news editorial_khg_AS_jr_khg
Date: Friday, October 30, 2015 4:14:24 PM
Attachments: [20151030 Daily news editorial_khg_AS_jr_khg.docx](#)

Philip, Christie,

Please see attached the latest draft. If this looks OK to you we will send it to the press office.

There's always the possibility it gets edited along the way, but this would be our draft.

Please let me know.

Thanks,

Katherine

KATHERINE GREIG | 212-788-1464

From: Zarrilli, Dan
Sent: Friday, October 30, 2015 4:12 PM
To: Greig, Katherine
Subject: 20151030 Daily news editorial_khg_AS_jr_khg

In the aftermath of Hurricane Sandy, it's clear ~~has become apparent~~ that flood risk and federal flood insurance, which are complex by their very nature, are topics with far-reaching consequences across the city's coastal communities. ~~Unfortunately, the Daily News got it wrong in its editorial and are advocating for outcomes that~~ That's why the City is taking a proactive approach to reducing both climate and affordability risks for homeowners -- because failure to act ~~would~~ could cause a financial storm that could rival or even exceed Sandy's impacts.

Over the last three years, New York City and its scientific and community partners, including Stevens Institute of Technology, have been leading the way in describing and addressing the risks of flooding and sea level rise. It is clear that ~~our these~~ risks are only growing, ~~which highlight~~ highlighting the urgency behind ~~our the~~ comprehensive \$20 billion resiliency program we're the City is aggressively implementing around the five boroughs.

What is also clear is that the federally-run National Flood Insurance Program is in need of vital reforms to better promote mitigation of flood risk ~~and also to~~ and ensure affordability for the long run. FEMA's current program is a one-size-fits-all approach that disproportionately hurts New York City. Waterfront communities around the country are lined with vacation homes – this is not the case in our city, where our waterfront neighborhoods, including Canarsie and the Far Rockaways, are home to working- and middle-class families.-

That's why the City, and non-profit and academic partners are actively working with FEMA to ensure that (1) FEMA depicts *current* risk correctly – informed by the best available science; (2) the City rebuilds ~~conservatively~~ extra cautiously, taking into account *future* risk, including potential sea level rise; and (3) we continue to advocate for NFIP flood insurance affordability so ~~they the federal government~~ doesn't pull the rug out from under homeowners who saved money, bought homes, and assumed flood insurance premiums would remain reasonable.

Unfortunately, the City, ~~found errors~~ with support from an engineering firm and scientific partners at Stevens Institute of Technology, found errors in FEMA's map-making process, meaning that they don't accurately reflect what they are intended to show – the *current* flood risk of a 100-year flood. Their models simply didn't reflect the scientific realities on the ground, were not properly calibrated and too few tidal cycles were applied in their statistical analysis. ~~This~~ translating into an overstatement of potential flood elevations across the city, and the region, by as much as 2.5 feet.

The financial implications of overstating these risks is enormous – raising premiums to as much as \$10,000 a year for impacted homeowners and potentially pricing many middle income families, and entire communities, out of their homes. Furthermore, property owners beyond the highest risk area should be able to buy affordable flood ~~affordable~~ insurance because of their less risky location.

The good news is that the City ~~was~~ has been proactive: submitting an appeal of FEMA's maps, while still ~~e~~ and had already adopting these over-conservative maps projections into its building code, ensuring that all rebuilding work after Sandy would be built to safer standards and protecting homeowners' pocketbooks in case the FEMA appeal ~~does~~ is not accepted. We're The City is also working with partners, including the Center for NYC Neighborhoods and Stevens

Institute, to educate homeowners about their flood risk and anticipated costs, including the creation of the online tool FloodHelpNY.org and flood maps that show the impact of sea level rise. ~~But the financial implications of overstating this risk is enormous and could price many middle income families out of their homes.~~

The City's goal continues to be to ensure that FEMA's flood maps accurately reflect the *current* flood risk, based on sound scientific and technical analysis, so that ~~appropriate~~ building codes and other measures meant to address *future* flood risk can be appropriately implemented. To ensure that we invest wisely in the areas of the City at greatest risk and reach the City's resiliency goals, the City must have a scientifically accurate assessment of flood risk. This assessment starts with accurate FEMA flood maps. ~~That's why we are appealing the flood maps – that's why we are appealing them.~~

As we continue to advance our comprehensive \$20 billion resiliency program to adapt our city ~~against to~~ the ~~future impacts~~impacts of climate change, we must ensure that our coastal communities are not wiped out from a financial storm driven by inaccurate maps. That's why we'll continue to ~~fight~~fight for the incorporation of the best available science and advocate for a reformed National Flood Insurance Program that protects New Yorkers from both climate and affordability risks ~~better allows for flood mitigation and promotes affordability of flood insurance.~~ to ensure communities that are stronger, more resilient, and able to with, to create strong, resilient communities.

From: [Greig, Katherine](#)
To: ["Philip Orton"; "christie.peale@cnycn.org" \(christie.peale@cnycn.org\)](#)
Cc: [Jovana Rizzo \(jovana@berlinrosen.com\)](#); [Grassi, Carrie](#); [Zarrilli, Dan](#)
Subject: RE: FW: 20151030 Daily news editorial_khg_AS_jr_khg
Date: Friday, October 30, 2015 5:07:02 PM

Philip, Christie,

Can you send your name and title as you would like it to appear?

Many thanks again,

Katherine

KATHERINE GREIG | 212-788-1464

From: Philip Orton [mailto:philip.orton@stevens.edu]
Sent: Friday, October 30, 2015 5:03 PM
To: Greig, Katherine; 'christie.peale@cnycn.org' (christie.peale@cnycn.org)
Cc: Jovana Rizzo (jovana@berlinrosen.com); Grassi, Carrie; Zarrilli, Dan
Subject: Re: FW: 20151030 Daily news editorial_khg_AS_jr_khg

Looks great. In the attached version with tracked changes, I suggest a few minor edits.
Philip

On 10/30/2015 4:14 PM, Greig, Katherine wrote:

Philip, Christie,

Please see attached the latest draft. If this looks OK to you we will send it to the press office.

There's always the possibility it gets edited along the way, but this would be our draft.

Please let me know.

Thanks,

Katherine

KATHERINE GREIG | 212-788-1464

From: Zarrilli, Dan
Sent: Friday, October 30, 2015 4:12 PM
To: Greig, Katherine
Subject: 20151030 Daily news editorial_khg_AS_jr_khg

--

Philip Orton, Ph.D.
Research Assistant Professor
Stevens Institute of Technology
210 Davidson Laboratory
Castle Point on Hudson
Hoboken, NJ 07030
(201) 216-8095 (w) (212) 844-9009 (m)
<http://philiporton.com>
philip.orton@stevens.edu

From: [Salazar-Rodriguez, Prisca](#)
To: "[Jonathan Rosen](#)"
Subject: RE:
Date: Friday, October 30, 2015 5:34:40 PM

shit

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Friday, October 30, 2015 5:21 PM
To: Salazar-Rodriguez, Prisca
Subject: RE:

Unfortunately Bette's leaving for LA on Nov. 20 until mid-Dec.

From: Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]
Sent: Wednesday, October 28, 2015 5:19 PM
To: Jonathan Rosen
Subject:

Nov. 24 at noon works for us and Bloomberg – can we find out if this works for Bette?

From: [Jonathan Rosen](#)
To: [Salazar-Rodriguez, Prisca](#)
Subject: Re: MBDB: Weekly Planning Meeting
Date: Sunday, November 01, 2015 6:38:49 PM

I have a personal commitment Monday night. Sorry.

Sent from my iPhone

On Nov 1, 2015, at 4:52 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

Since the Mayor is traveling on Thursday and Friday of this week our planning meeting will be tomorrow night.

If you can't make it but will call in please let me know.

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

From: Salazar-Rodriguez, Prisca

Sent: Friday, October 30, 2015 1:31 PM

To: Salazar-Rodriguez, Prisca; Thornton, Demetrius; Everett, Matt; Griffith, Chantell; Da Costa, Ricky; Walzak, Phil; Fuleihan, Dean (OMB); John, Roxanne; Reisman, Lisette; Leopold, Elana; Louis Espiritusanto, Jose; Darlington, Mandy (OMB); Zuniga, Andrea; Shorris, Anthony; Schnake Mahl, Gabriel; John Del Cecato; Snyder, Thomas; Williams, Dominic; Hagelgans, Andrea; Arslanian, Kayla; Hinton, Karen; Ko, Eunice; Wiley, Maya; Wolfe, Emma; Caquias, Paula; 'jonathan@berlinrosen.com'; Fialkoff, Gabrielle

Subject: MBDB: Weekly Planning Meeting

When: Monday, November 02, 2015 6:45 PM-8:15 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Gracie Mansion ---- Call in [REDACTED] code [REDACTED]

From: [Walzak, Phil](#)
To: [Wolfe, Emma](#); [Salazar-Rodriguez, Prisca](#); [Thornton, Demetrius](#); [Everett, Matt](#); [Griffith, Chantell](#); [Da Costa, Ricky](#); [Fuleihan, Dean \(OMB\)](#); [John, Roxanne](#); [Reisman, Lisette](#); [Leopold, Elana](#); [Louis Espiritusanto, Jose](#); [Darlington, Mandy \(OMB\)](#); [Zuniga, Andrea](#); [Shorris, Anthony](#); [Schnake Mahl, Gabriel](#); [John Del Cecato](#); [Snyder, Thomas](#); [Williams, Dominic](#); [Hagelgans, Andrea](#); [Arslanian, Kayla](#); [Hinton, Karen](#); [Ko, Eunice](#); [Wiley, Maya](#); [Caquias, Paula](#); ["jonathan@berlinrosen.com"](#); [Fialkoff, Gabrielle](#)
Subject: Re: MBDB: Weekly Planning Meeting
Date: Sunday, November 01, 2015 7:03:45 PM

I have family in town and was to have dinner tmrw nite

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Wolfe, Emma
Sent: Sunday, November 1, 2015 6:37 PM
To: Salazar-Rodriguez, Prisca; Thornton, Demetrius; Everett, Matt; Griffith, Chantell; Da Costa, Ricky; Walzak, Phil; Fuleihan, Dean (OMB); John, Roxanne; Reisman, Lisette; Leopold, Elana; Louis Espiritusanto, Jose; Darlington, Mandy (OMB); Zuniga, Andrea; Shorris, Anthony; Schnake Mahl, Gabriel; John Del Cecato; Snyder, Thomas; Williams, Dominic; Hagelgans, Andrea; Arslanian, Kayla; Hinton, Karen; Ko, Eunice; Wiley, Maya; Caquias, Paula; 'jonathan@berlinrosen.com'; Fialkoff, Gabrielle
Subject: RE: MBDB: Weekly Planning Meeting

will call in for part of it but have family commitment.

From: Salazar-Rodriguez, Prisca
Sent: Sunday, November 01, 2015 4:52 PM
To: Thornton, Demetrius; Everett, Matt; Griffith, Chantell; Da Costa, Ricky; Walzak, Phil; Fuleihan, Dean (OMB); John, Roxanne; Reisman, Lisette; Leopold, Elana; Louis Espiritusanto, Jose; Darlington, Mandy (OMB); Zuniga, Andrea; Shorris, Anthony; Schnake Mahl, Gabriel; John Del Cecato; Snyder, Thomas; Williams, Dominic; Hagelgans, Andrea; Arslanian, Kayla; Hinton, Karen; Ko, Eunice; Wiley, Maya; Wolfe, Emma; Caquias, Paula; 'jonathan@berlinrosen.com'; Fialkoff, Gabrielle
Subject: RE: MBDB: Weekly Planning Meeting

Since the Mayor is traveling on Thursday and Friday of this week our planning meeting will be tomorrow night.

If you can't make it but will call in please let me know.

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

From: Salazar-Rodriguez, Prisca
Sent: Friday, October 30, 2015 1:31 PM
To: Salazar-Rodriguez, Prisca; Thornton, Demetrius; Everett, Matt; Griffith, Chantell; Da Costa, Ricky; Walzak, Phil; Fuleihan, Dean (OMB); John, Roxanne; Reisman, Lisette; Leopold, Elana; Louis Espiritusanto, Jose; Darlington, Mandy (OMB); Zuniga, Andrea; Shorris, Anthony; Schnake Mahl, Gabriel; John Del Cecato; Snyder, Thomas; Williams, Dominic; Hagelgans, Andrea; Arslanian, Kayla; Hinton, Karen; Ko, Eunice; Wiley, Maya; Wolfe, Emma; Caquias, Paula; 'jonathan@berlinrosen.com'; Fialkoff, Gabrielle
Subject: MBDB: Weekly Planning Meeting
When: Monday, November 02, 2015 6:45 PM-8:15 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Gracie Mansion ---- Call in [REDACTED] code [REDACTED]

From: [Snyder, Thomas](#)
To: [Shorris, Anthony](#); [Walzak, Phil](#); [Wolfe, Emma](#); [Jonathan Rosen](#)
Subject: Planning Mtg.
Date: Monday, November 02, 2015 10:17:23 AM

Trying to change Planning meeting to Tuesday evening. If so, can you make it?

From: [Hanser, Leora](#)
To: Jonathan@berlinrosen.com
Subject: Thanks
Date: Monday, November 02, 2015 5:11:56 PM
Attachments: [BHC Short Concept note.docx](#)
[Talking points for Building Healthy Communitiesdf.docx](#)
[BHC Facts Figures QandA v5 11 2 15.docx](#)

Hi Jonathan,

Thanks for your time today – lovely to see you and catch up!

I'm attaching the three documents I gave to you in our meeting today. As you said, I think most of the points are there – they just need to be prioritized and refined. I'm grateful for any and all of your assistance.

Would be great to get our broods together in the 'hood – let me talk to Graeme and come back to you with some dates.

Many thanks again and very best,
Leora

Leora Hanser
Chief of Staff
Mayor's Office of Strategic Partnerships
O: 212-341-5074
M: 347-453-8118
lhanser@cityhall.nyc.gov

BUILDING HEALTHY COMMUNITIES



MAYOR'S OFFICE
OF
STRATEGIC PARTNERSHIPS



BUILDING HEALTHY COMMUNITIES

Background

Building Healthy Communities aims to improve community health outcomes by increasing opportunities for physical activity; expanding access to fresh and affordable food and promoting public safety in twelve of the City's neediest neighborhoods. The parks and open spaces in these densely populated and higher-poverty neighborhoods have historically been neglected from public investment in their maintenance and upkeep. Many of these same communities continue to report high rates of crime and equally high rates of public health challenges like obesity and diabetes.

Over the next three years, Building Healthy Communities will address those inequities. Leveraging the \$285 million capital investment of the Community Parks Initiative, Building Healthy Communities will build school and community gardens, install adult exercise equipment, establish farmers markets and create pedestrian plazas.

PROGRAM GOALS

Physical Activity

With private support, Building Healthy Communities will transform the urban landscape, creating opportunities for recreation and exercise.

- Supply and co-locate **adult exercise equipment** in or near playgrounds and parks, allowing children and parents, grandparents and caretakers to exercise simultaneously.
- Provide free **exercise and yoga classes**.
- With **Wayfinding**, create marked pathways from parks to schools, and schools to libraries, encouraging walking, running and biking.
- Establish **pedestrian plazas** in neighborhoods that most lack safe, open spaces.

Nutrition and Community Greening

Some of our poorest neighborhoods are among the most food insecure, with limited opportunities to buy and eat fresh food. With private support, Building Healthy Communities will ensure every neighborhood has the opportunity to grow or buy fresh and affordable food and that every child has opportunity to learn about healthy eating.

- Ensure each of the twelve neighborhoods has a **farmers' market**.
- Establish 5 new one-acre **urban farms** on NYCHA properties.
- Build new **school gardens** within the CPI neighborhoods to educate kids about nutrition, gardening and science.
- Ensure **community gardens** have the infrastructure they need to be safe and secure, including clean soil, fresh water, fencing, lighting, sidewalks, and lumber.

Public Safety

Safe and vibrant neighborhoods are the cornerstone of a healthy community. Families need to feel their streets and sidewalks are safe, and neighborhood parks are safe enough for their children to play in. Building Healthy Communities will:

- Implement **Crime Prevention through Environmental Design** with NYPD to ensure that any physical improvements to the parks and open space are achieved with public safety in mind.
- **Install exterior lights**, layered access (doors and intercoms) and cameras at the highest crime NYCHA developments via the Mayor’s Action Plan for Neighborhood Safety
- **Extend community center hours** at NYCHA housing developments, provide lights to targeted outdoor basketball courts, and offer recreation activities for kids who live in NYCHA developments.

Community Engagement

Community engagement and consultation are absolutely critical for the success of Building Healthy Communities. The capital investments and program delivery of the Building Healthy Communities initiative will be driven by community-expressed needs and desires, and community engagement for this initiative will build off existing community consultation processes currently underway by Partnerships for Parks, and by the Mayor’s Office of Criminal Justice, as part of the Mayor’s Action Plan for Neighborhood Safety.

Outcomes

Over the next three years, with significant support from City agencies, Building Healthy Communities will measure at least 20 different indicators ranging from exercise levels to well-lit public spaces, from cohesion among social groups to healthy eating options. Maximizing and enhancing existing City data collection efforts, Building Healthy Communities seeks to provide the evidence supporting the collective impact approach.

Neighborhoods

Bed-Stuy (Brooklyn)

Mariner’s Harbor (Staten Island)

Brownsville (Brooklyn)

Flushing (Queens)

Canarsie (Brooklyn)

Corona (Queens)

East Harlem (Manhattan)

Mott Haven (Bronx)

Central Harlem North-Polo Grounds
(Manhattan)

Morrisania (Bronx)

Hunts Point (Bronx)

Stapleton (Staten Island)

Talking points for Building Healthy Communities:

- Health is everything. Without good health, individuals can't thrive and communities cannot prosper.
- Our healthcare system is being transformed from one of treating people when they become sick to one of proactive care designed to prevent disease and maintain good health.
- Building Healthy Communities is a neighborhood-based effort designed to address the major health conditions in our communities—heart disease, diabetes, high blood pressure, and obesity that are the leading causes of chronic disease and poor health.
- Our goal is simple: create communities that nurture health by increasing access to physical activity and healthy food and promoting public safety in the underserved neighborhoods in NYC.
- We recognize that an individual's and a community's health is dependent on much more than access to medical care.
- Our health is also impacted by the environment in which we live and work and whether our neighborhoods have safe, clean, outdoor spaces where we can go to exercise, relax, play, and learn.
- Neighborhoods with the most neglected parks and open space, unsafe public space, and the lowest access to healthy food bear the heaviest burden of chronic disease and poor health.
- The Building Healthy Communities initiative will address these inequities one neighborhood at a time launching the first year in an initial 12 neighborhoods targeted by Parks under their Community Parks Initiative.
- These neighborhoods have the highest rates of diabetes, obesity, hypertension, and a range of other controllable chronic diseases, as well as the smallest investments in funding for access to physical activity and healthy food and promoting public safety
- Three Pillars:
 1. Increasing opportunities for physical activity. Sample interventions:
 - Installing adult exercise equipment.

- Establishing paths that encourage walking, running, and biking
 - Creating pedestrian plazas.
 - Providing free exercise classes.
2. Increasing access to nutritious and affordable food. Sample interventions:
- Establishing farmers markets.
 - Building community gardens.
 - Building urban, food-producing farms.
 - Increasing school gardens.
3. Promoting public safety. Sample interventions:
- Installing lighting and cameras at areas of highest crime.
 - Extending the hours of community centers.
 - Undertaking a variety of strategies to redesign public space to reduce crime.
- The plan for BHC was developed over the last year through a multi-agency, joint planning effort designed to maximize individual agency resources and align them in a comprehensive effort to revitalize our neighborhoods most in need.
 - In the process, we identified opportunities for private partnership and investment to expand and enhance the BHC model and have worked during the last six months to develop a series of public-private agreements that will leverage and compliment the investments of City government.
 - We recognize that the public health problems we face today are complex, requiring broad partnership and collective action across sectors.
 - Individuals, communities, businesses, and government all have important roles to play so that the places where we live, learn, work, and play support good health.
 - BHC is designed with this fact in mind.
 - In response, BHC will deploy and coordinate an impressive array of neighborhood-based initiatives and capital investment to achieve our goal of creating communities that nurture good physical and mental health.
 - Private sector business, nonprofits, and philanthropic donors have long played an important role in shaping NYC's built and social environment.

- BHC will push new boundaries and allow government and the private sector to collaborate through joint planning and coordination of resources to strategically target our neediest neighborhoods and solve some of our most pressing community challenges.
- Participating agencies and offices:
 - NYC Department of Health and Mental Hygiene
 - NYC Department of Parks and Recreation
 - Mayor's Office of Criminal Justice
 - NYC Department of Transportation
 - NYC Housing Authority
 - Mayor's Office of Food Policy
 - NYC Police Department
 - NYC Department of Environmental Protection
 - GrowNYC
 - Mayor's Community Affairs Unit
 - Mayor's Office of Operations

Messaging

- Many higher-poverty neighborhoods have historically been neglected from public investment in safe open spaces and access to healthy food. Many of these same communities continue to report high rates of crime and equally high rates of obesity, diabetes and chronic disease. But the impact of this issue is not limited to individual low-income families – it weighs down our whole City.
- The de Blasio administration knows that we must move toward a “culture of health” that is proactive, transform our health care system and “the culture of health” from one focused on reactive sick care to a proactive system designed to prevent disease and maintain good health. This starts by enabling all communities to nurture healthy citizens with access to healthy food, opportunities for physical activity and safe, vibrant public spaces.
- To accomplish that, Mayor de Blasio is launching the Building Healthy Communities initiative, a multi-million dollar public-private partnership committed to taking an innovative, holistic approach to improving health outcomes in 12 densely populated and historically underserved neighborhoods: East Harlem, Brownsville, Mott Haven, Canarsie, Flushing, Hunt’s Point, Mariner’s Harbor, Central Harlem, Bedford-Stuyvesant, Morrisania, Corona and Stapleton.
- Building Healthy Communities is focused on three main goals: increasing access to physical activity and healthy food, and improving public safety. Progress on each of these issues will lead to opportunities for overall healthier living. For example:
 - Parks, pedestrian plazas, community gardens and recreation centers are essential community resources, where people can come together to play, learn, grow food, exercise and relax. And families are more likely to utilize those resources when they feel they are safe enough to enjoy.
 - Increasing access to and consumption of fresh, healthy food through the availability of farmers’ markets, community gardens and school gardens can turn food deserts into food oases.
- Building Healthy Communities will achieve its goals related to healthy eating, physical activity and public safety by making new upgrades to existing public spaces and developing new and exciting programming that can impact the health and wellbeing of all of the targeted neighborhoods. This includes:
 - Establishing food markets; strengthening community gardens and nutrition education opportunities; building urban food-producing farms; and expanding school gardens.
 - Installing adult exercise equipment; providing free exercise classes; establishing “Wayfinding paths” and pedestrian plazas to encourage walking, running and biking; and providing kids with additional outdoor space for play and recreation.

- Designing and improving open spaces with public safety in mind; installing lighting and cameras at areas of highest crime; and extending community center hours.
- The Building Healthy Communities initiative is led by the Mayor’s Office of Strategic Partnerships and the Fund for Public Health in New York, which will coordinate private sector partners and 11 city agencies – the Department of Parks & Recreation, the New York City Police Department, the New York City Housing Authority, GrowNYC, the Department of Transportation, the Department of Health & Mental Hygiene, the Mayor’s Community Affairs Unit, the Mayor’s Office of Criminal Justice, the Mayor’s Office of Food Policy, the Department of Environmental Protection and the Mayor’s Office of Operations.
- While Building Healthy Communities will include many new additions~~investments~~, it will also unite~~ing~~ and leverage~~ing~~ existing investments by various agencies related to the initiative’s goals. For example:
 - The Department of Parks & Recreation will leverage its Community Parks Initiative, which is making \$285 million in capital improvements to 55 of the city’s neediest public parks.
 - The Department of Transportation will leverage its Plaza Program, aimed at creating outdoor pedestrian plazas that can be used for exercising, relaxing or holding farmers markets and other community events.
 - The New York City Police Department will leverage its Crime Prevention Through Environmental Design Program, which is ensuring that all physical improvements to public parks and open spaces are designed with public safety in mind.
- Building Healthy Communities’ cross-agency cooperation will enable our City to both maximize these individual agency resources and programs, while aligning them in a comprehensive effort to revitalize our neighborhoods most in need.
- We recognize that the public health problems we face today are complex, requiring broad partnership and collective action across sectors – individuals, communities, businesses, and government all have important roles to play so that the places where we live, learn, work, and play support good health.
- Building Healthy Communities will provide yet another opportunity for the public and private sectors to team up – combining the scale of government with the flexibility of funding and speed of business and philanthropic players – and address one of the City’s most pressing challenges. Private investments can and will range from providing funds or donating in-kind items to offering services such as cooking and nutrition classes and underwriting specific programs.

Comment [KN1]: To what end are we leveraging this? We say that we’ll use plazas for exercise, farmers markets, etc and CPTED to ensure parks are redesigned with public safety in mind, but not how we will use capital improvements in parks for additional BHC ends

- Building Healthy Communities has already received \$5.1 million in commitments from generous private partners: Unilever, the Laurie M. Tisch Illumination Fund and the New York State Health Foundation.
- Unilever’s \$4.1 million partnership represents the largest commitment from an individual corporate entity in New York City history. Their partnership with Building Healthy Communities is focused on increasing access to nutritional and affordable, healthy food initially through a “Farm to Table” model over the next three years, and will include \$1.5 million over three years to establish a new Urban Farm site at NYCHA’s Senator Robert F. Wagner Houses in East Harlem; pilot an inter-generational cooking class program at the Johnson Houses Community and Children’s Center in East Harlem; support continued operation of an existing Urban Farm at Red Hook, where workers at future Urban Farms will be trained; and support two annual NYCHA gardening events.
 - **Wagner Urban Farm:** Unilever will support the creation of the Wagner Urban Farm and the development of community programming at the farm, including volunteer-based cultivation, food distribution and cooking demos and composting. The Wagner Urban Farm will increase access to locally-produced fresh produce (4 tons per year per site) and employ approximately 60 young people.
 - **Intergenerational Cooking Classes:** Unilever will work with an existing community-based program to train 20 community chefs to lead cooking classes at the Johnson Community Center for approximately 50 NYCHA residents per month. The chefs will also lead demonstrations, aiming to empower NYCHA residents to build stronger, more connected communities through food.
 - **Additional Programming:** Unilever will work with the Building Healthy Communities initiative to secure the remaining \$2.6 million from other private partners over the next three years to support the construction of four additional Urban Farms at sites in Canarsie, Brownsville, South Bronx and Staten Island.
- **XXX** details on Laurie M. Tisch Illumination Fund’s donation
- **XXX** details on the New York State Health Foundation’s donation

Comment [LD2]: This is true as far as 2011. We have also confirmed that Bloomberg LP never made a donation at this level. How can we check that this is true farther back than 2011?

Comment [HL3]: I need to check the details of this one

Q&A

Origins of Building Healthy Communities

1. When did the Building Healthy Communities begin taking shape? How did it begin?

This was started as one of three inter-agency strategic initiatives led by the Mayor's Office of Strategic Partnerships, which was created by Mayor de Blasio in January 2014. Each initiative was housed and developed by a City-affiliated nonprofit. In the case of Building Healthy Communities, it has been nurtured and developed by the Fund for Public Health.

2. How were the 12 neighborhoods selected?

All 12 of these neighborhoods were targeted by the Department of Parks & Recreation in their Community Parks Initiatives as areas that are densely populated, have been historically [lacking in public investment](#), ~~disinvested~~ and lack open space. In addition, each of these neighborhoods experiences [either high rates of violent crime, high rates of diabetes, self-reported low levels of exercise, self-reported fair or poor health status or high rates of psychological distress](#). ~~high rates of violent crime, high rates of diabetes, obesity and hypertension.~~

3. How much funding is the City looking to raise from private partners?

We are looking to engage all interested private partners in some aspect of the initiative. We see the potential in Building Healthy Communities as limitless, and able to foster relationships with many members from our generous business and philanthropic communities.

4. When will Building Healthy Communities be brought to each of the 12 neighborhoods?

We plan to begin implementing some portion of Building Healthy Communities in each of the 12 neighborhoods over the next two years with a goal of eventually reaching all 55 CPI communities [by when?](#)

5. How much public and private money will be spent to achieve the goals of Building Healthy Communities in each of its three buckets?

Building Healthy Communities will leverage the existing \$285 million in capital improvements to neighborhood parks through the Community Parks Initiative. Other City agencies are already allocating tens of millions of dollars on Building Healthy Communities related-programs. At this time, we have secured \$5.1 million in private sector commitments and are actively engaging other private sector partners.

6. How will New Yorkers be able to find out about Building Healthy Communities' events and programs in their neighborhoods?

New Yorkers can learn more about the Building Healthy Communities initiative at nyc.gov/healthycommunities. This website also includes a calendar of initiative-related events and other resources. In addition, Building Healthy Communities will be organizing city agencies to hold community outreach efforts to educate New Yorkers on healthy living and connect them to Building Healthy Communities' programming.

7. Is Building Healthy Communities working with community-based organizations that are already focused on achieving healthy outcomes for local residents?

Building Healthy Communities will work with agency partners and other community-based organizations in each of the neighborhoods to support and expand its reach.

Unilever's Investment

1. How did Unilever become involved in Building Healthy Communities?

Unilever's ongoing effort to promote healthy outcomes and sustainability was identified as an excellent complement to the goals of Building Healthy Communities. Recognizing the potential for a mutual partnership, we connected to Unilever through the Partnership for New York City.

2. What will happen if Unilever is unable to find private partners to support the development of the other four Urban Farms? Will the City have to commit additional public funding?

In that event, Unilever has committed to provide the remaining amount of funding necessary to implement the remainder of the Urban Farms plan. ~~That said~~ However, Building Healthy Communities has already generated tremendous interest from New York City's business and philanthropic communities. Furthermore, over the past two years, the de Blasio administration has not only demonstrated its ability to engage private partners, but also unleashed the eagerness of the private sector to collaborate on joint initiatives, such as Computer Science for All initiative, the Center for Youth Employment, Connections to Care program and many others.

3. Is it hypocritical for Unilever – whose brands make products like mayonnaise and margarine – to be encouraging New Yorkers to eat healthy?

Unilever is working hard to make their products healthier and more sustainable. They have been one of the leading global businesses to reduce sodium in their food and to make all of their production and supply chains more sustainable – from their farming practices to waste reduction.

4. Will Unilever be encouraging New Yorkers to use their products in their cooking classes?

The Department of Health & Mental Hygiene promotes a whole food approach – to consume fresh fruit and vegetables as much and as often as possible. Unilever supports and endorses this approach. Unilever will be encouraging good nutrition and healthy

eating. They will be developing Health Department-approved recipes which, while they will likely use Unilever products, will be held to the highest nutritional standards.

5. When will the Wagner Urban Farm be opened?

Ground will be broken at the Wagner Urban Farm this spring. We hope to have the farm operational by fall 2016.

Facts & Figures

- About 50 percent of New York City adults and 60 percent of children do not engage in recommended levels of physical activity. More than 22 percent of City adults are not physically active at all.
- Nearly 20 percent of the poorest New Yorkers and 13 percent of all adults in the City reported eating no fruits or vegetables the previous day.
- More than 5,000 New Yorkers die of obesity-related health problems each year.
- Lack of physical activity and unhealthy eating are major contributors to obesity and chronic diseases. More than 50 percent of City adults and 40 percent of children in grades K-8 are either overweight or obese.
- Chronic diseases due to obesity continue to sap city resources. For example, medical expenses related to obesity account for two-thirds of the City's \$1.6 billion annual health budget.

Comment [LD4]: FPHNY, what is the correct statistic?

Comment [LD5]: FPHNY, we would like to include a stat from OneNYC that talks about time spent indoors – could you include?

From: [John Del Cecato](#)
To: [Geri Prado](#); [Walzak, Phil](#)
Cc: [Hinton, Karen](#); [Hagelgans, Andrea](#); [Adams Baker, Marti](#); [Jonathan Rosen](#)
Subject: Re: from Alan Colmes
Date: Tuesday, November 03, 2015 2:10:33 PM

My two cents.

1. Colmes doesn't get us much of anything.
2. The Sirius town hall (with Rabin Havt, who Geri mentions below) could be cool.

From: Geri Prado <[REDACTED]>
Date: Monday, November 2, 2015 at 6:18 PM
To: "Walzak, Phil" <PWalzak@cityhall.nyc.gov>
Cc: "Hinton, Karen" <KHinton@cityhall.nyc.gov>, "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>, "Adams Baker, Marti" <MAAdams@cityhall.nyc.gov>, Jonathan Rosen <jonathan@berlinrosen.com>, John Del Cecato <jfdc@akpdmedia.com>
Subject: Re: from Alan Colmes

My question to you all was sure, but can we do Rabin Havt first since he had the invite in June?

On Nov 2, 2015, at 5:50 PM, Walzak, Phil <PWalzak@cityhall.nyc.gov> wrote:

What do we think?

From: Colmes, Alan [<mailto:alan.colmes@FOXNEWS.COM>]
Sent: Monday, November 02, 2015 10:47 AM
To: Walzak, Phil
Subject: FW: from Alan Colmes

Hi Phil,

Can I get a yay or nay on Nov. 17.
Or is there something else we can do if that doesn't work?

Alan

From: Colmes, Alan
Sent: Friday, October 30, 2015 9:31 AM
To: Walzak, Phil
Subject: Re: from Alan Colmes

Phil,

If I can get an update on this request it would be very helpful so I can let them know.

If the mayor is unavailable I have the Pope standing by who is a bit easier to book <image001.png>

Much appreciated!

Alan

From: Colmes, Alan
Sent: Monday, October 26, 2015 10:43 AM
To: Walzak, Phil
Subject: FW: from Alan Colmes

Phil,

Double checking to make sure you saw this.
Is this a possibility?

Alan

From: Colmes, Alan
Sent: Wednesday, October 21, 2015 11:48 AM
To: 'Walzak, Phil'
Subject: RE: from Alan Colmes

Phil,

Here's an idea:

I've been invited to interview a newsmaker at the Harvard Club on Tuesday, November 17, at the Radio Ink conference. Radio Ink is a leading industry publication that is read by top media people. Would the mayor consider joining me there for an interview in front of industry professionals? We could also use the interview on my radio show, so there would be much bang for the buck. Good press will come out of it.

Here is what Radio Ink is putting out:

Radio Ink cordially invites you to participate in a live, onstage interview with Fox News Radio's highly respected Alan Colmes at *Forecast*, the radio industry's premier financial summit. *Forecast 2016* that will be presented at the elegant Harvard Club in New York City on November 17, 2015. We would be happy to try to arrange a time convenient to your schedule.

In what has become an industry tradition, *Forecast 2016* will be

the 13th in a series of compelling economic forecast conferences presented by *Radio Ink*, the leading broadcast trade publication.

The executives who typically attend *Forecast* control radio's top groups, commanding over 70% of the revenue generated each year on thousands of stations across the country. Their decision making power impacts all areas of radio, from what goes over the air to what goes to the bottom line. These leading radio executives would truly appreciate your insight and perspective on the future of business, media and the country.

<http://www.radioinkforecast.com/>

[Radio Ink Forecast](http://www.radioinkforecast.com/)

www.radioinkforecast.com

Radio Ink Forecast Provides the Most Accurate, Up-to-the-Second Data and Trends to Enable You to Plan for 2016.



Previous speakers and participants include Bob Pittman, Steve Rattner, John Bogle, Governor Mike Huckabee, Andrew Ross Sorkin, Arianna Huffington, Dave Ramsey, Ron Insana, Steve Forbes, Lou Dobbs, Sean Hannity, Laura Ingraham, Jim Cramer, Ralph Nader, Rita Cosby, Stewart Alsop, Mort Zuckerman, Monica Crowley and Alan Colmes.

Hundreds of top tier executives and CEOs from radio's elite circle, including companies such as iHeart, Cumulus/Westwood One, CBS, Univision, Entercom, Spanish Broadcasting System and many more, attend *Forecast*. Also in attendance are high

level decision makers from the media finance and investment community, Wall Street, privately held companies and broker firms.

And immediately following the conference is our annual cocktail reception honoring the *"40 Most Powerful People in Radio."* This invitation only gathering is a highlight of *Forecast* every year and is attended by a "who's who of radio." If your schedule permits, we would be honored to have you join us for the reception as well.

From: Walzak, Phil [<mailto:PWalzak@cityhall.nyc.gov>]
Sent: Tuesday, October 06, 2015 6:11 PM
To: Colmes, Alan; Adams Baker, Marti
Cc: Williams, Dani; Costantino, Jon
Subject: RE: from Alan Colmes

Working on it
Promise!

From: Colmes, Alan [<mailto:alan.colmes@FOXNEWS.COM>]
Sent: Tuesday, October 06, 2015 11:13 AM
To: Walzak, Phil; Adams Baker, Marti
Cc: Williams, Dani; Costantino, Jon
Subject: RE: from Alan Colmes

Hi Phil and Marti,

Can we come up with a date?

Alan

From: Walzak, Phil [<mailto:PWalzak@cityhall.nyc.gov>]
Sent: Tuesday, September 29, 2015 10:54 AM
To: Colmes, Alan; Adams Baker, Marti
Cc: Williams, Dani; Costantino, Jon
Subject: RE: from Alan Colmes

Looking at some options!
+my colleague Marti Adams

From: Colmes, Alan [<mailto:alan.colmes@FOXNEWS.COM>]
Sent: Tuesday, September 29, 2015 9:37 AM
To: Walzak, Phil
Cc: Williams, Dani; Costantino, Jon

Subject: Re: from Alan Colmes

Hey Phil....checking in.
Can we set a date? <image001.png>

From: Walzak, Phil <PWalzak@cityhall.nyc.gov>
Sent: Tuesday, September 15, 2015 9:45 AM
To: Colmes, Alan
Cc: Williams, Dani; Costantino, Jon
Subject: RE: from Alan Colmes

Lets stay in touch

From: Colmes, Alan [<mailto:alan.colmes@FOXNEWS.COM>]
Sent: Tuesday, September 15, 2015 9:45 AM
To: Walzak, Phil
Cc: Williams, Dani; Costantino, Jon
Subject: Re: from Alan Colmes

great...thanks very much, Phil
Including my booker and producer, Dani and John here.

From: Walzak, Phil <PWalzak@cityhall.nyc.gov>
Sent: Tuesday, September 15, 2015 9:26 AM
To: Colmes, Alan
Subject: Re: from Alan Colmes

Yes I am workin on this
Think we will have something

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Colmes, Alan
Sent: Tuesday, September 15, 2015 9:25 AM
To: Walzak, Phil
Subject: Re: from Alan Colmes

Hi Phil....following up....
One other thing of note is that we have a strong presence on social media which helps spread our work. I'd really like to get the mayor's message out there.
Can we arrange something?

Thanks very much for any consideration.

Alan

From: Walzak, Phil <PWalzak@cityhall.nyc.gov>
Sent: Tuesday, September 8, 2015 1:33 PM
To: Colmes, Alan
Subject: RE: from Alan Colmes

Thanks for your message, let me take a look

From: Colmes, Alan [<mailto:alan.colmes@FOXNEWS.COM>]
Sent: Tuesday, September 08, 2015 8:56 AM
To: Walzak, Phil
Subject: from Alan Colmes

Hi Phil,

I caught the tail end of the mayor on Morning Joe before Christie came on and made ridiculous comments that went unchallenged. I'd like to re-extend an invitation for the mayor to appear on my radio show. There are only a few of us on the left who do national shows and we offer a platform that includes about 75 radio stations, Sirius/XM, our app, and online streaming. The power and effectiveness of talk radio is understood and harnessed by conservatives, but I've been trying for years to get more liberals to understand its value.

Can we please arrange an interview?

Best Wishes,
Alan

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From: [Jonathan Rosen](#)
To: [Salazar-Rodriguez, Prisca](#)
Subject: RE:
Date: Wednesday, November 04, 2015 2:45:43 PM

12th at 8 a.m.

From: Salazar-Rodriguez, Prisca [mailto:PSalazar-Rodriguez@cityhall.nyc.gov]
Sent: Wednesday, November 04, 2015 2:38 PM
To: Jonathan Rosen
Subject:

When is your meeting with Open society?

From: [Hinton, Karen](#)
To: ["Jonathan Rosen"](#)
Subject: Harry Siegel
Date: Wednesday, November 04, 2015 2:49:38 PM

He's writing a column.

Karen Hinton
Press Secretary
917-246-7692
Follow Me On Twitter [@KarenHinton](#)

From: [Jonathan Rosen](#)
To: [B](#)
Subject: Re: How on Earth?
Date: Thursday, November 05, 2015 6:32:37 AM

It's kind of unbelievable.

Sent from my iPad

> On Nov 5, 2015, at 6:30 AM, "B" <BCCD@cityhall.nyc.gov> wrote:
>
>
> Is Kaplan piece A1 upper right?
>
>

From: [Hinton, Karen](#)
To: [Walzak, Phil](#); [Hagelgans, Andrea](#); [Jonathan Rosen](#)
Subject: Re: off topic
Date: Thursday, November 05, 2015 7:10:28 AM

Minus mayor... Should he do both? Given that Marcia is likely to be in PR, I think he should to avoid confrontation with her. If he does off topic in pr then he should do one back in NYC Friday for those who didn't travel.

Sent from my iPhone

On Nov 5, 2015, at 6:58 AM, B <BCCD@cityhall.nyc.gov> wrote:

I just had a helpful conversation with jonathan on this and have looped him here. I'm comfortable doing occasional one-shot avails to let off steam for the media. Happy to let our regularly-scheduled off-topic sessions go longer whenever needed (as we should have done Tues in retrospect). Happy to do two off-topic avails in a week rather than one when the situation calls for it.

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From: "Hinton, Karen" <KHinton@cityhall.nyc.gov>
Date: Wed, 4 Nov 2015 23:30:15 +0000
To: B<BCCD@cityhall.nyc.gov>
Subject: off topic

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Let me know.

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To: [B](#)
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From: [Walzak, Phil](#)
To: [Hagelgans, Andrea](#); [Hinton, Karen](#); [Klein, Monica](#)
Cc: [Jonathan Rosen](#)
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Date: Thursday, November 05, 2015 8:35:51 AM

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Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Hagelgans, Andrea
Sent: Thursday, November 5, 2015 8:34 AM
To: Hinton, Karen; Klein, Monica
Cc: Walzak, Phil; Jonathan Rosen
Subject: Re: off topic

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My 2 cents

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Sent: Thursday, November 5, 2015 8:27 AM
To: Hagelgans, Andrea; Klein, Monica
Cc: Walzak, Phil; Jonathan Rosen
Subject: Re: off topic

Monica?

Sent from my iPhone

On Nov 5, 2015, at 8:16 AM, Hagelgans, Andrea <AHagelgans@cityhall.nyc.gov> wrote:

How many reporters went to somos?

Sent from my BlackBerry 10 smartphone.

From: Hinton, Karen
Sent: Thursday, November 5, 2015 8:13 AM
To: Walzak, Phil
Cc: Walzak, Phil; Hagelgans, Andrea; Jonathan Rosen
Subject: Re: off topic

Could u weigh in so I can get back to him? If I don't hear back in 30 min I'll calling for two off topics.

Sent from my iPhone

On Nov 5, 2015, at 7:53 AM, B <BCCD@cityhall.nyc.gov> wrote:

Through the miracle of in-flight Wifi I am available to you whenever your ready

From: "Hinton, Karen" <KHinton@cityhall.nyc.gov>
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Cc: Walzak, Phil<PWalzak@cityhall.nyc.gov>; Hagelgans, Andrea<AHagelgans@cityhall.nyc.gov>; Jonathan Rosen<Jonathan@berlinrosen.com>
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Press Secretary

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From: [Walzak, Phil](#)
To: [Hagelgans, Andrea](#); [Hinton, Karen](#)
Cc: [Jonathan Rosen](#)
Subject: Re: off topic
Date: Thursday, November 05, 2015 8:40:46 AM

KH - u shud communicate this back to boss, the final rec

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Hagelgans, Andrea
Sent: Thursday, November 5, 2015 8:39 AM
To: Walzak, Phil; Hinton, Karen
Cc: Jonathan Rosen
Subject: Re: off topic

Will tell front office. Will need them to be more flexible

Sent from my BlackBerry 10 smartphone.

From: Walzak, Phil
Sent: Thursday, November 5, 2015 8:37 AM
To: Hinton, Karen
Cc: Hagelgans, Andrea; Jonathan Rosen
Subject: Re: off topic

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Cc: Walzak, Phil; Hagelgans, Andrea; Jonathan Rosen
Subject: Re: off topic

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To: B<BCCD@cityhall.nyc.gov>
Cc: Walzak, Phil<PWalzak@cityhall.nyc.gov>; Hagelgans, Andrea<AHagelgans@cityhall.nyc.gov>; Jonathan

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From: [Walzak, Phil](#)
To: [Hagelgans, Andrea](#); [Hinton, Karen](#)
Cc: [Jonathan Rosen](#)
Subject: Re: off topic
Date: Thursday, November 05, 2015 9:02:51 AM

Yep!

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Hagelgans, Andrea
Sent: Thursday, November 5, 2015 8:50 AM
To: Walzak, Phil; Hinton, Karen
Cc: Jonathan Rosen
Subject: Re: off topic

Yes, Marti has a breakout. We crept up in last 2 weeks with 3 podium events each week, partly because of cop death. We need more community events

Sent from my BlackBerry 10 smartphone.

From: Walzak, Phil
Sent: Thursday, November 5, 2015 8:42 AM
To: Hagelgans, Andrea; Hinton, Karen
Cc: Jonathan Rosen
Subject: Re: off topic

I also think it's going before them less

We shudnt be at a podium more than 2x a week in new model anyway

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

From: Walzak, Phil
Sent: Thursday, November 5, 2015 8:40 AM
To: Hagelgans, Andrea; Hinton, Karen
Cc: Jonathan Rosen
Subject: Re: off topic

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Press Secretary

917-246-7692

Follow Me On Twitter @KarenHinton

From: [Walzak, Phil](#)
To: [Hinton, Karen](#); B
Cc: [Hagelgans, Andrea](#); [Jonathan Rosen](#)
Subject: RE: off topic
Date: Thursday, November 05, 2015 9:51:41 AM

We need to get back to our basic template – fewer podium events, more community events (town halls, roundtables, churches, etc, etc)

From: Hinton, Karen
Sent: Thursday, November 05, 2015 9:18 AM
To: B
Cc: Walzak, Phil; Hagelgans, Andrea; Jonathan Rosen
Subject: RE: off topic

We recommend you do four/five off topic questions in Puerto Rico today; then do a longer off topic (will feel it out) on Friday tagged with a public event or in Blue Room.

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Phil has additional ideas about the "look" of public events involving media that he will share.

Let us know your thoughts.

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Press Secretary

917-246-7692

Follow Me On Twitter @KarenHinton

From: [Salazar-Rodriguez, Prisca](#)
To: [Jonathan Rosen](#); [Hagelgans, Andrea](#)
Date: Thursday, November 05, 2015 10:23:22 AM

Millionth Tree-

We can do 11/24 and so can Bloomberg

Better is out of town from Nov. 20 until mid-Dec.

I am hearing from Parks that she is OK with us doing this without her-

Can we find out if this is so-

Thanks.

From: [Walzak, Phil](#)
To: [B; Hinton, Karen](#)
Cc: [Hagelgans, Andrea](#); [Jonathan Rosen](#)
Subject: RE: off topic
Date: Thursday, November 05, 2015 10:28:07 AM

Yep – back in the mix too for sure

From: B
Sent: Thursday, November 05, 2015 10:23 AM
To: Walzak, Phil; Hinton, Karen
Cc: Hagelgans, Andrea; Jonathan Rosen
Subject: Re: off topic

And Phil, many-topic radio and tv interviews did a lot of good, but we've done fewer the last few weeks

From: "Walzak, Phil" <PWalzak@cityhall.nyc.gov>
Date: Thu, 5 Nov 2015 14:51:39 +0000
To: Hinton, Karen<KHinton@cityhall.nyc.gov>; B<BCCD@cityhall.nyc.gov>
Cc: Hagelgans, Andrea<AHagelgans@cityhall.nyc.gov>; Jonathan Rosen<Jonathan@berlinrosen.com>
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Follow Me On Twitter @KarenHinton

From: [Klein, Monica](#)
To: [Hinton, Karen](#)
Cc: [Walzak, Phil](#); [Hagelgans, Andrea](#); Jonathan@berlinrosen.com; [Salazar-Rodriguez, Prisca](#)
Subject: Re: off topic
Date: Thursday, November 05, 2015 10:54:18 AM

He said earlier he wanted to call you
I think vigeurs will have him call you when we leave this cafe
Maybe in 10 min

Sent from my iPhone

On Nov 5, 2015, at 11:51 AM, Hinton, Karen <KHinton@cityhall.nyc.gov> wrote:

We are sending a QA shortly for off topic. Prisca and Mayor know. We can do a call or you can review with him.

From: Klein, Monica
Sent: Thursday, November 05, 2015 10:29 AM
To: Walzak, Phil; Hagelgans, Andrea; Hinton, Karen
Cc: 'Jonathan@berlinrosen.com'
Subject: Re: off topic

Of ours its laura fermino and zach fink who is kind of cuomos
That I know of
Karen are you telling mayor were adding off t
And do u need time to prep then
I can ask prisca for slot

From: Walzak, Phil
Sent: Thursday, November 05, 2015 08:35 AM
To: Hagelgans, Andrea; Hinton, Karen; Klein, Monica
Cc: Jonathan Rosen <Jonathan@berlinrosen.com>
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Cc: Walzak, Phil; Hagelgans, Andrea; Jonathan Rosen
Subject: Re: off topic

Could u weigh in so I can get back to him? If I don't hear back in 30 min I'll calling for two off topics.

Sent from my iPhone

On Nov 5, 2015, at 7:53 AM, B <BCCD@cityhall.nyc.gov> wrote:

Through the miracle of in-flight Wifi I am available to you whenever your ready

From: "Hinton, Karen" <KHinton@cityhall.nyc.gov>
Date: Thu, 5 Nov 2015 12:21:24 +0000
To: B<BCCD@cityhall.nyc.gov>
Cc: Walzak, Phil<PWalzak@cityhall.nyc.gov>; Hagelgans, Andrea<AHagelgans@cityhall.nyc.gov>; Jonathan Rosen<Jonathan@berlinrosen.com>
Subject: Re: off topic

Hello. We will huddle and get back to you.

Sent from my iPhone

On Nov 5, 2015, at 6:58 AM, B <BCCD@cityhall.nyc.gov>
wrote:

I just had a helpful conversation with jonathan on this and have looped him here. I'm comfortable doing occasional one-shot avails to let off steam for the media. Happy to let our regularly-scheduled off-topic sessions go longer whenever needed (as we should have done Tues in retrospect). Happy to do two off-topic avails in a week rather than one when the situation calls for it.

BUT what I don't want is for the media to try to intimidate us into doing more than 1-2 off-topic avails in a week. This new formula has worked very well for us. In recent weeks, we've understandably done fewer of the things that indirectly feed them like WNYC. When we do more I assume it will help.

So I'm willing to do off-topic today in PR if we need it AND tmrw in nyc if we need it. BUT I don't want that to suggest a new model where the media gets whatever they want. So how do we sometimes give them more without creating a slippery slope?
Thanks

From: "Hinton, Karen"
<KHinton@cityhall.nyc.gov>
Date: Wed, 4 Nov 2015 23:30:15 +0000
To: B<BCCD@cityhall.nyc.gov>
Subject: off topic

Phil and I recommend you do an off topic gaggle Friday. We will organize it around a public event in the works now. We recommend some flexibility with our media policy this week so we can tamp down any "Mayor isn't transparent" criticism, generated not only by Marcia but Josh and others.

Let me know.

Karen Hinton

Press Secretary

917-246-7692

Follow Me On Twitter @KarenHinton

From: [Salazar-Rodriguez, Prisca](#)
To: ["Jonathan Rosen"](#)
Subject: RE: hey
Date: Sunday, November 08, 2015 9:00:57 AM

Got it

From: Salazar-Rodriguez, Prisca
Sent: Sunday, November 08, 2015 8:45 AM
To: Jonathan Rosen
Subject: hey

GM. Who else needs to be part of the briefing tomorrow-
Times have shifted around – mtg will now be at 4pm

Prisca Salazar-Rodriguez
Office of The Mayor
212-341-5016
917-853-3421

From: [Emily Walsh](#)
To: [Salazar-Rodriguez, Prisca](#)
Subject: Planning this week?
Date: Monday, November 09, 2015 9:33:20 AM

Hi Prisca,

Do you have a sense of when the planning meeting is this week?

Thank you!
Emily

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

From: [Salazar-Rodriguez, Prisca](#)
To: [Jonathan Rosen](#)
Subject: FW:
Date: Monday, November 09, 2015 11:13:18 AM

He nor Nick can be part of the briefing today-
Is this an issue?

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

From: John Del Cecato [<mailto:jfdc@akpdmedia.com>]

Sent: Monday, November 09, 2015 11:10 AM

To: Salazar-Rodriguez, Prisca

Subject:

So this 4pm meeting with Rosen today - I will still be on my flight

From: [Salazar-Rodriguez, Prisca](#)
To: ["Jonathan Rosen"](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); ["nbaldick@hilltoppublicsolutions.com"](#); [John Del Cecato](#); [Arslanian, Kayla](#); [Almonte, Catherine](#); [Viguers, Jonathan](#)
Subject: RE: MBDB: Meeting with Jonathan Rosen regarding Open Society
Date: Monday, November 09, 2015 3:23:42 PM

20 minutes give or take 10

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Monday, November 09, 2015 3:23 PM
To: Salazar-Rodriguez, Prisca; Wolfe, Emma; Schnake Mahl, Gabriel; ["nbaldick@hilltoppublicsolutions.com"](#); John Del Cecato; [Arslanian, Kayla](#); Almonte, Catherine; Viguers, Jonathan
Subject: RE: MBDB: Meeting with Jonathan Rosen regarding Open Society

Estimate?

From: Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]
Sent: Monday, November 09, 2015 3:23 PM
To: Wolfe, Emma; Schnake Mahl, Gabriel; ["nbaldick@hilltoppublicsolutions.com"](#); John Del Cecato; Jonathan Rosen; [Arslanian, Kayla](#); Almonte, Catherine; Viguers, Jonathan
Subject: RE: MBDB: Meeting with Jonathan Rosen regarding Open Society

This meeting is delayed.

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

From: Salazar-Rodriguez, Prisca
Sent: Wednesday, November 04, 2015 7:43 AM
To: Salazar-Rodriguez, Prisca; Wolfe, Emma; Schnake Mahl, Gabriel; ["nbaldick@hilltoppublicsolutions.com"](#); John Del Cecato; Jonathan Rosen; [Arslanian, Kayla](#); Almonte, Catherine; Viguers, Jonathan
Subject: MBDB: Meeting with Jonathan Rosen regarding Open Society
When: Monday, November 09, 2015 4:00 PM-4:30 PM (UTC-05:00) Eastern Time (US & Canada).
Where: City Hall, The Mayor's Office

From: [Grybauskas, Stefan](#)
To: [Candis Tolliver](#); [Madeline Kaye](#); [Spitalnick, Amy \(OMB\)](#); [Jen Shykula](#); [Jaclyn Kessel](#); [Elaine Kim](#)
Cc: [Schnake Mahl, Gabriel](#); [Alison Hirsh](#); [Elisa Gonzalez](#)
Subject: RE: FF15
Date: Monday, November 09, 2015 5:29:00 PM

Sorry just to clarify, is this amplified sound or just a mult box for the press to plug into?

Thanks

From: Grybauskas, Stefan
Sent: Monday, November 09, 2015 5:27 PM
To: 'Candis Tolliver'; Madeline Kaye; Spitalnick, Amy (OMB); Jen Shykula; Jaclyn Kessel; Elaine Kim
Cc: Schnake Mahl, Gabriel; Alison Hirsh; Elisa Gonzalez
Subject: RE: FF15

Fantastic. Thank you

From: Candis Tolliver [<mailto:CTolliver@seiu32bj.org>]
Sent: Monday, November 09, 2015 5:26 PM
To: Madeline Kaye; Spitalnick, Amy (OMB); Jen Shykula; Jaclyn Kessel; Elaine Kim
Cc: Schnake Mahl, Gabriel; Grybauskas, Stefan; Alison Hirsh; Elisa Gonzalez
Subject: RE: FF15

Great. We have secured the podium. They are also bring the "plug in" for press to connect to the podium mic.

From: Madeline Kaye [<mailto:Madeline.Kaye@berlinrosen.com>]
Sent: Monday, November 09, 2015 5:24 PM
To: Spitalnick, Amy (OMB); Jen Shykula; Candis Tolliver; Jaclyn Kessel; Elaine Kim
Cc: Schnake Mahl, Gabriel; Grybauskas, Stefan; Alison Hirsh; Elisa Gonzalez
Subject: Re: FF15

Great thanks. Many have yet to formally confirm which action they will attend, though the x's indicate those that have. It is on the daybook & we expect a strong showing.

OUTLET	NAME	
MSNBC	Bruce Carter	x
BBC	Gianna Palmer	x
NELP	Andrew Bowe	x
NYDN	Ginger Otis	
El Diario	Ana Nieto	
Businessweek	Josh Eidelson	x
Amsterdam News	Stephon Johnson	
Colorlines	Kat Lazo	
Colorlines	Akiba Solomon	
New York Beacon	Reporter tbd	
NY1, Inside City Hall	Michael Kurtz	

WBAI	Linda Perry Barr	
MSNBC All In with Chris Hayes	Diane Shamis	
Forbes	Clare O'Connor	x
El Diario	Cristina Loboguerrero	
Metro NY	Wendy Biddlecombe	
The Nation	Michelle Chen	
amNY	Ivan Pereira or colleague	x
BK Reader	C. Zawadi Morris	x
Telemundo	Leonor Ayala	
Gawker	Hamilton Nolan	
ABC National	Keturah Gray	
Al Jazeera	Kate Begley	x
Brooklyn Paper	Ruth Brown	x
News12 Brooklyn	Amelia	x
Gothamist	Emma Whitford	x
DNAinfo	Gustavo Solis	
Brownstoner	Cate Corcoran	
Nippon TV	Roger Batson	
NY1	DESK	
ABC	DESK	
CBS	DESK	x
NBC	DESK	
Pix11	DESK	
Univision	DESK	
1010 Wins	DESK	
CBS 880	DESK	
WNYC	DESK	

Thanks,
Madeline

--

Madeline Kaye
BerlinRosen Public Affairs
O: (646) 200-5297 C: (646) 369-8226

From: <Spitalnick>, "Amy (OMB)" <SpitalnickA@omb.nyc.gov>

Date: Monday, November 9, 2015 5:14 PM

To: Madeline Kaye <madeline.kaye@berlinrosen.com>, Jen Shykula <jen@berlinrosen.com>, 'Candis Tolliver' <CTolliver@seiu32bj.org>, Jaclyn Kessel <Jaclyn@berlinrosen.com>, Elaine Kim <EKim@seiu32bj.org>

Cc: "Schnake Mahl, Gabriel" <GSchnakeMahl@cityhall.nyc.gov>, "Grybauskas, Stefan" <SGrybauskas@cityhall.nyc.gov>, Alison Hirsh <alisonh@seiu32bj.org>, Petra Gonzalez

<elisa.gonzalez@seiu.org>

Subject: RE: FF15

This is what we're going to put on the sked:

On Tuesday, Mayor de Blasio will deliver remarks at a Fight for \$15 rally to raise the minimum wage. This event is open press, and there will be no Q-and-A. Immediately following his remarks, the Mayor will hold several one-on-one interviews with local television networks to discuss the need to raise the minimum wage.

Press Schedule

Approximately 6:30 AM – Delivers Remarks at Fight for \$15 Rally

82 Court Street
Brooklyn, NY 11201

Footage will be provided by NYC Media and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at flickr.com/nycmayorsoffice shortly following the event.

From: Madeline Kaye [<mailto:Madeline.Kaye@berlinrosen.com>]

Sent: Monday, November 09, 2015 2:48 PM

To: Jen Shykula; Spitalnick, Amy (OMB); 'Candis Tolliver'; Jaclyn Kessel; Elaine Kim

Cc: Schnake Mahl, Gabriel; Grybauskas, Stefan; Alison Hirsh; Elisa Gonzalez

Subject: Re: FF15

Hi everyone;

I will share the outlet list a bit later today— inquiries are still coming in. As you know, tv desks and radio desks won't formally confirm until tomorrow morning, but we've reached out to all and expect a strong showing. Do we know if this is on the mayor's public schedule?

Best and thanks,

Madeline

--

Madeline Kaye

BerlinRosen Public Affairs

O: (646) 200-5297 C: (646) 369-8226

From: Jen Shykula <jen@berlinrosen.com>

Date: Monday, November 9, 2015 1:59 PM

To: "Spitalnick, Amy (OMB)" <SpitalnickA@omb.nyc.gov>, 'Candis Tolliver' <CTolliver@seiu32bj.org>, Jaclyn Kessel <Jaclyn@berlinrosen.com>, Elaine Kim <EKim@seiu32bj.org>

Cc: "Schnake Mahl, Gabriel" <GSchnakeMahl@cityhall.nyc.gov>, "Grybauskas, Stefan" <SGrybauskas@cityhall.nyc.gov>, Alison Hirsh <alisonh@seiu32bj.org>, Petra Gonzalez <elisa.gonzalez@seiu.org>, Madeline Kaye <madeline.kaye@berlinrosen.com>
Subject: RE: FF15

Will do.

Jen Shykula

BerlinRosen Public Affairs
15 Maiden Lane, Suite 1600
New York, NY 10038
jen@berlinrosen.com
Direct: 646-200-5327

From: Spitalnick, Amy (OMB) [<mailto:SpitalnickA@omb.nyc.gov>]
Sent: Monday, November 09, 2015 1:58 PM
To: 'Candis Tolliver' <CTolliver@seiu32bj.org>; Jen Shykula <jen@berlinrosen.com>; Jaclyn Kessel <Jaclyn@berlinrosen.com>; Elaine Kim <EKim@seiu32bj.org>
Cc: Schnake Mahl, Gabriel <GSchnakeMahl@cityhall.nyc.gov>; Grybauskas, Stefan <SGrybauskas@cityhall.nyc.gov>; Alison Hirsh <alisonh@seiu32bj.org>; Elisa Gonzalez <elisa.gonzalez@seiu.org>
Subject: RE: FF15

Thanks! Team Berlin Rosen – can you share confirmed media later today?

From: Candis Tolliver [<mailto:CTolliver@seiu32bj.org>]
Sent: Monday, November 09, 2015 1:56 PM
To: Jen Shykula; Jaclyn Kessel; Elaine Kim
Cc: Spitalnick, Amy (OMB); Schnake Mahl, Gabriel; Grybauskas, Stefan; Alison Hirsh; Elisa Gonzalez
Subject: RE: FF15

Hey All,

Thanks for getting on the call this morning. As requested, below is the list of organizations doing turn out for tomorrow mornings event. I am looking into a podium – please let me know if you all locate one.

FF Workers
Students
NYCC
SEIU 1199
MRNY
WFP
PPA
CTZNBWELL

Strong For All
Left Labor Project
CLC
PP
CWA
FINY
32 BJ
UFCW Local 1500
RWDSU
Teamsters 804
Workmen's Circle Coalition
NYSNA

From: Jen Shykula [<mailto:jen@berlinrosen.com>]
Sent: Monday, November 09, 2015 8:57 AM
To: Jaclyn Kessel; Elaine Kim
Cc: Candis Tolliver; Spitalnick, Amy (OMB); Schnake Mahl, Gabriel; Grybauskas, Stefan; Alison Hirsh; Elisa Gonzalez
Subject: RE: FF15

I'm not able to make this. Elaine let's touch base later?

Sent from my Verizon Wireless 4G LTE smartphone

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

From: Jaclyn Kessel <Jaclyn@berlinrosen.com>
Date: 11/09/2015 8:08 AM (GMT-05:00)
To: Elaine Kim <EKim@seiu32bj.org>
Cc: Candis Tolliver <CTolliver@seiu32bj.org>, "Spitalnick, Amy (OMB)" <SpitalnickA@omb.nyc.gov>, "Schnake Mahl, Gabriel" <GSchnakeMahl@cityhall.nyc.gov>, "Grybauskas, Stefan" <SGrybauskas@cityhall.nyc.gov>, Alison Hirsh <Alison.Hirsh@seiu32bj.org>, Elisa Gonzalez <elisa.gonzalez@seiu.org>, Jen Shykula <jen@berlinrosen.com>
Subject: Re: FF15

Thanks Elaine. Also adding Jen Shykula from BerlinRosen.

Sent from my iPhone

On Nov 9, 2015, at 8:05 AM, Elaine Kim <EKim@seiu32bj.org> wrote:

Adding Jackie from Berlin Rosen.

Sent from my iPhone

On Nov 8, 2015, at 7:54 PM, Candis Tolliver <CTolliver@seiu32bj.org> wrote:

Elisa added now.

Sent from my iPhone

On Nov 8, 2015, at 7:54 PM, Candis Tolliver
<CTolliver@seiu32bj.org> wrote:

That works. Adding Elisa from the Fast food campaign.

We can use this call-in number.

Code: [REDACTED]

Sent from my iPhone

On Nov 8, 2015, at 6:45 PM, Spitalnick, Amy (OMB)
<SpitalnickA@omb.nyc.gov> wrote:

First thing - 9:30am or so? Thanks.

On Nov 8, 2015, at 6:43 PM, Candis
Tolliver <CTolliver@seiu32bj.org> wrote:

Sounds good. Is there a time
that works best for your team
tomorrow?

Sent from my iPhone

On Nov 8, 2015, at 4:17 PM,
Schnake Mahl, Gabriel
<GSchnakeMahl@cityhall.nyc.gov
> wrote:

Candis: we plan to
have the Mayor
attend the action on
Tues am. I am
looping:
- Stefan, from
Advance, to
coordinate on
logistics.
- Amy, from Comms,
to coordinate on
media.

Candis, might be
good for some of us
to get on a call in the
am to talk thru. Let
me know what works
on your end. TY!

From: [Jonathan Rosen](#)
To: [Salazar-Rodriguez, Prisca](#)
Subject: Re: Chris Stone call
Date: Monday, November 09, 2015 8:03:46 PM

No but can get.

Sent from my iPhone

> On Nov 9, 2015, at 6:40 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>

> Do you have his #

>

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

> From: Arslanian, Kayla

> Sent: Monday, November 09, 2015 6:37 PM

> To: B

> Cc: Salazar-Rodriguez, Prisca

> Subject: Re: Chris Stone call

>

> Will do.

>

> Sent from my iPhone

>

>> On Nov 9, 2015, at 6:31 PM, B <BCCD@cityhall.nyc.gov> wrote:

>>

>>

>> Time-sensitive. Must be tues or weds. Try to set up via his office. I'll email him as well

>>

>>

>>

From: [Restler, Lincoln](#)
To: ["dan@berlinrosen.com"](mailto:dan@berlinrosen.com)
Subject: CFTH
Date: Monday, November 09, 2015 10:06:43 PM

Hey Dan!

Hope you and your fam and Berlin Rosen are all doing great.

Been meaning to reach out. I've taken Avi's health and human services portfolio at IGA. Would be good to touch base on Coalition for the Homeless stuff when you can. I know Camille has been in touch about press release tomorrow regarding 20K homeless New Yorkers being moved into City subsidized permanent housing since the beginning of our first fiscal year – July 1, 2014. Would be great if Mary would give a statement. Let me know if you'd like to discuss.

I am also happy to connect with Mary if you think that would be helpful.

Thanks so much. We are trying to pin down quotes by mid morning.

Lincoln
Lincoln Restler
Intergovernmental Affairs
Mayor's Office
212.341.5037

From: [Dan Levitan](#)
To: [Restler, Lincoln](#); "[Camille Rivera \(DHS\)](#)"
Cc: [Parikh, Ishanee](#)
Subject: RE: Announcement on exits
Date: Monday, November 09, 2015 10:12:15 PM

Thanks

--

Dan Levitan
BerlinRosen Public Affairs
O: 646.200.5315
C: 201.674.7475
@levitandan

From: Restler, Lincoln [mailto:lrestler@cityhall.nyc.gov]
Sent: Monday, November 09, 2015 10:10 PM
To: 'Camille Rivera (DHS)' <CAMILLER@dhs.nyc.gov>; Dan Levitan <dan@berlinrosen.com>
Cc: Parikh, Ishanee <iparikh@cityhall.nyc.gov>
Subject: RE: Announcement on exits

Thanks, Camille.

Focus of release is that we have exceeded 20K placements of individuals out of shelter and into City subsidized affordable housing – LINC, SEPS/FEPS, NYCHA etc since the beginning of the Mayor’s first fiscal year – July 1, 2014.

Happy to discuss with you or Mary in more detail. Thanks for considering.

Lincoln

From: Camille Rivera (DHS) [<mailto:CAMILLER@dhs.nyc.gov>]
Sent: Monday, November 09, 2015 10:07 PM
To: Dan Levitan
Cc: Parikh, Ishanee; Restler, Lincoln
Subject: Announcement on exits

Dan,
Connecting you to Ishanee and Lincoln they will get you paper could use a quote from coalition jf mary is down

Camille Rivera
Deputy Commissioner Communications & External Affairs
New York City Department for Homeless Services
Excuse typos on iPhone

From: [Restler, Lincoln](mailto:Restler.Lincoln)
To: dan@berlinrosen.com
Subject: Fwd: Latest RIs - pls send edits directly to me - do not reply all
Date: Tuesday, November 10, 2015 12:40:50 PM

Written with my thumbs. Sorry for typos.

Begin forwarded message:

From: "Parikh, Ishanee" <iparikh@cityhall.nyc.gov>
Date: November 10, 2015 at 12:40:19 PM EST
To: "Walzak, Phil" <PWalzak@cityhall.nyc.gov>, "Ponet, Maibe" <MPonet@cityhall.nyc.gov>, "Hagelgans, Andrea" <AHagelgans@cityhall.nyc.gov>, "Neustadt, David" <neustadtd@hra.nyc.gov>, "Camille Rivera (DHS)" <CAMILLER@dhs.nyc.gov>, "Phillips, Eric Falk" <FFPhillips@cityhall.nyc.gov>
Cc: "Hinton, Karen" <KHinton@cityhall.nyc.gov>, "Kadushin, Peter" <pkadushin@cityhall.nyc.gov>, "Nicole Cueto (DHS)" <NCueto@dhs.nyc.gov>, "Jaslee Carayol (DHS)" <JCARAYOL@dhs.nyc.gov>, "Restler, Lincoln" <lrestler@cityhall.nyc.gov>, "Fromberg, Rick" <RFromberg@cityhall.nyc.gov>, "Misner, Kristin" <KMisner@cityhall.nyc.gov>, "Clary, Carin" <CClary@cityhall.nyc.gov>
Subject: Latest RIs - pls send edits directly to me - do not reply all

Need to add quotes –

MAYOR DE BLASIO ANNOUNCES OVER 52,000 INDIVIDUALS HAVE EXITED SHELTER INTO PERMANENT HOUSING SINCE JULY 1, 2014

Over 19,000 individuals exiting shelter used administration's newly created rental assistance programs and exit pathways

Over 90,000 individuals have accessed homelessness prevention services

NEW YORK—The de Blasio administration today announced that 52,277 individuals have exited shelter into permanent housing since July 1, 2014. This includes 13,639 individuals who have exited shelter into permanent housing since July 1, 2015.

Since July 1, 2014, approximately, 91,906 individuals have enrolled in HomeBase, a proven homelessness prevention program to help families and individuals stay in their homes. The administration has supported 15,902 households – approximately 50,000 individuals –through our tenant protection programs and anti-eviction legal services.

Increasing homelessness is an unfortunate product of today's economic realities - increasing income inequality, rents rising, and wages remaining flat. Oftentimes, New Yorkers fall on hard times, can't make rent, and end up entering shelter. Furthermore, in 2011, the State withdrew funding and the City was forced to cut Advantage, a rental assistance program that was a critical shelter exit strategy, leading to a significant increase of homeless New Yorkers in shelter.

The administration has invested over \$1 billion more over the next four years to tackle homelessness. This includes expanding homelessness prevention resources to help those on the brink of homelessness or eviction stay in their homes, rental assistance programs and new exit pathways to help families and individuals exit shelter. The Department of Homeless Services aggressively works with families and individuals to strategically distribute rental assistance vouchers to those ready to exit shelter. Investing in prevention and rental assistance is better for the families and individuals and cheaper for taxpayers.

Approximately 19,263 individuals exited shelter using newly created Rental Assistance Programs and Exit Pathways:

- LINC – 7,904 individuals
- NYCHA – 7,465 individuals
- CityFEPS – 1,980 individuals
- HPD Section 8 – 1,201 individuals
- NYCHA Section 8 – 713 individuals

Homelessness has increased by approximately 115 percent over the past two decades.

NYC Shelter Census:

- Jan 1, 1994 (Giuliani): 23,526
- Jan 1, 2002 (Bloomberg): 33,194
- Jan 1, 2014 (de Blasio): 50,689

There are currently 57,390 individuals in shelter. Of those, 40,319 are families with children. 91% of these households are led by women. 29% of these heads of households of families with children in shelter are employed. 45% of these heads of households of families with children are employed or were employed within the past year.

From: [Restler, Lincoln](#)
To: [Dan Levitan](#)
Subject: Re: Pls confirm you got this
Date: Tuesday, November 10, 2015 12:52:20 PM

Ty!

Written with my thumbs. Sorry for typos.

> On Nov 10, 2015, at 12:51 PM, Dan Levitan <dan@berlinrosen.com> wrote:
>
> Good to go
>
> - Sent from my Galaxy S6 -
>
>> On Nov 10, 2015, at 12:40 PM, Restler, Lincoln <lrestler@cityhall.nyc.gov> wrote:
>>
>> Can we get sign off on this? Will send you draft release.
>>
>> Written with my thumbs. Sorry for typos.
>>
>>> On Nov 10, 2015, at 9:47 AM, Dan Levitan <dan@berlinrosen.com> wrote:
>>>
>>> From mary Brosnahan, president and ceo of coalition for the homeless
>>>
>>> "Kudos to Mayor de Blasio for helping 50,000 New Yorkers move out of costly shelters and into permanent housing -- giving them the sanctuary and stability needed to truly thrive. Many more of our neighbors still need help, but every family, every individual, every child who moves out of the shelter system and into decent housing is a victory. Together with a robust investment in supportive housing, these housing-based investments are surely the path to ending homelessness in New York City."
>>>
>>> - Sent from my Galaxy S6 -

From: [Dan Levitan](#)
To: [Restler, Lincoln](#)
Subject: Re: Pls confirm you got this
Date: Tuesday, November 10, 2015 2:34:25 PM

Good

- Sent from my Galaxy S6 -

On Nov 10, 2015, at 2:32 PM, Restler, Lincoln <lrestler@cityhall.nyc.gov> wrote:

This is final quote. I'm really sorry for back and forth.

"Kudos to Mayor de Blasio for helping nearly 20,000 New Yorkers move out of costly shelters into permanent housing – giving them the sanctuary and stability needed to truly thrive," said **Mary Brosnahan, President and CEO of Coalition for the Homeless**. "Many more of our neighbors still need help, but every family, every individual, every child who moves out of the shelter system and into decent housing is a victory. Together with a robust investment in supportive housing, these housing-based investments are surely the path to ending homelessness in New York City."

Written with my thumbs. Sorry for typos.

On Nov 10, 2015, at 12:51 PM, Dan Levitan <dan@berlinrosen.com> wrote:

Good to go

- Sent from my Galaxy S6 -

On Nov 10, 2015, at 12:40 PM, Restler, Lincoln <lrestler@cityhall.nyc.gov> wrote:

Can we get sign off on this? Will send you draft release.

Written with my thumbs. Sorry for typos.

On Nov 10, 2015, at 9:47 AM, Dan Levitan <dan@berlinrosen.com> wrote:

From Mary Brosnahan, president and
CEO of Coalition for the Homeless

"Kudos to Mayor de Blasio for helping
50,000 New Yorkers move out of costly
shelters and into permanent housing --
giving them the sanctuary and stability
needed to truly thrive. Many more of
our neighbors still need help, but every
family, every individual, every child who
moves out of the shelter system and
into decent housing is a victory.

Together with a robust investment in
supportive housing, these housing-
based investments are surely the path
to ending homelessness in New York
City."

- Sent from my Galaxy S6 -

From: [Grybauskas, Natalie](#)
To: "[Dan Levitan](#)"
Subject: RE: Got a sec?
Date: Thursday, November 12, 2015 4:30:42 PM

Yep 212-788-2930

From: Dan Levitan [mailto:dan@berlinrosen.com]
Sent: Thursday, November 12, 2015 4:30 PM
To: Grybauskas, Natalie
Subject: Got a sec?

--

Dan Levitan
BerlinRosen Public Affairs
O: 646.200.5315
C: 201.674.7475
@levitandan

From: [Grybauskas, Natalie](#)
To: dan@berlinrosen.com
Subject: Good to go
Date: Friday, November 13, 2015 5:46:55 PM

On infrastructure piece.

From: [Salazar-Rodriguez, Prisca](#)
To: ["Jonathan Rosen"](#)
Cc: [Jaclyn Kessel](#)
Subject: RE: Millionth Tree
Date: Sunday, November 15, 2015 8:24:19 PM

Cool. Thanks!
Safe trip.

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

From: Jonathan Rosen [<mailto:Jonathan@berlinrosen.com>]
Sent: Sunday, November 15, 2015 7:54 PM
To: Salazar-Rodriguez, Prisca
Cc: Jaclyn Kessel
Subject: Re: Millionth Tree

Yes. Looping Jackie Kessel who is point on this for NYRP as I am leaving for Asia on Wednesday.
Thanks.

Sent from my iPhone

> On Nov 15, 2015, at 3:38 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov>
wrote:

>

> Want to make sure Friday at 10 is good for Bette before I tell the rest of the team. Mayor and
Bloomberg are good.

>

> Sent from my iPhone

From: [Hagelgans, Andrea](#)
To: [Jonathan Rosen](#); [John Del Cecato](#); [Blumm, Kate](#); [Walzak, Phil](#); [Wolfe, Emma](#)
Subject: Reminder - 4pm today
Date: Monday, November 16, 2015 12:55:58 PM

Offsite at Berlin Rosen. Bring your SOTC ideas!

Sent from my BlackBerry 10 smartphone.

From: [Danielle Schlanger](#)
To: [Hanser, Leora](#)
Subject: RE: Thanks
Date: Monday, November 16, 2015 3:20:37 PM

Hi Leora,

That sounds great. Looking forward to speaking with you soon and please don't hesitate to reach out if you need anything else.

All the best,
Danielle

From: Hanser, Leora [<mailto:LHanser@cityhall.nyc.gov>]
Sent: Monday, November 16, 2015 3:19 PM
To: Danielle Schlanger
Subject: RE: Thanks

Hi Danielle,

We've just brought on board our new Building Healthy Communities Program Director, so I'm going to run through this with her and will get back to you soon.

Thanks again for your help!

Very best,
Leora

From: Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]
Sent: Tuesday, November 10, 2015 1:58 PM
To: Hanser, Leora
Subject: RE: Thanks

Hi Leora,

I wanted to circle back with you and see if you had received any feedback about the messaging.

Thanks and looking forward to speaking with you soon.

Best,
Danielle

From: Hanser, Leora [<mailto:LHanser@cityhall.nyc.gov>]
Sent: Friday, November 06, 2015 4:46 PM
To: Danielle Schlanger; Jonathan Rosen
Subject: RE: Thanks

Hi Danielle,

Thanks for sending this through – at first glance, it looks great.

Let me circulate to my team and get back to you with any additional comments or queries.

Thanks again,
Leora

From: Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]
Sent: Thursday, November 05, 2015 5:35 PM
To: Jonathan Rosen
Cc: Hanser, Leora
Subject: Re: Thanks

Hi Leora,

It's a pleasure to e-meet you. Please find the first draft of the messaging below.

Thanks and I look forward to hearing your feedback.

All the best,
Danielle

- Today, far too many New Yorkers live in communities that lack access to healthy food, opportunities for physical activity and proximity to safe, vibrant public spaces.
 - o Roughly 50 percent of New York City adults and 50 percent of children do not engage in recommended levels of physical activity.
 - o Nearly 20 percent of the poorest New Yorkers and 13 percent of all adults in the city reported eating no fruits or vegetables the previous day.
 - o Lack of physical activity and unhealthy eating are major contributors to obesity and chronic diseases; more than 50 percent of city adults and 40 percent of children in grades K-8 are either overweight or obese.
- Due to a sustained lack of investment in creating safe, healthy neighborhoods in underserved pockets of the five boroughs, residents living in these communities are disproportionately afflicted with major health problems. These ailments include heart disease, diabetes, high blood pressure and obesity, all of which are leading causes of chronic disease and poor health.
- To rectify this, Mayor de Blasio is launching the Building Healthy Communities initiative, a multi-million dollar public-private partnership that will transform some of New York's poorest communities by improving access to physical activity and healthy food while investing in public

safety. This program builds on the success of the Community Parks Initiative, an investment in underfunded neighborhood parks to revitalize them into dynamic public places.

- This pioneering program is targeting 12 densely-populated and historically underserved neighborhoods: East Harlem, Brownsville, Mott Haven, Canarsie, Flushing, Hunts Point, Mariners Harbor, Central Harlem, Bedford-Stuyvesant, Morrisania, Corona and Stapleton. These neighborhoods all experience high rates of violent crime, as well as high rates of diabetes, obesity and hypertension.

- Building Healthy Communities will take a multi-faceted approach to improve the quality of life in these neighborhoods:

- o **Increasing opportunities for physical activity.** Building Healthy Communities will install adult exercise equipment, provide free exercise classes, establish ‘wayfinding paths’ and pedestrian plazas to encourage walking, running and biking and provide children with additional outdoor space for play and recreation.

- o **Increasing access to nutritious and affordable food.** Building Healthy Communities will establish food markets, strengthen community gardens, build urban food-producing farms, begin intergenerational cooking classes and expand school gardens.

- o **Increasing investments in public safety.** Building Healthy Communities will design and improve open spaces with public safety in mind, install lighting and cameras in areas that experienced the highest levels of crime and extend community center hours.

- Building Healthy Communities will be led by the Mayor’s Office of Strategic Partnerships and the Fund for Public Health in New York, which will coordinate private sector partners and 11 city agencies: NYC Department of Health and Mental Hygiene, NYC Department of Parks and Recreation, Mayor’s Office of Criminal Justice, NYC Department of Transportation, NYC Housing Authority, Mayor’s Office of Food Policy, NYC Police Department, NYC Department of Environmental Protection, GrowNYC, Mayor’s Community Affairs Unit and Mayor’s Office of Operations. This cross-agency cooperation acknowledges that the public health problems we face today are complex, requiring broad partnerships and collective action across sectors.

- Building Healthy Communities has already received \$5.1 million in commitments from generous private partners: Unilever, the Laurie M. Tisch Illumination Fund and the New York State Health Foundation.

On Nov 5, 2015, at 5:19 PM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

Leora,

Looping Danielle Schlanger on our team who did a cut on topline messaging. Rather than being in the middle – she is going to send direct to you and then can work off of any feedback you provide. I’ve reviewed and think it is right tight top-line.

Best,

Jonathan

From: Hanser, Leora [<mailto:LHanser@cityhall.nyc.gov>]

Sent: Monday, November 02, 2015 5:12 PM

To: Jonathan Rosen

Subject: Thanks

Hi Jonathan,

Thanks for your time today – lovely to see you and catch up!

I'm attaching the three documents I gave to you in our meeting today. As you said, I think most of the points are there – they just need to be prioritized and refined. I'm grateful for any and all of your assistance.

Would be great to get our broods together in the 'hood – let me talk to Graeme and come back to you with some dates.

Many thanks again and very best,
Leora

Leora Hanser
Chief of Staff
Mayor's Office of Strategic Partnerships
O: 212-341-5074
M: 347-453-8118
lhanser@cityhall.nyc.gov

From: [B](#)
To: [John Del Cecato](#)
Cc: [Jonathan Rosen](#); [Walzak, Phil](#); [FLONYC](#)
Subject: Re: THE ATLANTIC: The Equalizer: Bill de Blasio vs. Inequality
Date: Monday, November 16, 2015 8:35:15 PM

And we gave her a shitload of time! Really shocking how bad and unfair it is. I have no use for these people. Let's just do the work and go right around the so-called referees

From: John Del Cecato <jfdc@akpdmedia.com>
Date: Mon, 16 Nov 2015 22:08:51 +0000
To: B<BCCD@cityhall.nyc.gov>
Cc: Jonathan Rosen<Jonathan@berlinrosen.com>; Walzak, Phil<PWalzak@cityhall.nyc.gov>; FLONYC<FLONYC@cityhall.nyc.gov>
Subject: Re: THE ATLANTIC: The Equalizer: Bill de Blasio vs. Inequality

Not awesome, but that's partly because they started this in April and held it so long. But agree on no more profiles for now.

On Axe, not sure what the context was - but interview could have happened months ago for all I know. I haven't talked to him yet

On Nov 16, 2015, at 5:01 PM, B <BCCD@cityhall.nyc.gov> wrote:

Now I HAVE read this and it's horrible. I strongly advise we avoid profiles from now on, especially from national publications. Let's just focus on the work. Someday our national (and our local) work will make sense to some journalists, but I don't know where we'll find them. And we just haven't figured out how to explain our work in a compelling fashion. So let's throw in the towel on this genre

From: bccd@cityhall.nyc.gov
Date: Mon, 16 Nov 2015 20:37:16 +0000
To: John Del Cecato<jfdc@akpdmedia.com>; Jonathan Rosen<Jonathan@berlinrosen.com>; Phil Walzak<PWalzak@cityhall.nyc.gov>
ReplyTo: bccd@cityhall.nyc.gov
Subject: Fw: THE ATLANTIC: The Equalizer: Bill de Blasio vs. Inequality

I haven't read this yet, but based on the summary I've received this was a royal waste of our time. And JDC, I'm surprised Axe was hard on us here

From: Clips <Clips@cityhall.nyc.gov>
Date: Sun, 15 Nov 2015 22:13:52 +0000

Subject: THE ATLANTIC: The Equalizer: Bill de Blasio vs. Inequality

The Equalizer: Bill de Blasio vs. Inequality

THE ATLANTIC - Molly Ball

<http://www.theatlantic.com/magazine/archive/2015/12/the-equalizer/413158/>

This past may, Bill de Blasio, the first-term mayor of New York City, traveled south from his home turf to Washington, D.C. He had come to solve America's problems. "What I'm trying to do with the progressive agenda goes far beyond the boundaries of the Democratic Party," he told me, in the large suite of offices that New York City maintains in downtown D.C. "It's about changing our national debate and, ultimately, changing policies." In less than an hour, de Blasio would present what he was grandly calling "The Progressive Agenda to Combat Inequality" during a sweaty press conference on the Capitol lawn, thereby seeking his place as one of the principal combatants in the current battle for the soul of his party.

"I think the Democratic Party needs to get back to its roots," he told me, his words rapid and full of impatient certitude. "We are a party that's supposed to be about progressive economic policies and economic populism. And we're supposed to speak for the needs of working people of every background, of every region. And I don't think, as a whole, the party has done a good enough job."

De Blasio is an ungainly 6 foot 5, with the hooded eyes and dour countenance of Sam the Eagle, the Muppets' harrumphing, censorious patriot. He can sometimes be oblivious to the way his actions come across, and as we spoke, he rubbed moisturizer into the backs of his long, hairy hands. He periodically pulled a flip phone—which he keeps for personal use to supplement the BlackBerry holstered at his hip—out of his suit pocket to check his text messages.

In de Blasio's view, the Democrats got slaughtered in the 2014 midterm elections not because voters rejected liberal ideas but because voters wanted more of them—and too few Democratic candidates delivered. It is time, he said, to jettison the timid centrism—tough on crime! pro-business! down with Big Government!—that Democrats have relied on since the Bill Clinton years. "What happened in the 2014 election is a lot of candidates—I would certainly say this about a lot of Democrats—did not want to say out loud the crisis that we're facing, and I think that's a huge mistake," he said.

The crisis he was referring to, income inequality, has risen to become one of the central preoccupations of American politics as the 2016 presidential election comes closer. In a Pew survey last year, inequality was Americans' top choice for "greatest threat to the world." Even Republicans are talking about it. None other than Mitt Romney has said, "The rich have gotten richer, income inequality has gotten worse, and there are more people in poverty than ever before."

In the Democratic presidential primary, Senator Bernie Sanders's insistent focus on inequality, which he calls "the great moral issue of our time," has posed an unexpectedly stiff challenge to Hillary Clinton. But Clinton's allies in the party's more centrist wing fear that adopting a crusading, progressive tilt would be an electoral dead end. This intraparty debate could determine the orientation of American politics for years to come, and de Blasio wants to be in the middle of the fray.

He is uniquely positioned to make his claim on the party's future. Senator Elizabeth Warren of Massachusetts has won the left's heart with her tirades against big banks. And Sanders, from Vermont, has become something of a folk hero—and seen his unlikely campaign catch fire—for his ruffled rabble-rousing. But as members of the Senate minority, they can do little but spout rhetoric. De Blasio has something they don't have: power. He commands a city bureaucracy hundreds of thousands strong; he has more constituents than most senators and governors do; he presides over a city council that is both ideologically sympathetic and structurally weak. In the nearly two years since he took office, he has embarked on an aggressive program to make the city less unequal—a program whose significance he believes most New Yorkers have yet to grasp.

De Blasio wants what he's doing in New York to serve as an example for the rest of the country. And he wants Hillary Clinton—whose successful U.S. Senate campaign he managed in 2000—to embrace that example. To formulate the agenda he was presenting at the Capitol in May, he had summoned an all-star cast of liberals, such as Toni Morrison and Van Jones, to Gracie Mansion. He has given speeches across the country, in places like Nebraska and Iowa, about what he calls "the crisis of our time." He planned to host a forum on income inequality in Iowa in early December, and invited the top candidates from both parties to participate—but had to cancel it when none agreed to attend.* For months, he pointedly refused to endorse Clinton, saying he needed to be satisfied that she had positioned herself correctly on his

pet issue. “I think it’s time, in the coming weeks and months,” he told me in May, “for her to offer a specific vision for addressing income inequality.”

The long-delayed endorsement—part sincere expression, part attention-grabbing stunt—struck many commentators as a boneheaded move that speaks to an unearned and unbecoming grandiosity. As one source well placed in Clintonland put it to me: “Give me a fucking break.” When de Blasio marched on Washington in May, 13-point plan in hand, the New York media seemed mostly to be asking, Who do you think you are? Noting that de Blasio’s approval rating stood at just 44 percent among his own constituents, Bob Hardt, the political director of NY1, a local cable network, observed in a column, “Before heading off to the fields of Iowa again, perhaps it’s time to look homeward.”

Even some allies fret that de Blasio is getting too big for his britches. “When you’re mayor, you have the latitude to do those things, but only after you tend to business at home,” David Axelrod, the Democratic strategist and former Obama adviser, who has known de Blasio for more than a decade, told me. “He has to be very careful, I think, not to play so hard at the national game that he is perceived as neglecting his responsibilities.”

De Blasio brushes off such concerns. “I think we have a broken situation in Washington, D.C.,” he told me. “That is not a news flash. We know this. We know the issue of income inequality is not being addressed. We know the middle class is in great danger. We’ve got to have a breakthrough here. And I have the honor of being mayor of the biggest city in the country. It’s my obligation to act on these issues for my own constituents.”

Whether de Blasio is able to change the course of the country will depend on a couple of questions: Is his project in New York working? And do people like it? The mayor is finding, over the course of nearly two years in office, that the answers to those questions are not as closely linked as they might seem.

In september, New York’s Transport Workers Union took out a newspaper ad featuring de Blasio’s face superimposed on a graffiti-covered subway car. “Mayor de Blasio risks taking us back to the bad old days of the 1970s and 1980s,” it said. Chris Christie, the governor of New Jersey and a Republican presidential candidate, has decried the “diminution in the quality of life” in the city, blaming it on de Blasio’s

“liberal policies.” In one poll last spring, just 8 percent of New Yorkers rated the mayor’s job performance as “excellent”; one voter, Rochelle Weinberg, a Democrat from Queens, told The Wall Street Journal: “I can’t stand him. Everything he does makes me angry.”

The New York Post, the city’s conservative tabloid, has seized on anecdotal reports of disorder, from the prevalence of panhandlers to the appearance of topless performers in Times Square, to depict de Blasio’s New York as an urban hellscape. A cover last year blared, “Squeegee men back: BAD OLD DAYS,” teasing an investigative report that had turned up all of two examples of the marauding Windexers famously targeted by former Mayor Rudy Giuliani in the ’90s. Squeegee men, the article said, had returned and were “terrorizing” the city.

This tableau of decline is not what de Blasio sees when he surveys his domain. What he sees is progress. His signature achievement to date has been the introduction of free prekindergarten education for every child in the city, a feat he accomplished in his first year. He created a war room across the street from City Hall that met seven days a week to steer the breakneck implementation. And when the new pre-K classrooms opened in September 2014, even some of the mayor’s critics conceded that it was a huge accomplishment. Now in its second year, the program serves more than 65,000 city children—more pre-K students than there are students of all ages in the entire Boston school district—including half of New York’s homeless children.

Under de Blasio, the city has also mandated that employers offer paid sick leave, raised the minimum wage for certain workers, and created a new ID card that helps undocumented immigrants get access to banks and other services. The card has proved hugely popular—more than half a million have been issued. Some rents have been frozen, for the first time in half a century—providing relief to more than 1 million New Yorkers—and more than 20,000 units of affordable housing have been created or preserved. Together with Police Commissioner William Bratton, the community-policing pioneer who held the job under Giuliani in the 1990s, de Blasio has dialed back the NYPD’s stop-and-frisk policy and stopped arresting people caught with small amounts of marijuana.

De Blasio, in other words, is making the city less unequal, little by little, just as he promised to do. “The sheer amount of dollars de Blasio’s policies has shifted into the hands of working class New Yorkers is truly staggering,” the Daily News columnist Juan Gonzalez

wrote in September. “No wonder the 1%—those who had it so good for so long—want him out.”

These aren't just nice new programs, allies argue—they're proof that liberals can be effective, contra the stereotype of mushy-headed do-gooders whose well-intentioned efforts fall prey to dithering, bureaucracy, and overspending. “New York City, the supposedly ungovernable city, added an entire grade to the largest school system in America without a hitch,” Peter Ragone, a longtime adviser to de Blasio, told me. “That only happens through really strong management. There's no way around that.” The economy is strong, the city's budget is running a surplus, test scores are up, and overall crime is down. Over the summer, when many other cities saw an increase in murders, New York had the fewest in 25 years.

But this sunny picture has not exactly been the popular perception. A series of trivial flubs have chipped away at de Blasio's public image. He was widely mocked for eating pizza with a knife and fork, and at his first Groundhog Day ceremony, he dropped the groundhog, which later died. (At his second Groundhog Day, to prevent mishaps, Staten Island Chuck was presented in a plexiglass enclosure.) Throughout his first year, he was chronically late, even by New York standards. His attempt to limit the growth of Uber—perhaps on behalf of the taxi union, a political ally—was shelved after the company targeted de Blasio with protests and attack ads. And during a violent standoff on Staten Island in August, during which a firefighter was shot, de Blasio was discovered working out, mid-morning, at a gym in Brooklyn. Even among those constituents who do not see de Blasio as a radical bent on redistributing their wealth to minorities, a view persists of his administration as an embarrassing comedy of errors, and the mayor as its fool—tall, doofy, and deluded. Who cares how much good you're doing if New Yorkers have decided you're a putz?

In October, de Blasio appeared on CNN with his own version of Donald Trump's signature hat. It read make america fair again. Although de Blasio embraces the term progressive, with its suggestion of forward motion, his liberalism has a fundamentally nostalgic cast. He believes he is reaching back to an older tradition—a vanished time when broadly shared prosperity gave people good jobs and good wages. He invokes the Democratic heritage of Franklin Delano Roosevelt and Fiorello La Guardia, two men his Italian mother and her two sisters so admired that it often felt like they were invisibly present at family gatherings in the 1970s and '80s. “They talked about them all the time,” de Blasio told

me. Never mind that the postwar years were far from fair for women, or blacks, or gays; de Blasio, like Trump, is tapping into a widespread sentiment that America's best days may have passed.

Bill de Blasio was born Warren Wilhelm Jr. (as a young adult, he adopted a combination of his childhood nickname and his mother's maiden name) in 1961 to a pair of 44-year-old liberal intellectuals. His family was haunted by McCarthyism: In 1950, both of his parents, Maria and Warren Wilhelm, had to defend themselves against charges of communist sympathies before a government-loyalty board. (Maria worked as a researcher at Time magazine, where her outspoken liberalism raised the hackles of one of the writers, the noted anti-communist Whittaker Chambers.) Though they were cleared, the investigation stymied Warren's career as a Commerce Department economist and set off a gradual, alcohol-fueled decline. He left the family when de Blasio was in elementary school. A decade later, he shot and killed himself in the parking lot of a Connecticut motel.

De Blasio's friends say this heritage has given him a profound leftist identity. "His mother was denounced by Whittaker Chambers. His father basically had his career ruined by McCarthyites," one told me. "On a deep, deep level, he knows that there really is a right wing, and it's not nice."

Thus, while many in his generation thrilled to the vision of Ronald Reagan, de Blasio had a very different reaction. Reagan's election, he told me, was "a shock like you would not believe," one that he sees as the root of virtually every pernicious economic trend—"deregulation and trickle-down economics and globalization." When I noted that a lot of people had found Reagan compelling, de Blasio shot back, "Well, I don't know many of those people."

De Blasio's young adulthood reads as a near-parody of a 1980s lefty's life. After earning a master's degree in international affairs from Columbia University, he went to Nicaragua to help the Sandinistas; he marched in protests against the Three Mile Island nuclear-power plant. He worked on David Dinkins's 1989 mayoral campaign, then took a job at City Hall, where, in 1991, he met Chirlane McCray, an African American poet, activist, and speech writer. In 1979, McCray had written an essay for *Essence* titled "I Am a Lesbian." De Blasio wooed her nonetheless, and in 1994, they were married in Brooklyn's Prospect Park.

De Blasio continued to pursue a career in government, working under Andrew Cuomo in Bill Clinton's Department of Housing and Urban Development. In 1996, he directed the New York State campaign for Clinton's reelection. When Hillary Clinton, then still the first lady, decided to run for Senate in 2000, she tapped de Blasio to manage her campaign.

Harold Ickes, the former Clinton adviser, who has known de Blasio since his Dinkins days, told me that de Blasio initially hesitated to take the job managing the Senate campaign, because he was intimidated by the complexities of the Clintons' world. "I said to him, 'You can bring the good news and I'll bring the bad news,'" Ickes said. "We did that a lot of times—he'd call me and say, 'Would you mind calling Hillary and talking about X, Y, or Z issue?'" De Blasio's management style was laid-back and indecisive, and toward the end of the campaign he was removed from the chain of command, according to *The New York Times*. Ickes told me that wasn't the case. The perception, he said, was based on a misunderstanding of de Blasio's role: His job was to guide Clinton through the ins and outs of New York politics, not to serve as an overall strategist.

It was clear to Ickes even then that de Blasio intended to seek office himself someday. "He always talked about it, but in New York, it's like getting your ticket to the fish counter at Zabar's on a Friday night—you have to stand in a long line," Ickes told me. After Hillary Clinton's election, de Blasio ran for a Brooklyn city-council seat. "And the rest is history, as they say."

To de Blasio's allies, the twin strands of his biography—staunch liberal who's sure of his principles, and political operative who understands electoral sausage making—constitute just the combination needed to bring about New York's progressive transformation. "He's basically an idealist who makes deals to get things done," Howard Dean, the former governor of Vermont and a friend of de Blasio's, told me. "He's not starry-eyed. But he's also not a guy who's only interested in his own power."

One persistent criticism, however, is that de Blasio's certitude leaves little room for alternate approaches. At one point, I asked him how he would adjust his worldview if his policies turned out to be ineffective—if, as his critics warn, crime and deficits and the squeegee men returned. He said his approaches had already been tested. "We've picked up on some policies that have already been successful elsewhere," he said.

When it came to questions like the value of prekindergarten, he said, “I think the jury came back a long time ago.”

Despite New York’s reputation as a liberal bastion, before de Blasio’s election the city had not had a Democratic mayor since Dinkins left office, in 1993. The odds-on candidate to replace Michael Bloomberg in 2013 was the city-council speaker, Christine Quinn, who had cozied up to business interests and helped Bloomberg win a third term by getting rid of the city’s two-term limit. (She had defeated de Blasio for the speaker position in 2005.) Bloomberg was still popular with majorities of city voters and of Democrats; Quinn positioned herself as the candidate who would stay the course in good times.

But de Blasio correctly sensed that a liberal wind was blowing. He was at the vanguard of a progressive takeover of city politics that began in 2009, when he won the primary for the citywide office of public advocate in a surprise upset. De Blasio was endorsed by the Working Families Party, a labor-backed, left-wing coalition that also helped seven liberal challengers win city-council primaries and special elections that year. Once in office, they joined with other liberals on the council to form an 11-member progressive caucus. They were a minority on the 51-seat council, but they quickly proved capable of driving the agenda—and irritating Bloomberg—by, for example, pushing for paid sick leave and against stop-and-frisk. Quinn opposed the progressives on both issues, beginning her alienation from the Democratic base.

De Blasio promised, in his campaign, to fund his pre-K proposal through a new tax on incomes above \$500,000—a way to help the poor by taking from the rich. But once he assumed office, after coasting in the general election with 73 percent of the vote, the Democratic governor, Andrew Cuomo, countered by announcing that the state would fund the pre-K expansion without raising taxes. De Blasio insisted that the tax hike was necessary to ensure future funding, and he lobbied lawmakers to pass it. At the same time, he announced that some public charter schools would no longer get free space in public-school buildings—a policy change that charter-school advocates took as a declaration of war.

Eva Moskowitz, the CEO of the Success Academy public-charter chain and a target of de Blasio’s, told me that she believes de Blasio has been blinded to alternate approaches by his ideology and by his loyalty to the teachers union. “His views of the solution don’t look that different from

those being proposed 30 years ago,” Moskowitz said. “I’ve watched up close for many, many years, and those solutions do not work.”

Not long after de Blasio was sworn in, as he was trying to gin up support for his pre-K tax, charter-school advocates held a massive rally in Albany—headlined by Cuomo—and aired television ads blasting the mayor as anti-student. The blowback helped doom de Blasio’s tax proposal. So while he publicly claims victory for getting pre-K funded and running, sources close to him say he privately acknowledges that he lost the battle. “He got his clock cleaned by Cuomo in Albany the first year,” says one de Blasio ally. “He knows he misplayed it.”

De Blasio was determined to get better results from the second legislative session of his term. He stumped across the state to get more Democrats elected to the legislature in 2014. And he strenuously avoided criticizing Cuomo. That wasn’t easy, as the governor continually found large and small ways to needle the mayor, from refusing to consider de Blasio’s plan to redevelop a rail yard in Queens to announcing a restrictive Ebola quarantine in the fall of 2014 without consulting him. Last winter, Cuomo, who oversees the city’s transit system, blindsided de Blasio by announcing that the subways would close ahead of a snowstorm—de Blasio found out about the closure when it was reported by the media. A cartoon in the Daily News depicted de Blasio as a housefly and Cuomo as a sadistic teenager ripping off one of his wings.

De Blasio ignored the provocations. He even helped Cuomo at a crucial moment. Up for reelection in 2014, Cuomo faced a primary challenge from Zephyr Teachout, a law professor recruited by the Working Families Party. The party saw Cuomo as exactly the sort of Wall Street Democrat it was trying to drive out: Despite being the son of one of de Blasio’s progressive idols (the mayor’s “tale of two cities” campaign slogan was also the refrain of Mario Cuomo’s landmark Democratic National Convention speech in 1984), Andrew Cuomo built his career on a socially liberal but fiscally conservative platform, cutting taxes on the wealthy as he pushed gay marriage through the legislature. The Working Families Party’s mission is to make this kind of moderation unacceptable. “We want to do to Democrats what the Tea Party did to Republicans,” the party’s national director, Dan Cantor, told me.

Though the WFP had persuaded Teachout to run against Cuomo, de Blasio urged the party to support the incumbent, seeing an opportunity to build leverage with a governor who was almost certain to win

reelection. De Blasio brokered a deal in which the governor made a series of promises to the progressives: He said he would fight to help Democrats retake the state Senate, to increase the minimum wage, and to enact campaign-finance reform. Cuomo recorded a videotaped address to the WFP's convention, where members were hotly divided over which candidate to back. When some complained that in the video Cuomo had avoided making his promises explicit, de Blasio arranged to get Cuomo on speakerphone to make the commitments the delegates were waiting to hear.

It was a close call, but Cuomo won the group's endorsement, which would seem to have put him in de Blasio's debt. Yet the governor proceeded to renege on the deal. He not only didn't lift a finger for Democratic Senate candidates, he started a new party, the Women's Equality Party, aimed at undermining the similarly acronymed WFP and draining its ballot share. Cuomo won reelection with 54 percent of the vote, a slimmer margin than expected. De Blasio and the Working Families Party, in the words of New York magazine, "got played."

De Blasio's efforts to get more Democrats elected to the legislature also backfired. Almost all the candidates he'd campaigned for lost; some were attacked for their association with the liberal mayor. The Republicans elected in their stead were annoyed with de Blasio as a result of his efforts against them. When the legislature convened this year, Cuomo completed the humiliation by antagonizing de Blasio more brazenly than ever. Cuomo and the split legislature conspired to deny virtually all of de Blasio's requests, refusing the changes to housing policy he sought and passing an insulting one-year extension of mayoral school control, rather than the permanent extension he had asked for. In newspaper articles, an anonymous "top Cuomo administration official" trashed de Blasio's strategy, telling the Daily News, "He puts himself in these situations." The press quickly sniffed out this official's identity: Cuomo himself.

De Blasio had finally had enough. In an interview with NY1, the cable network, he abandoned the pretense of comity and accused Cuomo of shortchanging the city out of pure spite: "In my many efforts to find some common ground, suspiciously, it seemed that every good idea got rejected or manipulated." Many on the left cheered at the venting of their long-held frustrations. But beyond catharsis, it wasn't clear what de Blasio hoped to achieve with his broadside. In recent polling, Cuomo's approval rating in New York City came in higher than de Blasio's.

The greatest test of de Blasio's progressive ideals has been the city's convulsions over police brutality. Last December, after a grand jury declined to indict the white police officer who'd choked Eric Garner to death, the mayor seemed to side with the protesters and against the police. De Blasio said he worries about the danger his own son, who is biracial, faces at the hands of police. "We've had to literally train him, as families have all over this city for decades, in how to take special care in any encounter he has with the police officers who are there to protect him," he said.

Two weeks later, two officers were shot and killed as they sat in their patrol car. "There is blood on many hands tonight," the head of the police union, Pat Lynch, said of the killings. "That blood on the hands starts on the steps of City Hall, in the office of the mayor." At the slain officers' funerals, hundreds of police officers turned their backs on de Blasio.

Had this happened in the 1990s, when fear of crime was at its height, such a moment could well have been a breaking point—the moment when the mayor lost the city, when the silent majority's fear of disorder turned into a visceral rejection, when New Yorkers joined the officers in turning their backs on the mayor. But in 2015, that didn't quite happen. Instead, about 70 percent of New Yorkers told pollsters they disapproved of the union's actions and Lynch's comments.

The incident made clear that times have changed since Bill Clinton and the Democratic Leadership Council saved the party from itself in the '90s—a time when the party's image as soft on crime was its biggest obstacle to mainstream success. Public sentiment has changed in other ways, too, since Clinton urged the party to move to the middle. Americans are far more liberal than they used to be on social issues like gay marriage. This year, 24 percent of Americans said they consider themselves liberal, a record high in Gallup's two decades of polling the question (though still well behind the 38 percent who call themselves conservative and the 34 percent who call themselves moderate).

"The Wall Street Democrats do not seem to understand that the debate has changed," Michael Podhorzer, the political director of the AFL-CIO and one of the left's top strategists, told me. "There is a sense of entitlement, and a failure to comprehend that the threat is more than rhetorical. But the reality is, a Wall Street Democrat can't win today." Podhorzer advises Democrats against campaigning explicitly on

“inequality,” a word, he says, that resonates only with elites. But a platform of worker-friendly issues, such as raising the minimum wage and implementing paid family leave, can galvanize a wide spectrum of voters.

Moderate Democrats, meanwhile, tend to break out in hives when they hear de Blasio argue that they would win more elections if they just tacked to the left. They hear in his words a latter-day echo of the Jesse Jackson–style interest-group liberalism Bill Clinton rejected. “There are a lot of Democrats and Republicans who aspire to be wealthy themselves,” Jack Markell, the centrist governor of Delaware, told me. “If we say to people, ‘The rich are the problem,’ I don’t think that’s a particularly good strategy.” Elaine Kamarck, a political scientist and Democratic operative who in 1989 co-wrote a manifesto that established the stance of the centrist Democratic Leadership Council, told me bluntly that if Democratic candidates move sharply to the left, “they will lose.”

Hillary Clinton, in her current incarnation, has largely seemed to take the centrists’ side of the argument. In Ohio in September, she told a group of women, “You know, I get accused of being kind of moderate and center. I plead guilty.” But there are signs she feels compelled to heed the party’s vocal left wing. After scrupulously avoiding taking a position on the fracas over trade that split the Democrats in the spring, Clinton came out against the Trans-Pacific Partnership in October. (Warren, Sanders, and de Blasio had all strongly opposed giving Obama authority to expedite negotiations for the free-trade agreement, a major Obama priority for which Clinton had advocated as secretary of state.) She has also come out against the Keystone XL pipeline, which environmentalists loathe, and proposed a set of new regulations to rein in Wall Street.

In late October, de Blasio finally ended the suspense and endorsed Clinton, calling her “the candidate who I believe can fundamentally address income inequality effectively.”* The Clinton campaign buried the news in a press release announcing the support of 85 mayors across the country.

If de Blasio’s influence on the national discussion remains a work in progress, that hasn’t stopped him from trying to steer the global one as well. In September, he welcomed Pope Francis to New York, hailing him as “the leading moral force on this Earth” and positioning himself as an ally in the global struggle against poverty. He has made official

visits to Paris and Israel. He has spoken on more than one occasion with Alexis Tsipras, the on-again, off-again prime minister of Greece, whose crusade against austerity he applauds. De Blasio told me that he recently had a “powerful conversation” with the then-mayor of Rome, who shared his frustration at being far out in front of his national government.

The New York press has consistently depicted these activities as presumptuous—a pattern that clearly irks de Blasio. Why shouldn’t the mayor of America’s largest and most cosmopolitan city be not only a national leader but an international one, too? “My job is to produce for my people in this city, the 8.4 million people that I represent,” de Blasio told me. “But I am also cognizant of the fact that we do have an impact on the national discussion. Even a little bit on the international discussion.”

Nonetheless, there are signs that de Blasio is starting to pay more attention to his image at home. On a rainy Friday in October, he was scheduled to visit Washington once again, this time to give the keynote address to a liberal group called American Family Voices. But Hurricane Joaquin was headed for the East Coast, and at the last minute de Blasio canceled his appearance. Frequently called out in the New York media for his forays onto the national stage, the mayor seemed eager to avoid the spectacle of being caught speechifying out of town while his constituents struggled to cope with a storm.

Once criticized for his refusal to engage with trivial political controversies, de Blasio lately stands accused, in a New York Times article, of having become too reactive. When Staten Islanders complained that he hadn’t spent much time in the borough, for example, de Blasio quickly scheduled a trip there. After long insisting that the city didn’t need any more police, he agreed to add 1,300 new officers. He’s even started showing up for events on time. As de Blasio continues to learn, having a strong sense of direction is only one part of being a transcendent leader. The other is convincing people to follow you.

From: [Snyder, Thomas](#)
To: [Shorris, Anthony](#); [Williams, Dominic](#); [Fuleihan, Dean \(OMB\)](#); [Wolfe, Emma](#); [Everett, Matt](#); [Fialkoff, Gabrielle](#); [Arslanian, Kayla](#); [Walzak, Phil](#); [Hagelqans, Andrea](#); [Schnake Mahl, Gabriel](#); [Da Costa, Ricky](#); [Wiley, Maya](#); [Reisman, Lisette](#); [Caquias, Paula](#); [Ko, Eunice](#); [Zuniga, Andrea](#); [Jonathan Rosen](#); [John, Roxanne](#); [Thornton, Demetrius](#); [John Del Ceccato](#); [Griffith, Chantell](#); [Louis Espiritusanto, Jose](#); [Hinton, Karen](#); [Darlington, Mandy \(OMB\)](#); [Prisca Salazar](#)
Subject: PLANNING MEETING
Date: Tuesday, November 17, 2015 11:57:17 AM

This Thursday's Planning Meeting is cancelled.

Tom Snyder
Chief of Staff

From: [Jovana Rizzo](#)
To: [Jeff Scheuer](#); [Adams Baker](#); [Marti](#)
Cc: [Claire Sheedy](#); [Beth Carmody](#)
Subject: RE: following up
Date: Tuesday, November 17, 2015 5:25:49 PM
Attachments: [Breaking Ground background.docx](#)

Marti, in case you need, attached is some background on Breaking Ground and the building. Jeff already provided to the speechwriter who got in touch.

I'll be on site tomorrow -- [REDACTED]

From: Jeff Scheuer [jscheuer@breakingground.org]
Sent: Tuesday, November 17, 2015 4:04 PM
To: Adams Baker, Marti
Cc: Claire Sheedy; Beth Carmody; Jovana Rizzo
Subject: RE: following up

Marti:

I wish we could help you more with a tenant, but the timing is such that we're focusing on ensuring that event logistics are managed for your team. [REDACTED] is our best and only option for this. Sorry about that.

[REDACTED] If you cannot reach her and need assistance, let me know.

Jeff

Jeff Scheuer
Vice President, External Affairs
505 8th Ave - 5th floor
Ph (212) 389-9377 x9377
Email: jscheuer@breakingground.org
www.breakingground.org
We're proud of our new name, Breaking Ground. Please update your contacts to reflect the change.



From: Adams Baker, Marti [<mailto:MAdams@cityhall.nyc.gov>]
Sent: Tuesday, November 17, 2015 3:41 PM
To: Jeff Scheuer
Cc: Claire Sheedy; Beth Carmody; 'jovana@berlinrosen.com'
Subject: Re: following up

Thank you

Could you share her contact information so we can follow up?

And are there any current residents, please? That's really our preference

From: Jeff Scheuer [<mailto:jscheuer@breakingground.org>]
Sent: Tuesday, November 17, 2015 02:57 PM
To: Adams Baker, Marti
Cc: Claire Sheedy <cshedy@breakingground.org>; Beth Carmody <bcarmody@breakingground.org>; Jovana Rizzo <jovana@berlinrosen.com>
Subject: RE: following up

Marti:

Here's what we've got for you, a former tenant of the Times Square (TS) who has since moved on to housing stability through her

experience living in the building and with working day in and day out with our residents at the site (so multi-faceted perspective on how supportive housing benefits an extremely vulnerable group of homeless individuals). The person's name is [REDACTED]. Some background:

[REDACTED]

- [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

In her own words from several years ago:

[REDACTED] My caseworker sent me to the Times Square – it was during the rent-up period back in 1994. I walked into that building, and saw how beautiful it was. I looked at that stairwell and said, "I can't believe I could live here...."

[REDACTED] I was called in to sign the lease – I can still remember that date! – and was given the keys. I'd seen the room before, during the interviews, but there's a difference between seeing it and actually getting keys and knowing it's your own apartment.

[REDACTED] It was wonderful – being able to give back.

[REDACTED] – right in the middle of everything. I work with people who are usually having difficulty with their rent. My relationship with most tenants is good because [REDACTED] I understand the circumstances people get in. We're not always up – we all go through difficult periods. That's life.

I work very closely with people having difficulty and their caseworkers to keep them housed. The one I remember most is one of the original tenants of the Times Square, who had never paid rent after Breaking Ground became the landlord. There were setbacks with him, but I was able to work with him to pay off all of it – he owed almost \$12,000! He's up to date now....

I've been living at the Times Square for about 10 years (note, since moved out to more independent living). At first, I wasn't able to let the tenants know that when I was off, I was off. It was "I am at work from nine to five; you can see me at any time then. Please don't approach me on the street to ask me questions." But after explaining it a few times, they got it. When I walk through the lobby on weekends and at night, they all say "Hi!" and are really friendly, but they know I'm not at work.

I love being here.... I'm perfectly happy.

[REDACTED]

In and out of my office, but call if you have questions/concerns.

Jeff

Jeff Scheuer
Vice President, External Affairs
505 8th Ave - 5th floor
Ph (212) 389-9377 x9377
Email: jscheuer@breakingground.org
www.breakingground.org

We're proud of our new name, Breaking Ground. Please update your contacts to reflect the change.



From: Adams Baker, Marti [<mailto:MAAdams@cityhall.nyc.gov>]
Sent: Tuesday, November 17, 2015 2:51 PM
To: Jeff Scheuer
Subject: RE: following up

No issues at all with that list, thank you

Will keep an eye out for residents.

From: Jeff Scheuer [<mailto:jscheuer@breakingground.org>]
Sent: Tuesday, November 17, 2015 2:49 PM
To: Adams Baker, Marti
Subject: RE: following up

Marti:

No problem at all with the name.

We're lining up right now. I think we've got someone but will have to you more soon.

BTW, we'll have the following in the room from our end:

Brenda Rosen – President and CEO
David Beer – Vice President, Housing Development
Claire Sheedy – Vice President, Housing Operations and Programs
Beth Carmody – Director, Communications
Jovana Rizzo – PR (BerlinRosen Public Affairs)

Any issues with this list?

Jeff

Jeff Scheuer
Vice President, External Affairs
505 8th Ave - 5th floor
Ph (212) 389-9377 x9377
Email: jscheuer@breakingground.org
www.breakingground.org

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From: Adams Baker, Marti [<mailto:MAAdams@cityhall.nyc.gov>]
Sent: Tuesday, November 17, 2015 2:33 PM
To: Jeff Scheuer
Subject: RE: following up

JEFF – I apologize for typing the wrong name!

Please forgive me!

From: Adams Baker, Marti
Sent: Tuesday, November 17, 2015 2:32 PM
To: 'jscheuer@breakingground.org'
Subject: following up

Hi Joe: just a quick note to follow up to find out if your team has been able to identify any residents who we should consider to speak at tomorrow's event?

Many thanks,
Marti

Marti Adams Baker
Deputy Communications Director | Office of Mayor Bill de Blasio
o: (212) 788-9570 | m: (347) 967-7358 | t: [@Marti_Adams](#)

About Breaking Ground

- Breaking Ground is New York City's largest supportive housing provider
- President and CEO is Brenda Rosen
- Breaking Ground has built more than 3,200 units of supportive housing and has 1,000 more in the development pipeline
- All buildings feature on-site supportive services
- Breaking Ground has provided housing and critical on-site support for the chronically homeless, low-income working adults, those living with mental illness and addiction, those living with HIV/AIDS, veterans, seniors, artists and youth aging out of foster care
- 99% of Breaking Ground residents remain stably housed despite struggling with significant challenges
- Breaking Ground operates, under contract with DHS, street to home outreach services in all of Brooklyn, Queens, and nearly one-third of Manhattan
- This is Breaking Ground's 25th anniversary year – they have helped 12,000 people escape homelessness since 1990
- A 2013 NYC study found that the cost of care for a homeless disabled person was \$51,020 in Medicaid, psychiatric care, shelter and corrections. That same study found that once in supportive housing, the savings paid for the cost of housing and saved an additional \$10,100. Based on that figure, over 25 years, Breaking Ground's supportive housing units have saved over \$625 million in tax payer dollars.

About The Times Square

- The Times Square is the largest permanent supportive housing residence in the nation
- It is home to 650 residents including those who are formerly homeless, those living with mental illness, HIV/AIDS, and low-income working adults
- On-site social services – case management, mental health counselors, medical clinic – are provided by Breaking Ground's partner the Center for Urban Community Services
- Breaking Ground has on-site staff to plan activities – outings, summer barbeques, Thanksgiving dinner – that enhances socialization, decreases isolation, and builds community within the building
- The building features a garden roof deck, computer lab, library, art studio (art work by residents is displayed in the mezzanine of the lobby), rehearsal space, laundry facilities, 24-hour security
- History: Breaking Ground opened the building in 1991. The Times Square was a grand hotel that had fallen into disrepair. Breaking Ground transformed the building into supportive housing and restored the historic lobby. The building is listed on the National Register of Historic Places.

From: Restler, Lincoln
To: "Brenda Rosen"; Beth Carmody
Cc: Jeff Scheuer; Claire Sheedy; Jovana Rizzo
Subject: RE: 11/18/15 Mayor's Conference/Times Square Resident Profile
Date: Tuesday, November 17, 2015 10:36:27 PM

Thank you so much! Incredibly detailed and helpful.

Will be in touch on next steps – but would need coms person to speak to [REDACTED] in Am.

Thanks!

From: Brenda Rosen [mailto:brosen@breakingground.org]
Sent: Tuesday, November 17, 2015 10:17 PM
To: Beth Carmody; Restler, Lincoln
Cc: Jeff Scheuer; Claire Sheedy; Jovana Rizzo
Subject: Re: 11/18/15 Mayor's Conference/Times Square Resident Profile

Lincoln, please see below. Please let us know if you would like [REDACTED] to speak tomorrow. Thanks, Brenda

Sent from my iPhone

On Nov 17, 2015, at 10:13 PM, Beth Carmody <bcarmody@breakingground.org> wrote:

Hi all,

By sheer coincidence, I was sitting chatting with [REDACTED] when Kanyun phoned to say, don't let him leave! Then came by and briefed him on tomorrow's opportunity.

Lovely man. Here's his info:

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

[REDACTED] was born in [REDACTED] and moved to [REDACTED] as a baby. Growing up [REDACTED]
[REDACTED] began working to help support himself. He worked a variety of jobs such as factory work and assembling gas stoves [REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] it was a very difficult part of his life. He mainly stayed on the East Side of Manhattan [REDACTED] he did not have a relationship with family or friends as it was hard to trust anyone [REDACTED] according to [REDACTED] "You live one day at a time as you don't know what will happen out there."

[REDACTED]
[REDACTED]
[REDACTED] he first heard about Breaking Ground and what they were doing at the old Times Square Hotel. After multiple interviews he was accepted and moved into The Times Square on [REDACTED].

[REDACTED] was amazed at The Times Square when he first moved in [REDACTED] He didn't trust anyone. His biggest challenge came when [REDACTED] With help from Breaking Ground staff and the onsite supportive services, he realized [REDACTED] He began to get involved within the building helping a lot with catering events and working in the restaurant on the 15th floor. He continued

to work on himself and the issues to discover that **he now has a peace of mind he never thought he would and that he is indeed a nice loving person after all.** These discoveries lead him to [REDACTED]

[REDACTED] thinks it's "Awesome living here with all the support available when one is ready." [REDACTED] now he is social and very much involved in volunteering at The Times Square. [REDACTED]

[REDACTED] he meets regularly to help create ideas on how to address homelessness issues [REDACTED] This volunteering/involvement along with all of [REDACTED] work at The Times Square [REDACTED] credits all of this and the support he receives with helping him stay focused on himself and continue to move forward even [REDACTED] Now he just wants to continue with what he's doing and helping others as long as he can.

Thanks,
Beth

From: Jeff Scheuer
Sent: Tuesday, November 17, 2015 9:44 PM
To: Brenda Rosen; Claire Sheedy; Jovana Rizzo
Cc: Beth Carmody
Subject: 11/18/15 Mayor's Conference/Times Square Resident Profile

Beth is going to the office now (should be there in about 10 minutes) and will retrieve Mr. [REDACTED] profile and send to Brenda, Claire and Jovana:

[REDACTED] not indicated whether he's willing to speak to media

Jeff Scheuer
Vice President, External Affairs
505 8th Ave - 5th floor
Ph (212) 389-9377 x9377
Email: jscheuer@breakingground.org
www.breakingground.org

We're proud of our new name, Breaking Ground. Please update your contacts to reflect the change.

| |

From: [Salazar-Rodriguez, Prisca](#)
To: [Jaclyn Kessel](#)
Subject: Re: Millionth Tree
Date: Wednesday, November 18, 2015 8:09:12 PM

No Q's

Sent from my iPhone

> On Nov 18, 2015, at 8:07 PM, Jaclyn Kessel <Jaclyn@berlinrosen.com> wrote:

>

> Sure that's great. And i do have a quick question-- MBDB taking Qs or no? Bloomberg? Last go around the answer was no i believe. I'm happy to check w/ comms team too if that's easier.

>

>

From: Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]

> Sent: Wednesday, November 18, 2015 8:03 PM

> To: Jaclyn Kessel

> Subject: Re: Millionth Tree

>

> I can connect you with our advance staff for Friday if you like. Let me know.

>

> Sent from my iPhone

>

>> On Nov 18, 2015, at 7:52 PM, Jaclyn Kessel <Jaclyn@berlinrosen.com> wrote:

>>

>> So far so good. Will let u know if anything changes. Thanks Prisca.

>>

>> Sent from my iPhone

>>

>>> On Nov 18, 2015, at 6:59 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>>>

>>> Hi. Please let me know if you need anything for Friday at 10am. Or if you have everything you need. Thanks.

>>>

>>> Sent from my iPhone

>>>

>>>> On Nov 15, 2015, at 7:53 PM, Jonathan Rosen <Jonathan@berlinrosen.com> wrote:

>>>>

>>>> Yes. Looping Jackie Kessel who is point on this for NYRP as I am leaving for Asia on Wednesday. Thanks.

>>>>

>>>> Sent from my iPhone

>>>>

>>>>> On Nov 15, 2015, at 3:38 PM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

>>>>>

>>>>> Want to make sure Friday at 10 is good for Bette before I tell the rest of the team. Mayor and Bloomberg are good.

>>>>>

>>>>> Sent from my iPhone

From: [Jaclyn Kessel](#)
To: [Grybauskas, Stefan](#); [Gross, Dan](#); [Salazar-Rodriguez, Prisca](#)
Subject: RE: Millionth Tree
Date: Thursday, November 19, 2015 10:59:06 AM

Yep perfect. Thanks

From: Grybauskas, Stefan [<mailto:SGrybauskas@cityhall.nyc.gov>]
Sent: Thursday, November 19, 2015 10:58 AM
To: Jaclyn Kessel; Gross, Dan; Salazar-Rodriguez, Prisca
Subject: Re: Millionth Tree

Jaclyn,

For now the plan is no questions. I will let you know if that changes. Mayor Bloomberg will be in attendance.

Let me know if you have any other questions.

Stefan Grybauskas
Associate Director of Advance
Office of the Mayor
City of New York
C: 347-515-5874

Sent from my BlackBerry 10 smartphone.

From: Jaclyn Kessel
Sent: Thursday, November 19, 2015 10:54 AM
To: Gross, Dan; Salazar-Rodriguez, Prisca
Cc: Grybauskas, Stefan
Subject: RE: Millionth Tree

Thanks! Here's my cell—

From: Gross, Dan [<mailto:DGross@cityhall.nyc.gov>]
Sent: Thursday, November 19, 2015 10:45 AM
To: Salazar-Rodriguez, Prisca
Cc: Jaclyn Kessel; Grybauskas, Stefan
Subject: Re: Millionth Tree

+ Stefan

Dan Gross | Office of Mayor Bill de Blasio
Communications Advisor
o: [212.341.0011](tel:212.341.0011) | c: [917.428.1692](tel:917.428.1692)

On Nov 19, 2015, at 10:43 AM, Salazar-Rodriguez, Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

Jaclyn,
I have copied Stephan who will advance the Mayor tomorrow -
Stephan - Jaclyn is coordinating Bette Midler for tomorrow.
Thanks!

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

From: Jaclyn Kessel [<mailto:Jaclyn@berlinrosen.com>]
Sent: Wednesday, November 18, 2015 8:07 PM
To: Salazar-Rodriguez, Prisca
Subject: RE: Millionth Tree

Sure that's great. And i do have a quick question-- MBDB taking Qs or no?
Bloomberg? Last go around the answer was no i believe. I'm happy to check w/
comms team too if that's easier.

From: Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]
Sent: Wednesday, November 18, 2015 8:03 PM
To: Jaclyn Kessel
Subject: Re: Millionth Tree

I can connect you with our advance staff for Friday if you like. Let me know.

Sent from my iPhone

On Nov 18, 2015, at 7:52 PM, Jaclyn Kessel <Jaclyn@berlinrosen.com> wrote:

So far so good. Will let u know if anything changes. Thanks Prisca.

Sent from my iPhone

On Nov 18, 2015, at 6:59 PM, Salazar-Rodriguez,
Prisca <PSalazar-Rodriguez@cityhall.nyc.gov> wrote:

Hi. Please let me know if you need anything for Friday
at 10am. Or if you have everything you need. Thanks.

Sent from my iPhone

On Nov 15, 2015, at 7:53 PM, Jonathan
Rosen <Jonathan@berlinrosen.com> wrote:

Yes. Looping Jackie Kessel who is point on
this for NYRP as I am leaving for Asia on

Wednesday. Thanks.

Sent from my iPhone

On Nov 15, 2015, at 3:38 PM,
Salazar-Rodriguez, Prisca
<[PSalazar-
Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)>
wrote:

Want to make sure Friday at 10
is good for Bette before I tell
the rest of the team. Mayor and
Bloomberg are good.

Sent from my iPhone

From: [Klein, Monica](#)
To: [Gross, Dan](#)
Cc: [Jaclyn Kessel](#)
Subject: Re: Millionth Tree
Date: Thursday, November 19, 2015 1:10:34 PM
Attachments: [image1.PNG](#)
[ATT00001.txt](#)

Hey Jackie

Bette Midler just tweeted that event is happening, so it's out there

We haven't put out mayor attending don't think Bloomberg folks have either for him

But the facts in the tweet without attendees public.

Re: press should be pretty sizable presence since Bloomberg plus mayor



Tweet

**Bette Midler**

@BetteMidler



Tmrw we're planting the millionth tree of [@MillionTreesNYC](#) w/ [@NYRP](#) & [@NYCParks](#) in the [#Bronx](#)! SO thrilled we reached this goal!! [#nyrp20th](#)

11/19/15, 12:16 PM

50 RETWEETS 176 LIKES

**Lydia Marie :)** @Lydia_Brown85

50m

@BetteMidler @MillionTreesNYC @NYRP @NYCParks have u done the happy dance yet ???

**Tux13s** @tux13s

50m

@BetteMidler @MillionTreesNYC @NYRP @NYCParks We all win!

Reply to Bette Midler



Home



Notifications



Messages



Me

Sent from my iPhone

> On Nov 19, 2015, at 1:02 PM, Gross, Dan <DGross@cityhall.nyc.gov> wrote:

>
> Hi Jaclyn, looping Monica for that answer

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

> From: Jaclyn Kessel [mailto:Jaclyn@berlinrosen.com]

> Sent: Thursday, November 19, 2015 12:47 PM

> To: Gross, Dan

> Subject: Millionth Tree

> Hey Dan,

> Client pushing for media RSVPs-- have you started alerting media yet? If not, let me know what (if any) details you'd like us to hold back for now in our outreach

> Thanks much Jackie

From: [Jaclyn Kessel](#)
To: [Klein, Monica](#); [Gross, Dan](#)
Subject: RE: Millionth Tree
Date: Thursday, November 19, 2015 1:47:52 PM

Thanks for this, will stick to this plan.

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

From: Klein, Monica [<mailto:MKlein@cityhall.nyc.gov>]
Sent: Thursday, November 19, 2015 1:11 PM
To: Gross, Dan
Cc: Jaclyn Kessel
Subject: Re: Millionth Tree

Hey Jackie

Bette Midler just tweeted that event is happening, so it's out there We haven't put out mayor attending don't think Bloomberg folks have either for him

But the facts in the tweet without attendees public.

Re: press should be pretty sizable presence since Bloomberg plus mayor

From: [Viguers, Jonathan](#)
To: [Salazar-Rodriguez, Prisca](#); [John Del Cecato](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Snyder, Thomas](#); [Da Costa, Ricky](#); [Shorris, Anthony](#); [Griffith, Chantell](#); [Williams, Dominic](#); [Tarlow, Mindy](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Schwartz, Regina](#); [Zuniga, Andrea](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Seignious, Sandy](#); [Fuleihan, Dean \(OMB\)](#); [Darlington, Mandy \(OMB\)](#); [Glen, Alicia](#); [Bruch, Mary](#); [Buery, Richard](#); [Cutler, Dorothy](#); [Carter, Zach \(Law\)](#); [Yarde, Ann-Marie \(LAW\)](#); [Wiley, Maya](#); [Reisman, Lisette](#); [Arslanian, Kayla](#); [Almonte, Catherine](#)
Subject: RE: MBDB: State of The City Briefing
Date: Thursday, November 19, 2015 2:25:20 PM

Please gather.

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

From: Salazar-Rodriguez, Prisca

Sent: Monday, November 16, 2015 11:11 AM

To: Salazar-Rodriguez, Prisca; John Del Cecato; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Zuniga, Andrea; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Carter, Zach (Law); Yarde, Ann-Marie (LAW)); Wiley, Maya; Reisman, Lisette; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan

Subject: MBDB: State of The City Briefing

When: Thursday, November 19, 2015 2:00 PM-3:00 PM (UTC-05:00) Eastern Time (US & Canada).

Where: City Hall, The Blue Room

From: [Arslanian, Kayla](#)
To: [Salazar-Rodriguez, Prisca](#); [John Del Cecato](#); [Jonathan Rosen](#); [Blumm, Kate](#); [Snyder, Thomas](#); [Da Costa, Ricky](#); [Shorris, Anthony](#); [Griffith, Chantell](#); [Williams, Dominic](#); [Tarlow, Mindy](#); [Wolfe, Emma](#); [Schnake Mahl, Gabriel](#); [Schwartz, Regina](#); [Zuniga, Andrea](#); [Hagelgans, Andrea](#); [Walzak, Phil](#); [Seignious, Sandy](#); [Fuleihan, Dean \(OMB\)](#); [Darlington, Mandy \(OMB\)](#); [Glen, Alicia](#); [Bruch, Mary](#); [Buery, Richard](#); [Cutler, Dorothy](#); [Carter, Zach \(Law\)](#); [Yarde, Ann-Marie \(LAW\)](#); [Wiley, Maya](#); [Reisman, Lisette](#); [Almonte, Catherine](#); [Viguers, Jonathan](#)
Subject: RE: MBDB: State of The City Briefing
Date: Thursday, November 19, 2015 3:43:00 PM

Pls gather (again!)

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

From: Salazar-Rodriguez, Prisca

Sent: Monday, November 16, 2015 11:11 AM

To: Salazar-Rodriguez, Prisca; John Del Cecato; Jonathan Rosen; Blumm, Kate; Snyder, Thomas; Da Costa, Ricky; Shorris, Anthony; Griffith, Chantell; Williams, Dominic; Tarlow, Mindy; Wolfe, Emma; Schnake Mahl, Gabriel; Schwartz, Regina; Zuniga, Andrea; Hagelgans, Andrea; Walzak, Phil; Seignious, Sandy; Fuleihan, Dean (OMB); Darlington, Mandy (OMB); Glen, Alicia; Bruch, Mary; Buery, Richard; Cutler, Dorothy; Carter, Zach (Law); Yarde, Ann-Marie (LAW)); Wiley, Maya; Reisman, Lisette; Arslanian, Kayla; Almonte, Catherine; Viguers, Jonathan

Subject: MBDB: State of The City Briefing

When: Thursday, November 19, 2015 2:00 PM-3:00 PM (UTC-05:00) Eastern Time (US & Canada).

Where: City Hall, The Blue Room

From: [Jovana Rizzo](#)
To: [Restler, Lincoln](#)
Cc: [Beth Carmody](#); [Jeff Scheuer](#)
Subject: Re: Schermerhorn visit
Date: Thursday, November 19, 2015 3:54:51 PM

Thanks! (and please ignore 'Monday' in the subject line of my first email, know this is for tomorrow!)

From: "Restler, Lincoln" <lrestler@cityhall.nyc.gov>
Date: Thursday, November 19, 2015 3:43 PM
To: Jovana <jovana@berlinrosen.com>
Cc: Beth Carmody <bcarmody@breakingground.org>, Jeff Scheuer <JScheuer@commonground.org>
Subject: Re: Schermerhorn visit Monday

Thanks so much. Planning for tour to start at 1130am.

Would love to see stories.

Thanks

Written with my thumbs. Sorry for typos.

On Nov 19, 2015, at 3:41 PM, Jovana Rizzo <jovana@berlinrosen.com> wrote:

Hi Lincoln, Brenda Rosen asked me to reach out to coordinate the Schermerhorn visit with the First Lady tomorrow. We'll have two tenant stories for you shortly. Do you know what time you want to come tomorrow?

Thanks,
Jovana

--

Jovana Rizzo
BerlinRosen Public Affairs
O: 646-200-5329
C: 917-836-0618
jovana@berlinrosen.com

From: [Jaclyn Kessel](#)
To: [Salazar-Rodriguez, Prisca](#)
Subject: photo?
Date: Friday, November 20, 2015 5:52:53 PM

Hey Prisca, I know this isn't your bailiwick, but do you have any idea who I should reach out to to get this photo? Client is asking for it.

<http://www.wsj.com/articles/de-blasio-bloomberg-share-a-few-laughs-at-tree-planting-1448050038>

I really appreciate your help

Jackie Kessel
BerlinRosen Public Affairs
646-200-5306
Twitter: @JackieKessel
G-Chat: Jaclyn.Kessel