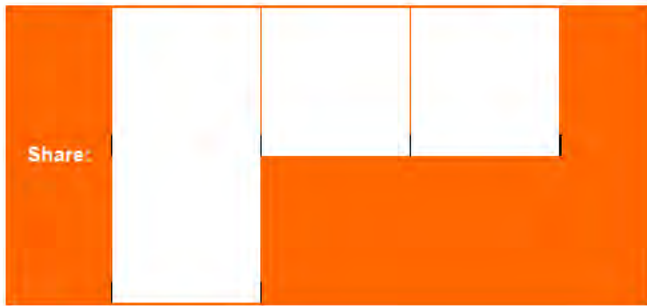


**Bisnow:** Can you explain the Mayor's "80 by 50" plan and say a bit about your office's role in it?  
**Nilda:** In September 2014, Mayor de Blasio announced a plan to reduce greenhouse emissions 80% by the year 2050. When this...

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| |

[Nine Next-Level Sustainability Moves](#)

| |

| |

**Chetrit And Yadidi Complete Garment District Assemblage; 80-Story Tower Next?**

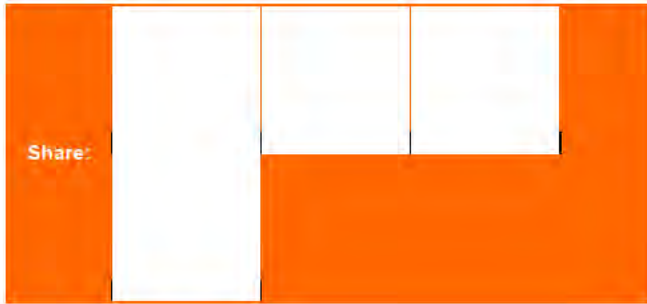
| |

| |

**Isaac Chetrit** and **Ray Yadidi** have closed on the final piece of a **375k SF** assemblage in the Garment District. It includes air rights from the landmarked **Haier Building**, which won't be going

anywhere regardless of what Chetrit and Yadidi do with the site. The plan could include...

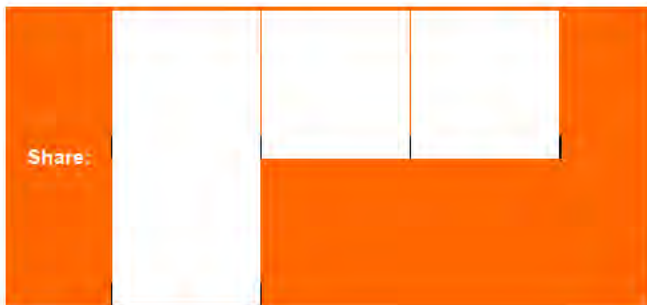
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## South Bronx Warehouse Building Sells For Over 20x 1997 Purchase Price

The latest warehouse property to trade for a previously unheard of sum in the South Bronx is an 85k SF property at 780 East 135th St in Mott Haven. A JV of Bluestone Group, Altmark Capital and Princeton Holdings picked up the six-story building...

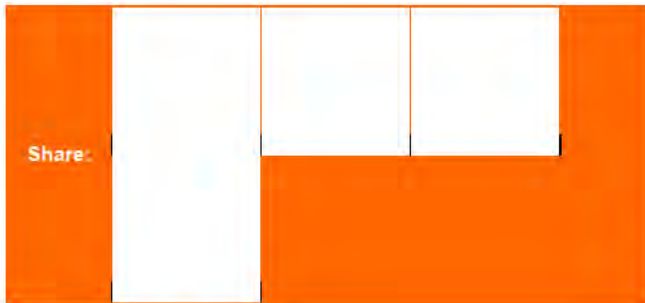
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## NHL Mulling 1 Manhattan West Spread

The National Hockey League is eyeing a 160k SF spread at Brookfield's 1 Manhattan West. The NHL has been at its current office at 1185 Sixth Ave since 2007. The league has been on the hunt for a new space for...

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## In Case You Missed It...

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**How A Tenant-Centric World Will Accelerate CRE's Tech Revolution**

**Hines And Welltower Pick Up Midtown East Development Site For Senior Housing Project**

**SL Green Unloading CitiCorp HQ For \$2B Sooner Than Planned**

Citigroup's buy of its 2.7M SF HQ building in Tribeca is happening sooner than initially planned. The \$2B purchase of 388-390 Greenwich St is on pace to close in June, current owner SL Green announced yesterday. According to an agreement reached...

[Read Full Story](#)



## The World's Largest Commercial Lender Lost \$27B Over The Past 12 Months

Wells Fargo's market value has **tumbled over \$27B** in the past year, with the bank's market cap sinking to \$253.23B from \$280.66B last April.

The world's largest commercial lender has faced headwinds from global market turmoil, which has meant **over 60% cuts to profits** from private equity giants to Goldman Sachs.

[Click here for the full story.](#)

## Behind The Doors Of WeLive

With co-living spaces [popping up around the country](#), co-working giant WeWork has jumped on the micro-unit bandwagon, [recently unveiling WeLive](#), the company's **co-living concept**, in both NYC and DC. *Bisnow* managed to get a tour of the facilities for an inside look at these **amenity-packed adult dorms**.

[Click here for the full story.](#)

National 06.14.2016

# Bisnow's Annual Student Housing

Bob Clark  
Peak Campus

Wesley Rogers  
Landmark Properties

Kristopher Kelley  
American Campus Communities



New York 04.26.2016

# The Future of Real Estate

**Young Woo**  
Youngwoo and Associates

**Nilda Mesa**  
NYC Mayor's Office of  
Sustainability

**James Ramsey**  
The Lowline

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INSIDE OF YOU. THEN SEND THEM TO  
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Dark grey footer area containing navigation links and social media icons. The text is white and orange. The links are: VISIT [BISNOW.COM](http://BISNOW.COM), CONTACT | [MANAGE EMAIL PREFERENCES](#) | [UNSUBSCRIBE](#), Advertise or Sponsor: [miles.bloom@bisnow.com](mailto:miles.bloom@bisnow.com), and SPONSOR A NEWSLETTER. There are also social media icons for Facebook, Twitter, LinkedIn, and YouTube.

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**From:** [Hinton, Karen](#)  
**To:** [Jonathan Rosen](#)  
**Cc:** [Dan Levitan](#)  
**Subject:** Re: is BOE letter from you or the campaign? if you, will you forward to me, please?  
**Date:** Sunday, April 24, 2016 6:03:30 PM

---

I sent him a link.

Karen Hinton  
Press Secretary  
917-246-7692

**Follow me on Twitter @KarenHinton**

---

**From:** Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>  
**Date:** Sunday, April 24, 2016 at 5:20 PM  
**To:** Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: is BOE letter from you or the campaign? if you, will you forward to me, please?

It is from neither.

On Apr 24, 2016, at 5:16 PM, Hinton, Karen <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)> wrote:

Can you send letter to Ben Max?

Karen Hinton  
Press Secretary  
917-246-7692

**Follow me on Twitter @KarenHinton**

**From:** Ben Max <[REDACTED]>  
**Date:** April 24, 2016 at 4:47:22 PM EDT  
**To:** "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Subject:** is BOE letter from you or the campaign? if you, will you forward to me, please?

--

Ben Max  
[@TweetBenMax](#)  
(c) 860 833 0852

Executive Editor, [GothamGazette.com](http://GothamGazette.com)

**From:** [Snyder, Thomas](#)  
**To:** [Jonathan Rosen](#)  
**Subject:** FW: inquiry from City & State  
**Date:** Tuesday, April 26, 2016 10:19:19 AM

---

Is it not the case that Ragone is supposed to be speaking for the record on these type inquiries now?

---

**From:** Geri Prado <[geri@progressiveagenda.us](mailto:geri@progressiveagenda.us)>  
**Date:** Tuesday, April 26, 2016 at 9:28 AM  
**To:** Tom Snyder <[tsnyder@cityhall.nyc.gov](mailto:tsnyder@cityhall.nyc.gov)>  
**Cc:** "Ezra W. Reese" <[EReese@perkinscoie.com](mailto:EReese@perkinscoie.com)>, "Berger, Henry" <[HBerger@cityhall.nyc.gov](mailto:HBerger@cityhall.nyc.gov)>  
**Subject:** Fwd: inquiry from City & State

Tom, Henry and Ezra- reporter Q re filing. We have a line we have given others and the date is coming up where reporters will be asking for this.

Who is handling reporter inquiries for TPAC?

Begin forwarded message:

**From:** Rebecca Katz <[rkatz@hilltoppublicsolutions.com](mailto:rkatz@hilltoppublicsolutions.com)>  
**Date:** April 26, 2016 at 9:21:51 AM EDT  
**To:** Andrew Friedman <[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>  
**Cc:** Geri Prado <[geri@progressiveagenda.us](mailto:geri@progressiveagenda.us)>  
**Subject: Re: inquiry from City & State**

Adding Geri. I have not worked for TPA in a few months.

Sent from my iPhone

On Apr 26, 2016, at 9:11 AM, Andrew Friedman <[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)> wrote:

Rebecca,  
It's Andrew from BR. Hope all's well.

See below inquiry from C&S at bottom and thoughts from Jonathan below. Before I point Sarina to you re: TPA, just want to make sure JR is right that it's you?

Thanks,

Andrew

---

**From:** Jonathan Rosen  
**Sent:** Tuesday, April 26, 2016 9:04 AM  
**To:** Andrew Friedman  
**Cc:** Dan Levitan  
**Subject:** Re: inquiry from City & State

We need to provide tax info and our most recent disclosure re CONY. Dan has. We do not have united for affordable or tpa. Rebecca Katz for TPA. I think Kwatra for United for Affordable but pls confirm with each before referring.

Coib is a request to the Mayor's press office.

Begin forwarded message:

**From:** Sarina Trangle  
<[strangle@cityandstateny.com](mailto:strangle@cityandstateny.com)>  
>  
**Date:** April 26, 2016 at 6:25:56 AM EDT  
**To:**  
"lafer@kantordavidoff.com"  
<[lafer@kantordavidoff.com](mailto:lafer@kantordavidoff.com)>  
**Subject: inquiry from City & State**

<!-- [if !supportLists] -->  
<!-- [endif] --> Good Morning,  
<!-- [if !supportLists] -->  
<!-- [endif] -->  
<!-- [if !supportLists] -->  
<!-- [endif] --> My name is Sarina, and I'm a reporter with City & State.  
<!-- [if !supportLists] -->  
<!-- [endif] -->  
<!-- [if !supportLists] -->  
<!-- [endif] --> Do you represent United for Affordable NYC and the Progressive Agenda in

addition to the Campaign for One New York?

<!--[if !supportLists]-->  
<!--[endif]-->  
<!--[if !supportLists]-->  
<!--[endif]--> I am hoping to reach out to the appropriate person in seeking various documents for all three groups. I heard you may be able to help. If you're not the right person, please let me know, and if possible, direct me to the best person. I'm aiming to get the documents by Wednesday night.

<!--[if !supportLists]-->  
<!--[endif]-->  
<!--[if !supportLists]-->  
<!--[endif]--> We're hoping to get copies of the non-profit tax exemption application, notice of status and annual returns for the Campaign for One New York and for the United for Affordable NYC and Progressive Agenda. Can you help with that?

<!--[if !supportLists]-->  
<!--[endif]-->  
<!--[if !supportLists]-->  
<!--[endif]--> Also, we're wondering if United for Affordable NYC and Progressive Agenda will be voluntarily disclosing their contributions and expenses – as Campaign for One New York will be – and if so, who I should reach out to for that? (The United for Affordable NYC spokesman referred me to the legal team on that.)

<!--[if !supportLists]-->  
<!--[endif]-->  
<!--[if !supportLists]-->  
<!--[endif]--> And lastly, did

Mayor Bill de Blasio, any of his City Hall staff or First Lady Chirlane McCray receive any written guidance from the Conflicts of Interest Board regarding their involvement with the non-profits, and if so, could get a copy of the correspondence(s).

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

<!--[endif]-->

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

<!--[endif]--> Thanks,

**SARINA TRANGLE**  
Reporter



61 Broadway, Suite 2235  
New York, NY 10006  
646-442-1618  
612-834-1894  
[www.cityandstateny.com](http://www.cityandstateny.com)

<CD344D2E-55C0-4314-A7A2-42B3B5DE381F[1].png>

**From:** [Andrew Friedman](#)  
**To:** [Hinton, Karen](#)  
**Subject:** RE: Campaign for One New York  
**Date:** Tuesday, April 26, 2016 1:05:28 PM

---

Got it, thanks.

---

**From:** Hinton, Karen [mailto:[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)]  
**Sent:** Tuesday, April 26, 2016 12:59 PM  
**To:** Andrew Friedman  
**Subject:** Fwd: Campaign for One New York

See below.

Sent from my iPhone

Begin forwarded message:

**From:** Mark Chiusano <[Mark.Chiusano@amny.com](mailto:Mark.Chiusano@amny.com)>  
**Date:** April 26, 2016 at 12:50:34 PM EDT  
**To:** "Hinton, Karen" <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)>  
**Subject: Campaign for One New York**

Hi Karen,

I know you spoke to Randi yesterday, but just wanted to let you know I'm working on a column for tomorrow on the Campaign for One New York and donations it received from Bluestone Corp, in relation to their property Arlington Village in East New York. I have the mayor's comments from yesterday on the campaign finance investigations in general. Do let me know if there's anything else I should know or if you want to touch base today.

Thanks,  
Mark

--

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Mark Chiusano  
Newsday and amNY  
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O: 6462939636  
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[@mjchiusano](mailto:mjchiusano)

-----  
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-----



**From:** [Leslie Patterson](#)  
**To:** [Steve Barnett](#); [Phillips, Eric Falk](#)  
**Cc:** [Daniel, Michaela](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Thursday, April 28, 2016 5:13:56 PM

---

Thanks, Steve!

And nice to e-meet you, Eric. Please also let us know about the quote that Steve sent over for the Mayor. We want to make sure that that + the run of show are finalized as soon as possible.

Best,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Thursday, April 28, 2016 at 2:55 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I'm connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]

**Sent:** Thursday, April 28, 2016 11:37 AM

**To:** Daniel, Michaela

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.

Director

National Institute for Early Education Research

Rutgers University

73 Easton Ave

New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,

Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone -

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this - can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!

Michaela

---

**From:** Betty Holcomb [<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back

Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for **Devora and Jessica** from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

322 Eighth Ave, 4 Fl

New York, NY 10001

[212.381.0009](tel:212.381.0009) direct line

[212.929.7604](tel:212.929.7604) ext 3004

[212.929.5785](tel:212.929.5785) fax

---

**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett,

and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

*322 Eighth Ave, 4 Fl*

*New York, NY 10001*

[212.381.0009](tel:212.381.0009) *direct line*

[212.929.7604](tel:212.929.7604) *ext 3004*

[212.929.5785](tel:212.929.5785) *fax*

**From:** [Andrew Friedman](#)  
**To:** [Hinton, Karen](#)  
**Subject:** Re: monroe county  
**Date:** Thursday, April 28, 2016 5:33:32 PM

---

Will do

On Apr 28, 2016, at 5:30 PM, Hinton, Karen <[KHinton@cityhall.nyc.gov](mailto:KHinton@cityhall.nyc.gov)> wrote:

**Can you get back to her?**

**From:** [REDACTED] [\[mailto:\[REDACTED\]\]](#) **On Behalf Of** Erin Durkin  
**Sent:** Thursday, April 28, 2016 3:29 PM  
**To:** Hinton, Karen  
**Subject:** monroe county

Monroe County Republican Chairman Bill Reilich filed a complaint with the Board of Elections Wednesday asking for an additional investigation into fundraising there for then-Sen. Ted O'Brien. He cited three donations - \$100,000 from CWA District One's PAC, \$100,000 donation from UFT, and \$25,000 from 32BJ - to the Monroe County Democrats which then transferred \$218,663.25 to O'Brien. He said it's the same pattern of "money laundering" seen in Ulster and Putnam counties. Any response to this?



**From:** [Sam Scarrow](#)  
**To:** [Cooper, Crystal](#)  
**Cc:** [Samuel Knowles](#); [Hanah Smith](#); [kmoler@mrss.com](mailto:kmoler@mrss.com)  
**Subject:** RE: The Intercept inquiry  
**Date:** Thursday, April 28, 2016 6:19:56 PM

---

Thanks, Crystal! Glad to hear you two are familiar. We'll go ahead and connect you two directly.

Best,  
Sam  
--

Sam Scarrow  
BerlinRosen Public Affairs  
Office: (646) 755-6106 | Cell: (215) 264-3252  
[sam.scarrow@berlinrosen.com](mailto:sam.scarrow@berlinrosen.com)

---

**From:** Cooper, Crystal [mailto:[CCooper2@cityhall.nyc.gov](mailto:CCooper2@cityhall.nyc.gov)]  
**Sent:** Thursday, April 28, 2016 4:31 PM  
**To:** Sam Scarrow  
**Cc:** Samuel Knowles; Hanah Smith; [kmoler@mrss.com](mailto:kmoler@mrss.com)  
**Subject:** RE: The Intercept inquiry

Hi Sam!

I'm well, thanks for asking. I actually worked with Alice before during her time at VICE. Feel free to connect us directly to set up a time for her to interview Liz.

Best,  
Crystal

---

**From:** Sam Scarrow [mailto:[Sam.Scarrow@berlinrosen.com](mailto:Sam.Scarrow@berlinrosen.com)]  
**Sent:** Thursday, April 28, 2016 1:46 PM  
**To:** Cooper, Crystal  
**Cc:** Samuel Knowles; Hanah Smith; [kmoler@mrss.com](mailto:kmoler@mrss.com)  
**Subject:** The Intercept inquiry

Hi Crystal,

Hope you're well! We have been in touch with a criminal justice and race reporter at The Intercept, Alice Speri. She let us know that she's working on a deep-dive into efforts to address issues around Rikers—including advocacy to reduce its use or close it—and would love to speak with someone to hear more about the city's participation in the SJC. While we know these are sensitive issues, the inquiry does not seem hostile. This would be an on-the-record interview, and she's hoping to speak with someone next week or the week after.

Shall we connect you two directly?

Other things I wanted to note:

- We have provided her with the SJC fact sheet and press release, as well as the link to NYC's plan summary page on the SJC website.
- Alice will likely have already spoken with Laurie Garduque at the Foundation.

Thanks!

Sam

--

Sam Scarrow

BerlinRosen Public Affairs

Office: (646) 755-6106 | Cell: (215) 264-3252

[sam.scarrow@berlinrosen.com](mailto:sam.scarrow@berlinrosen.com)

**From:** [Breitbart\\_Joshua](mailto:Breitbart_Joshua)  
**To:** [CJ Macklin](mailto:CJ.Macklin)  
**Subject:** RE: May 2 event  
**Date:** Thursday, April 28, 2016 8:02:08 PM

---

Greta Byrum [byrum@newamerica.org](mailto:byrum@newamerica.org) [REDACTED]  
If you have any trouble getting a hold of her (she's on vacation through tomorrow, as well) you can try Tyler Bugg [bugg@newamerica.org](mailto:bugg@newamerica.org) who produces all of their New York events.

---

**From:** Breitbart, Joshua  
**Sent:** Thursday, April 28, 2016 7:53 PM  
**To:** CJ Macklin  
**Subject:** RE: May 2 event

I can speak now if you're available: 347-224-4545.

---

**From:** CJ Macklin [CJ.Macklin@berlinrosen.com]  
**Sent:** Thursday, April 28, 2016 2:00 PM  
**To:** Breitbart, Joshua  
**Subject:** RE: May 2 event

Hey Josh,

I'm pulling together some briefing materials for Colin ahead of the event next week. Had a couple of last-minute questions I wanted to run past you. Could you let me know when you might have a free second to chat, and I can just give you a quick call?

Thanks,  
CJ

---

**From:** Jennifer Hensley [mailto:[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)]  
**Sent:** Friday, April 15, 2016 5:53 PM  
**To:** Breitbart, Joshua  
**Cc:** CJ Macklin; Dan Levitan; Stacey Levine  
**Subject:** Re: May 2 event

Colin is confirmed. Thanks!!

**Jen Hensley**  
General Manager, Link

T: [212 735-8906](tel:2127358906)  
C: [917 863-4914](tel:9178634914)  
[jen.hensley@intersection.com](mailto:jen.hensley@intersection.com)

**Intersection**  
[100 Park Avenue 6th Floor New York NY 10017](http://100ParkAvenue6thFloorNewYorkNY10017.intersection.com)  
[intersection.com](http://intersection.com)

On Apr 15, 2016, at 4:44 PM, Breitbart, Joshua <[JBreitbart@cityhall.nyc.gov](mailto:JBreitbart@cityhall.nyc.gov)> wrote:

Jen, did you have a chance to finalize?

---

**From:** Breitbart, Joshua  
**Sent:** Thursday, April 14, 2016 4:48 PM  
**To:** 'CJ Macklin'; Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine  
**Subject:** RE: May 2 event

Can we finalize by tomorrow whether this will be Jen or Colin? New America is preparing the event announcement. Thanks.

---

**From:** CJ Macklin [<mailto:CJ.Macklin@berlinrosen.com>]  
**Sent:** Thursday, March 31, 2016 12:50 PM  
**To:** Breitbart, Joshua; Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine  
**Subject:** RE: May 2 event

Sounds good, Josh. I'll be here (██████████).

-CJ

---

**From:** Breitbart, Joshua [<mailto:JBreitbart@cityhall.nyc.gov>]  
**Sent:** Thursday, March 31, 2016 12:47 PM  
**To:** CJ Macklin; Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine  
**Subject:** RE: May 2 event

Can I call you back in about 20 minutes?

---

**From:** CJ Macklin [<mailto:CJ.Macklin@berlinrosen.com>]  
**Sent:** Thursday, March 31, 2016 11:45 AM  
**To:** Breitbart, Joshua; Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine  
**Subject:** RE: May 2 event

Hey Josh,

Just tried to reach you to chat further about the event, but got your VM. Let me know when you're free, and I can give you a quick call back.

Thanks,  
CJ

---

**From:** Breitbart, Joshua [<mailto:JBreitbart@cityhall.nyc.gov>]  
**Sent:** Thursday, March 31, 2016 10:52 AM  
**To:** Dan Levitan; Jennifer Hensley  
**Cc:** Stacey Levine; CJ Macklin  
**Subject:** RE: May 2 event

Sorry for the delay. It would be great to have Jen for this event. You can reach me at my desk: 212-676-3969.

Josh

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, March 28, 2016 4:48 PM  
**To:** Jennifer Hensley; Breitbart, Joshua  
**Cc:** Stacey Levine; CJ Macklin  
**Subject:** RE: May 2 event

Hi Josh –

We definitely want to participate. Can we connect by phone tomorrow?

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Jennifer Hensley [<mailto:jennifer.hensley@intersection.com>]  
**Sent:** Monday, March 28, 2016 4:00 PM  
**To:** Breitbart, Joshua <[JBreitbart@cityhall.nyc.gov](mailto:JBreitbart@cityhall.nyc.gov)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: May 2 event

Hey Josh -

Sorry I missed you - was in a city planning meeting with DOT on Times Square plazas! I'd passed this on to our press team and I think they were looking into it. I'm happy to participate if we can coordinate schedules. Let me check back with the team and we'll confirm with you as soon as possible.

Thanks!

Jen

On Thu, Mar 24, 2016 at 5:07 PM, Breitbart, Joshua <[JBreitbart@cityhall.nyc.gov](mailto:JBreitbart@cityhall.nyc.gov)> wrote:

New America is planning an event at Civic Hall in the evening on May 2<sup>nd</sup> highlighting the City's use of Wi-Fi. We thought it would be good to include someone to speak on behalf of Link.

There's a tie-in to concerns about LTE-U's potential impact on Wi-Fi. Other

speakers will include Maya, EDC, Andrew Afflerbach from CTC Energy and Technology, Chris Szymanski from Broadcom.

Give me a call if you want to discuss.

Thanks,  
Josh

—  
Joshua Breitbart  
Special Advisor for Broadband  
Office of the Mayor  
City Hall, New York, NY 10007  
o [\(212\) 676-3969](tel:2126763969)  
m [\(347\) 224-4545](tel:3472244545)

--

**Jen Hensley**

General Manager, Link

T: 212 735-8906

C: 917 863-4914

[jen.hensley@intersection.com](mailto:jen.hensley@intersection.com)

**Intersection**

100 Park Avenue 6th Floor New York NY 10017

[intersection.com](http://intersection.com)

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Cc:** [Daniel, Michaela](#); [Steve Barnett](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Friday, April 29, 2016 4:58:41 PM  
**Attachments:** [NIEER 2015 Yearbook Natl Release 4.29.16.docx](#)

---

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

646.200.5326 desk // 561.801.5963 cell

Leslie@berlinrosen.com

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Thursday, April 28, 2016 at 2:55 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I'm connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation



with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.

Director

National Institute for Early Education Research

Rutgers University

73 Easton Ave

New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,

Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!

Michaela

---

**From:** Betty Holcomb [<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back

Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for **Devora and Jessica from DOE and CH communications.**

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

*322 Eighth Ave, 4 Fl*

*New York, NY 10001*

[212.381.0009](tel:212.381.0009) *direct line*

[212.929.7604](tel:212.929.7604) *ext 3004*

[212.929.5785](tel:212.929.5785) *fax*

---

**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

*322 Eighth Ave, 4 Fl*

*New York, NY 10001*

[212.381.0009](tel:212.381.0009) *direct line*

[212.929.7604](tel:212.929.7604) *ext 3004*

[212.929.5785](tel:212.929.5785) *fax*



## Press Release

73 Easton Avenue • New Brunswick, NJ 08901 • Phone 848.932.4350 • Fax 732.932.4360 • [www.nieer.org](http://www.nieer.org)

For Immediate Release: May 12, 2016

Contact: Leslie Patterson, [leslie@berlinrosen.com](mailto:leslie@berlinrosen.com), 626-200-5326

### **New Report: Nationwide Access to High-Quality Pre-K Remains Low Despite Small Gains in Enrollment and Rising Standards**

*National Institute for Early Education Research Urges Federal and State Legislators to Prioritize State-Funded Pre-K*

**NEW YORK**—Many three- and four-year olds still lack access to high-quality preschool education despite modest gains in enrollment, quality, and funding, according to an [annual report](#) by the nonpartisan National Institute for Early Education Research (NIEER) at Rutgers University. While one state, New York, made dramatic progress through a concerted effort to increase enrollment and funding and improve quality, the slow and uneven progress is mostly due to three states—California, Florida and Texas—that serve nearly 40 percent of all children in the U.S. and are failing on enrollment, quality, and funding.

Comment [L1]: Will insert hyperlink

*The State of Preschool Report* for the 2014-2015 school year, which includes objective state-by-state profiles and rankings, indicates that urgent action is needed from lawmakers at all levels of government to ensure that every child – particularly those from low-income families – have access to high-quality early education. For the first year, NIEER also analyzed states' early education workforce and Dual Language Learner policies, which reveal [FINDINGS](#).

"We're encouraged to see several states increasing in enrollment and improving quality, but access to high-quality pre-K in the United States remains low and highly unequal," said NIEER Director Steve Barnett. "Expanding access to quality pre-K programs is one of the best investments we can make, and it's critical that we raise and standardize salaries for early education teachers and have strong Dual language Learner policies in states with large Hispanic populations. State governments should increase and stabilize funding for pre-K and raise standards for the benefit of all children. For proof that it's possible, one need look no further than New York."

The report's findings indicate that many states have made significant strides in expanding pre-K programs, which were among the hardest hit by the Great Recession. With New York leading the way, total state spending on pre-K programs increased by 10 percent, or \$553 million, since the previous year, bringing state spending in 2014-2015 to over \$6.2 billion. New York's efforts to expand pre-K, in particular in New York City, accounted for two-thirds of this increase. In just one year, New York added over 13,000 new spaces in its pre-K programs, expanded access to full-day services, and allocated \$358 million dollars to improve quality.

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

The number of children served by state-funded pre-K served increased by 37,167 in 2014-2015, bringing the total to almost 1.4 million children – the largest number of children ever served by state-funded pre-K. With an average rate of \$4,489, states also made one of the most significant increases in spending per child in recent history. In New York, funding per child increased by 70 percent. The report also indicates that several states made significant progress in terms of quality, with two states – West Virginia and Mississippi – reaching all 10 of the report’s quality standards benchmarks for the first time.

Despite these gains, the report’s findings underscore that those states like California, Florida, and Texas with the largest populations of young children are falling behind. These three states were among the states that met the fewest quality standards benchmarks. Texas and Florida also reduced enrollment and spending in 2014-2015.

NIEER released the report at an event in New York City with Mayor Bill de Blasio, [Deputy Assistant Secretary for Policy and Early Learning at the U.S. Department of Education Dr. Libby Doggett](#), [TKTKTK Secretary of Education John B. King Jr.](#) appeared at the event via video.

Comment [L2]: To be filled in one finalized.

[Sec. King](#) [Dr. Doggett](#) said, “Quality early education programs nurture children’s cognitive, social, and emotional development to enhance their lives now and in the future. In the long run, this increases achievement, makes kids more likely to stay in school, decreases social problems, and leads to higher earnings. It’s heartening to see several states—led by both Republican and Democratic governors—commit to improving their pre-K programs. While we still have a lot of work ahead of us to ensure that all kids have access to high-quality pre-K, this year’s report indicates that many states are moving in the right direction.”

Enrollment nationwide has risen by just one percentage point for both four- and three-year olds over five years. The sluggish pace of change disproportionately impacted low-income families. At this year’s growth rate, it will be decades before all children in low-income families are enrolled. Across all income levels, it would take 150 years to reach 70 percent enrollment.

Comment [L3]: To be updated based on new numbers.

While most pre-K funding comes from state government budgets, local and federal governments also contribute to these programs. The Every Student Succeeds Act (ESSA), which Congress passed in December 2015, encourages state funding of early education by making federal grants available to states for quality pre-K programs. The NIEER report’s findings suggest that the federal government should provide additional incentives to states to fund high-quality pre-K to make more spots available and ensure that children enrolled receive excellent services.

Other key findings of *The State of Preschool 2015* yearbook include:

- Across all public programs—Pre-K general and special education enrollments plus federally funded Head Start—at most 41 percent of 4-year-olds and 16 percent of 3-year-olds were served.



- Arkansas, Connecticut, Michigan, New York, South Carolina and Vermont added five percent or more to enrollment in 2014-2015.
- Mississippi, Indiana and Hawaii made notable new efforts in the 2014-2015 year.
- New York, DC, Michigan, Ohio, Connecticut, Washington, Alabama, New Mexico, California and Arizona increased funding by \$10 million during the same period.
- Six states – Alabama, Alaska, North Carolina, Rhode Island, Mississippi and West Virginia – and one of Louisiana’s programs met all 10 of our quality benchmarks, up from four states in the previous school year; and 24 states met at least eight. West Virginia and Mississippi are the newest states to meet all 10 benchmarks.
- Five states met fewer than half of the benchmarks – California, Ohio and Vermont met four; Florida met three; and Texas met only two.

The State of Preschool Yearbook reviews state-funded pre-K programs on 10 benchmarks of quality standards, including the presence of a qualified instructor, class size, teacher-to-student ratio, presence of an assistant, and length of instruction per day.

For more information on *The State of Preschool 2015* yearbook and detailed state-by-state breakdowns on quality benchmarks, enrollment, and funding, please click [here](#).

Comment [L4]: Will insert hyperlink

###

*The National Institute for Early Education Research ([www.nieer.org](http://www.nieer.org)) at the Graduate School of Education, Rutgers University, New Brunswick, NJ, supports early childhood education policy and practice through independent, objective research.*

**From:** [Steve Barnett](#)  
**To:** [Phillips, Eric Falk](#)  
**Cc:** [Daniel, Michaela](#); [Leslie Patterson](#); [Allison Friedman-Krauss](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Friday, April 29, 2016 6:58:44 PM

---

Hi Eric: I will send you the most up-to-date copy Monday and the NY state page as soon as possible. Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Fri, Apr 29, 2016 at 4:58 PM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

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**Date:** Thursday, April 28, 2016 at 2:55 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)  
Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I'm connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

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Here is our plan for run of show for the event.

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Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.

Director

National Institute for Early Education Research

Rutgers University

73 Easton Ave

New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

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Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,

Michaela

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**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
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Thank you! If it's possible for you to send it before noon, that would be fantastic.

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Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!

Michaela

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
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Thanks so much--we look forward to hearing back

Betty

Sent from my iPhone

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**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
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He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

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New York, NY 10001

[212.381.0009](tel:212.381.0009) direct line

[212.929.7604](tel:212.929.7604) ext 3004

[212.929.5785](tel:212.929.5785) fax

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**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

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Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.



Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb*

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[212.929.7604](tel:212.929.7604) *ext 3004*

[212.929.5785](tel:212.929.5785) *fax*

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Cc:** [Daniel, Michaela](#); [Steve Barnett](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Monday, May 02, 2016 12:09:54 PM  
**Attachments:** [NIEER Op-ed Draft\\_SBF21.docx](#)  
[NYC brief pullout section11.docx](#)

---

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Date:** Friday, April 29, 2016 at 4:58 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE

- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

646.200.5326 desk // 561.801.5963 cell

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

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Date:** Thursday, April 28, 2016 at 2:55 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350

Fax: (732) 932-4360

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I'm connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]

**Sent:** Thursday, April 28, 2016 11:37 AM

**To:** Daniel, Michaela

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.

Director

National Institute for Early Education Research

Rutgers University

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## Other States Should Learn from New York on Early Education

By Steve Barnett [\[and Mayor Bill de Blasio\]](#)

At a time of particularly divisive politics in our country, there's widespread bipartisan agreement about at least one thing: smart early investments in our kids pay off for their future, our communities, and our economy. But with quality preschool still out of reach for millions of children, it's clear that we still have a long way to go. Preschool enrolment in the United States falls well below that of other developed countries, and those who need these services most – children from low-income families – have the least access to strong early education programs.

Here in New York, lawmakers have taken decisive action to ensure that every child has the opportunity to enroll in a high-quality preschool program that will pave the way for future success. New York has opened new classrooms across the state and expanded access to full-day services in New York City. New York City's Pre-K for All now serves 68,647 children, or 70% of the city's 4-year-olds in full-day prekindergarten, an increase of more than 250% in just two years while improving program quality. In early education, quality is just as important as quantity.

It's time for other states to follow New York's lead.

A new report from the National Institute for Early Education Research (NIEER) at Rutgers University finds that gains in enrollment and efforts to improve quality aren't keeping pace with the pressing need for these services. Though total state spending on pre-K programs has risen by 10 percent since the 2013-2014 school year, New York alone accounted for two-thirds of this increase.

[Comment \[L1\]: Hyperlink](#)

[Comment \[L2\]: Hyperlink](#)

Meanwhile, states with the largest populations of young children are falling behind. California, Florida, and Texas are home to nearly 40 percent of all children served by pre-K, but the report finds these three states were also among the lowest in terms of quality standards. Texas and Florida also reduced enrollment and spending while California showed signs of improvement.

A closer look at the national picture is equally troubling. Enrollment for three and four year olds crept up during the 2014-2015 school year, but an increase of less than one percentage point each year just isn't going to cut it – especially not for the low-income families who benefit most from these programs. At the current pace, it take the nation more than a century to reach the enrollment rate NYC achieved in just two years of expansion.

There are pockets of hope throughout the country. Six states – Alabama, Alaska, North Carolina, Rhode Island, Mississippi, and West Virginia – and one of Louisiana's programs met all 10 of NIEER's quality benchmarks, up from four states in the previous school year, and 24 states met at least eight. And, as state-funded pre-K begins to grow again, a bipartisan group of governors leads the way, from Alabama to New Mexico, which added significant funding. Six of the 10 leading states for enrollment are led by Republican Governors.

Change is coming for U.S. children, but at a glacial pace. The nation pays a high price for this delay. It's hard to believe, but a kindergartener's math and reading skills often predict his or her success throughout school. Early childhood is the worst time to fall behind. Our failure to make quality preschool accessible to every child helps explain why these achievement gaps have stubbornly persisted since the 1960's. Young children and their families need immediate action from elected officials at all levels of government to make early education a real priority.

The good news is that the solution is simple: high-quality, universal preschool.

A [recent report](#) from the Center for American Progress estimates that access to these programs would significantly reduce the achievement gap between low- and high-income children beginning kindergarten. For African American and Latino kindergarteners, access to high-quality pre-K has the potential to close the achievement gap in reading entirely and lessen the gap in math by large percentages. In addition to improving performance in school, research indicates that access to early education for low-income children [increases productivity](#) when they enter the workforce – further strengthening their chance of finding a good job and boosting American businesses in the process.

Every child deserves a level playing field when they start school, and that's exactly what access to high-quality preschool promises to children. To see that it's possible to make dramatic progress toward that goal in a short amount of time, just look at New York.

*W. Steven Barnett is a Board of Governors Professor and Director of the National Institute for Early Education Research at Rutgers University.*

*[Mayor Bill de Blasio is the 109th Mayor of New York City.]*

Pre-K for All is New York City's historic initiative to provide free, full-day, high-quality pre-kindergarten to every four-year-old in the city. Prior to expansion, 19,287 children attended full-day pre-kindergarten in New York City. The 2014-2015 school year marked the first year of the two-year expansion with 53,120 four-year-olds enrolled in pre-k. Enrollment is high across every community, with the highest participation among low-income families. In 2015-2016 the City's enrolled 68,647 children—a number more than triple the children who attended before expansion and larger than the entire school population of major cities like Boston--about 70 percent of all 4's in the City.

Pre-K for All is delivered in public and privately operated settings including district schools, charters, and independent organizations that contract with the City. Pre-k students receive a full day of education—6 hours and 20 minutes--for 180 days grounded in the Prekindergarten Foundation for the Common Core, the New York State pre-K learning standards covering all aspects of a child's development and learning. The NYCDOE supports all pre-k programs with differentiated support at both the classroom and program level. This includes: targeted professional learning for lead teachers, assistant teachers, and paraprofessionals, on-site support for leaders and teachers, resources, and guidance from 100 Instructional Coordinators and 125 Social Workers.

The expansion required significant investments in new educators, spaces, programming and oversight across more than a dozen City agencies. In the first year of expansion, New York City facilitated the opening of new sites, recruitment and development of new teachers, rigorous multi-agency inspections to ensure quality and safety, and extensive outreach to families to encourage enrollment in new programs.

The city's model is designed to ensure a sustainable high-quality workforce by recruiting, training, and retaining qualified teachers and administrators. All lead teachers have at least a BA, and are either certified or on a study plan for full certification. In order to retain highly qualified teachers, the NYCDOE encourages NYCEECs to pay competitive salaries and took extra steps to increase pay for pre-K teachers across the system with a goal of moving toward parity wherever possible.

**From:** [Kadushin, Peter](#)  
**To:** [Phillip Walzak](#); [Berke, Barry H.](#); [Karen Hinton](#)  
**Cc:** [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [Laurence Laufer](#); [Henry Berger](#)  
**Subject:** RE: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 12:50:20 PM

---

Think it is important to say up front that he can raise money from those who do business with the City and would suggest working your background into the statement.

"The COIB letter clearly states solicitations from people who do business with the City are permissible while solicitations cannot be made of someone "with a matter pending or about to be pending" before the City. The Mayor scrupulously followed COIB's guidance."

Thoughts?

---

**From:** Phillip Walzak [REDACTED]  
**Sent:** Monday, May 02, 2016 12:40 PM  
**To:** Berke, Barry H.; Kadushin, Peter; Karen Hinton  
**Cc:** Jonathan Rosen; Dan Levitan; Andrew Friedman; Laurence Laufer; Henry Berger  
**Subject:** Re: Campaign for One New York COIB Letter

i wuld like to craft a response that mirrors what Henry wrote -

Courtney blatantly misstates the language from the COIB letter to reach an entirely incorrect conclusion  
The letter specifically permits hi to solicit funds from people who do business with the City except from a person "with a matter pending or about to be pending" before the City.  
And he scrupulously complied with that prohibition.

Stmnt -- "The COIB letter is clear that solicitations cannot be made of someone "with a matter pending or about to be pending" before the City, and the mayor scrupulously followed that guidance."

Background - The letter specifically permits solicitations from people who do business with the City - the letter does not require a blanket ban,

thoiughts?

On Mon, May 2, 2016 at 12:29 PM, Berke, Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)> wrote:

Do we know what response they are proposing? Barry

**Barry H. Berke**  
Partner

**KRAMER LEVIN**

**NAFTALIS & FRANKEL LLP**  
1177 Avenue of the Americas  
New York, New York 10036  
O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)  
[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)  
[view bio](#)  
[www.kramerlevin.com](http://www.kramerlevin.com)

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---

**From:** Jonathan Rosen [mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Monday, May 02, 2016 12:14 PM  
**To:** Phillip Walzak  
**Cc:** Dan Levitan; Andrew Friedman; Laurence Laufer; Berke, Barry H.; Henry Berger  
**Subject:** Re: Campaign for One New York COIB Letter

+ lawyers. See below. City Hall is responding as it is a q about mayor and coib.

On May 2, 2016, at 12:12 PM, Phillip Walzak <[REDACTED]> wrote:

is Laufer/other relevant lawyers aware of this incoming

----- Forwarded message -----

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Date:** Mon, May 2, 2016 at 12:07 PM  
**Subject:** FW: Campaign for One New York COIB Letter  
**To:** Phillip Walzak <[REDACTED]> Karen Hinton  
<[REDACTED]> Peter Kadushin <[REDACTED]>  
**Cc:** Andrew Friedman <[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>

Referring her over to you guys now.

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

@DanLevitan

---

**From:** Gross, Courtney [mailto:[courtney.gross@ny1news.com](mailto:courtney.gross@ny1news.com)]  
**Sent:** Monday, May 02, 2016 11:49 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Campaign for One New York COIB Letter

Ok, so like I said in my message we have been reviewing the donations and have found nearly 80 where the entity/individual had business before the city, was lobbying the city or was a union with a city contract.

In the original letter BDB got for approval to fundraise for the campaign for one new York, it specifically states he cannot solicit donations from people with business before the city or pending business before the city. (I attached the letter for your reference).

The donations clearly violate that. Some examples:

Thousands of dollars from the taxi industry in the midst of the uber fight

Thousands from school bus companies

DDG development 10 grand donation as they look for a variance

Domino

DC 37

UFT

1199

Developers affiliated with the construction of the Brooklyn library

360 tenth ave llc...

And I have a bunch more.

So here are the questions:

Did the mayor personally solicit money from these people?

Do these donation violate the waiver from COIB?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, May 02, 2016 11:30 AM  
**To:** Gross, Courtney  
**Subject:** RE: Campaign for One New York COIB Letter

Are you sending me something? Got your VM

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

@DanLevitan

---

**From:** Gross, Courtney [<mailto:courtney.gross@ny1news.com>]  
**Sent:** Sunday, May 01, 2016 12:44 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Campaign for One New York COIB Letter  
**Importance:** High

Can you send me the initial letter BDB received from COIB to set up the Campaign for One New York?

If you could send it ASAP, that would be great.



Thanks!

Hope your vacation was good.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, April 27, 2016 4:31 PM  
**To:** Gross, Courtney  
**Subject:** Automatic reply: wsj story on subpeanos

Hi -

I will be out of the office until Monday, May 2, and slow to respond to email.  
If you need immediate assistance please contact [646 452 5637](tel:6464525637).

Thanks,

Dan

---

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<Campaign-for-One-New-York COIB letter.pdf>

**From:** [Henry Berger](#)  
**To:** [Karen Hinton](#)  
**Cc:** [Berke, Barry H.](#); [Laurence Laufer](#); [PhilWalzak \(gmail.com\)](#); [Kadushin, Peter](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 1:27:52 PM

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We should issue the statement (with Berke's addition) and nothing more Important to be very tight on this

On May 2, 2016, at 1:18 PM, Karen Hinton  
<[REDACTED]> wrote:

She now has reached out to me. Please send me final to send her. Does it make sense for henry and me to get her on phone?

Sent from my iPhone

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**Barry H. Berke**  
Partner

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O: 212-715-7560 | F: 212-715-7660  
[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)  
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On May 2, 2016, at 1:08 PM, Laurence Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

good

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**From:** Phillip Walzak [[mailto:\[REDACTED\]](mailto:[REDACTED])]

**Sent:** Monday, May 2, 2016 1:07 PM  
**To:** Berke, Barry H.  
**Cc:** Kadushin, Peter; Karen Hinton; Jonathan Rosen; Dan Levitan; Andrew Friedman; Laurence Laufer; Henry Berger  
**Subject:** Re: Campaign for One New York COIB Letter

i am good w this Barry  
Laufer/Berger?

"The COIB letter is clear. It specifically permits solicitations from people who do business with the City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. This guidance was scrupulously followed."

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Do we know what response they are  
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**Cc:** Dan Levitan; Andrew Friedman; Laurence Laufer; Berke, Barry H.; Henry Berger  
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+ lawyers. See below. City Hall is responding as it is a q about mayor and coib.

On May 2, 2016, at 12:12 PM, Phillip Walzak <[REDACTED]> wrote:

is Laufer/other relevant lawyers aware of this incoming

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**Date:** Mon, May 2, 2016 at 12:07 PM  
**Subject:** FW: Campaign for One New York COIB Letter  
**To:** Phillip Walzak  
<[REDACTED]>  
Karen Hinton  
<[REDACTED]>  
Peter Kadushin  
<[REDACTED]>  
**Cc:** Andrew Friedman  
<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>

Referring her over to you guys now.

--

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

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Thousands of dollars from the taxi industry in the midst of the uber fight

Thousands from school bus companies

DDG development 10 grand donation as they look for a variance

Domino

DC 37

UFT

1199

Developers affiliated with the construction of the Brooklyn library

360 tenth ave llc...

And I have a bunch more.

So here are the questions:

Did the mayor personally solicit money from these people?

Do these donation violate the waiver from COIB?

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11:30 AM  
**To:** Gross, Courtney  
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Are you sending me something? Got your VM

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Dan Levitan  
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C: [201.674.7475](tel:201.674.7475)  
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<Campaign-for-One-New-York  
COIB letter.pdf>



**From:** [Henry Berger](#)  
**To:** [PhilWalzak \(gmail.com\)](#)  
**Cc:** [Karen Hinton](#); [Berke, Barry H.](#); [Laurence Laufer](#); [Kadushin, Peter](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 1:41:33 PM

---

we should not do anything beyond the statement - keep it tight  
Courtney attached the letter to her e-mail - its all in there

On May 2, 2016, at 1:38 PM, Phillip Walzak <[\[REDACTED\]](#)> wrote:

I think CH shd respond  
If HB can and wants to background this, that is good  
Also - I havent seen the letter....does the letter have an affirmative line in it that explicitly says soliccitations permitted from those w business before the City

"The COIB letter is clear. It specifically permits solicitations from people who do business with the City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. This guidance was scrupulously followed."

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UFT

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Developers affiliated with the construction of the Brooklyn library

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**From:** [Phillip Walzak](#)  
**To:** [Laurence Laufer](#)  
**Cc:** [Henry Berger](#); [Karen Hinton](#); [Berke, Barry H.](#); [Kadushin, Peter](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 1:47:53 PM

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very well  
Then lets have CH press ship the stmnt and close this out  
thanks all

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On Mon, May 2, 2016 at 1:42 PM, Laurence Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

There's no affirmative line about the permissibility of soliciting donors with City business, only a negative line against soliciting donors with pending business

---

**From:** Phillip Walzak [mailto:████████████████████]  
**Sent:** Monday, May 2, 2016 1:42 PM  
**To:** Henry Berger  
**Cc:** Karen Hinton; Berke, Barry H.; Laurence Laufer; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

crossing emails, sorry

here is updated w Barry addition to last line

reupping my question on if there is an affirmative line in letter saying sentence 2 in the stmnt we could point her to

thanks

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[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)  
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[www.kramerlevin.com](http://www.kramerlevin.com)

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On May 2, 2016, at 12:40 PM, Phillip Walzak <[REDACTED]> wrote:

i wuld like to craft a response that mirrors what Henry wrote -

Courtney blatantly misstates the language from the COIB letter to reach an entirely incorrect conclusion

The letter specifically permits hi to solicit funds from people who do business with the City except from a person "with a matter pending or about to be pending' before the City.

And he scrupulously complied with that prohibition.

Stmnt -- "The COIB letter specifically permits solicitations from people who do business with the City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. This guidance was scrupulously followed."

Background - The letter specifically permits solicitations from people who do business with the City - the letter does not require a blanket ban,

thoiughts?

On Mon, May 2, 2016 at 12:29 PM,  
Berke, Barry H.  
<[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)> wrote:

Do we know what response they are proposing? Barry

**Barry H. Berke**

Partner

**KRAMER LEVIN**

**NAFTALIS & FRANKEL LLP**

1177 Avenue of the Americas

New York, New York 10036

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[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)

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---

**From:** Jonathan Rosen  
[mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)]  
**Sent:** Monday, May 02, 2016 12:14 PM  
**To:** Phillip Walzak  
**Cc:** Dan Levitan; Andrew Friedman; Laurence Laufer; Berke, Barry H.; Henry Berger  
**Subject:** Re: Campaign for One New York COIB Letter




+ lawyers. See below. City Hall is responding as it is a q about mayor and coib.

On May 2, 2016, at 12:12 PM, Phillip Walzak <[\[REDACTED\]](#)>



wrote:

is Laufer/other relevant  
lawyers aware of this  
incoming

----- Forwarded  
message -----  
From: **Dan  
Levitan** <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
>  
Date: Mon, May 2, 2016 at  
12:07 PM  
Subject: FW: Campaign for  
One New York COIB Letter  
To: Phillip Walzak  
<  
Karen Hinton  
<  
>, Peter Kadushin  
<  
>  
Cc: Andrew Friedman  
<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)  
>

Referring her over to you  
guys now.

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

---

**From:** Gross, Courtney  
[mailto:[courtney.gross@ny1news.com](mailto:courtney.gross@ny1news.com)  
]  
**Sent:** Monday, May 02,  
2016 11:49 AM  
**To:** Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:** RE: Campaign  
for One New York COIB  
Letter

Ok, so like I said in my message we have been reviewing the donations and have found nearly 80 where the entity/individual had business before the city, was lobbying the city or was a union with a city contract.

In the original letter BDB got for approval to fundraise for the campaign for one new York, it specifically states he cannot solicit donations from people with business before the city or pending business before the city. (I attached the letter for your reference).

The donations clearly violate that. Some examples:

Thousands of dollars from the taxi industry in the midst of the uber fight

Thousands from school bus companies

DDG development 10 grand donation as they look for a variance

Domino

DC 37

UFT

1199

Developers affiliated with  
the construction of the  
Brooklyn library

360 tenth ave llc...

And I have a bunch more.

So here are the questions:

Did the mayor personally  
solicit money from these  
people?

Do these donation violate  
the waiver from COIB?

---

**From:** Dan Levitan  
[<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, May 02, 2016  
11:30 AM  
**To:** Gross, Courtney  
**Subject:** RE: Campaign for One  
New York COIB Letter

Are you sending me  
something? Got your VM

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

@DanLevitan

---

**From:** Gross, Courtney  
[<mailto:courtney.gross@ny1news.com>]  
]

**Sent:** Sunday, May 01,  
2016 12:44 PM

**To:** Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:** Campaign for  
One New York COIB Letter

**Importance:** High

Can you send me the  
initial letter BDB received  
from COIB to set up the  
Campaign for One New  
York?

If you could send it ASAP,  
that would be great.

Thanks!

Hope your vacation was  
good.

---

**From:** Dan Levitan  
[<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, April 27,  
2016 4:31 PM  
**To:** Gross, Courtney  
**Subject:** Automatic reply: wsj  
story on subpeanos

Hi -

I will be out of the office until Monday, May 2, and slow to respond to email. If you need immediate assistance please contact [646 452 5637](tel:6464525637).

Thanks,

Dan

---

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<Campaign-for-One-New-York COIB letter.pdf>

**From:** [Phillip Walzak](#)  
**To:** [Berke, Barry H.](#)  
**Cc:** [Kadushin, Peter](#); [Karen Hinton](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [Laurence Laufer](#); [Henry Berger](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 1:56:14 PM

---

i am good w this Barry  
Laufer/Berger?

"The COIB letter is clear. It specifically permits solicitations from people who do business with the City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. This guidance was scrupulously followed."

On Mon, May 2, 2016 at 12:49 PM, Berke, Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)> wrote:

I like that, but would make the suggested changes below (at least conceptually) subject to Laurence and Henry agreeing. I think it is important that people other than the mayor were responsible for insuring the guidance was followed, which motivated the change to the last sentence.

Sent from my iPhone

**Barry H. Berke**  
Partner

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1177 Avenue of the Americas  
New York, New York 10036  
O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)  
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Partner


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**Sent:** Monday, May 02, 2016 12:14 PM  
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**Cc:** Dan Levitan; Andrew Friedman; Laurence Laufer; Berke, Barry H.; Henry Berger  
**Subject:** Re: Campaign for One New York COIB Letter

+ lawyers. See below. City Hall is responding as it is a q about mayor and coib.

On May 2, 2016, at 12:12 PM, Phillip Walzak <> wrote:

is Laufer/other relevant lawyers aware of this incoming

----- Forwarded message -----

From: **Dan Levitan** <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
Date: Mon, May 2, 2016 at 12:07 PM  
Subject: FW: Campaign for One New York COIB Letter  
To: Phillip Walzak <[REDACTED]> Karen Hinton  
<[REDACTED]> Peter Kadushin  
<[REDACTED]>  
Cc: Andrew Friedman  
<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>

Referring her over to you guys now.

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

@DanLevitan

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**From:** Gross, Courtney  
[mailto:[courtney.gross@ny1news.com](mailto:courtney.gross@ny1news.com)]  
**Sent:** Monday, May 02, 2016 11:49 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
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In the original letter BDB got for approval to fundraise for the campaign for one new York, it specifically states he cannot solicit donations from people with business before the city or pending business before the city. (I attached the letter for your reference).



The donations clearly violate that. Some examples:

Thousands of dollars from the taxi industry in the midst of the uber fight

Thousands from school bus companies

DDG development 10 grand donation as they look for a variance

Domino

DC 37

UFT

1199

Developers affiliated with the construction of the Brooklyn library

360 tenth ave llc...

And I have a bunch more.

So here are the questions:

Did the mayor personally solicit money from these people?

Do these donation violate the waiver from COIB?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, May 02, 2016 11:30 AM  
**To:** Gross, Courtney  
**Subject:** RE: Campaign for One New York COIB Letter

Are you sending me something? Got your VM

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Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

@DanLevitan

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[<mailto:courtney.gross@ny1news.com>]  
**Sent:** Sunday, May 01, 2016 12:44 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Campaign for One New York COIB Letter  
**Importance:** High

Can you send me the initial letter BDB received from COIB to set up the Campaign for One New York?

If you could send it ASAP, that would be great.

Thanks!

Hope your vacation was good.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, April 27, 2016 4:31 PM  
**To:** Gross, Courtney  
**Subject:** Automatic reply: wsj story on subpeanos

Hi -

I will be out of the office until Monday, May 2, and slow to respond to email. If you need immediate assistance please contact [646 452 5637](tel:6464525637).

Thanks,

Dan

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<Campaign-for-One-New-York COIB letter.pdf>

**From:** [Kadushin, Peter](#)  
**To:** [Phillip Walzak](#); [Karen Hinton](#)  
**Cc:** [Laurence Laufer](#); [Berke, Barry H.](#); [Henry Berger](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** RE: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 2:07:55 PM

---

Yep.

---

**From:** Phillip Walzak [REDACTED]  
**Sent:** Monday, May 02, 2016 2:05 PM  
**To:** Karen Hinton  
**Cc:** Laurence Laufer; Berke, Barry H.; Henry Berger; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

sure  
PK can you ship pls?  
thanks

On Mon, May 2, 2016 at 2:02 PM, Karen Hinton <[REDACTED]> wrote:  
Is peter sending?

Sent from my iPhone

On May 2, 2016, at 2:02 PM, Phillip Walzak <[REDACTED]> wrote:

ok  
CH press will ship this

On Mon, May 2, 2016 at 1:59 PM, Laurence Laufer  
<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

Looks good to me

---

**From:** Berke, Barry H. [mailto:[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)]  
**Sent:** Monday, May 2, 2016 1:58 PM  
**To:** Laurence Laufer  
**Cc:** Phillip Walzak; Henry Berger; Karen Hinton; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** RE: Campaign for One New York COIB Letter

I just made a similar change that has the same effect. Let's combine them and go with the following:

"The COIB letter is clear. It permits solicitations of people who do business with the City. It only bars the solicitation of someone "with a matter pending or about to be pending" before the City. There was a process in place to insure that this guidance was scrupulously followed."

**Barry H. Berke**

Partner

**KRAMER LEVIN**

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**From:** [Berke, Barry H.](#)  
**To:** [PhilWalzak \(gmail.com\)](#); [Laurence Laufer](#)  
**Cc:** [Henry Berger](#); [Karen Hinton](#); [Kadushin, Peter](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** RE: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 2:13:03 PM

---

How about we make the following change and call it a day:

"The COIB letter is clear. It does not prohibit solicitations from people who do business with the City. It only bars the solicitation of someone "with a matter pending or about to be pending" before the City. There was a process in place to insure that this guidance was scrupulously followed."

**Barry H. Berke**  
Partner

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**From:** Phillip Walzak [mailto:████████████████████]  
**Sent:** Monday, May 02, 2016 1:48 PM  
**To:** Laurence Laufer  
**Cc:** Henry Berger; Karen Hinton; Berke, Barry H.; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

very well  
Then lets have CH press ship the stmnt and close this out  
thanks all

"The COIB letter is clear. It specifically permits solicitations from people who do business with the City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. There was a process in place to insure that this guidance was scrupulously followed."

On Mon, May 2, 2016 at 1:42 PM, Laurence Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:  
There's no affirmative line about the permissibility of soliciting donors with City business, only a negative line against soliciting donors with pending business

---

**From:** Phillip Walzak [mailto:████████████████████]  
**Sent:** Monday, May 2, 2016 1:42 PM  
**To:** Henry Berger  
**Cc:** Karen Hinton; Berke, Barry H.; Laurence Laufer; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

crossing emails, sorry  
here is updated w Barry addition to last line  
reupping my question on if there is an affirmative line in letter saying sentence 2 in the stmt  
we could point her to  
thanks

"The COIB letter is clear. It specifically permits solicitations from people who do business with the City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. There was a process in place to insure that this guidance was scrupulously followed."

On Mon, May 2, 2016 at 1:27 PM, Henry Berger <[berger@election-law.com](mailto:berger@election-law.com)> wrote:  
We should issue the statement (with Berke's addition) and nothing more  
Important to be very tight on this

On May 2, 2016, at 1:18 PM, Karen Hinton <████████████████████> wrote:

She now has reached out to me. Please send me final to send her. Does it make sense for Henry and me to get her on phone?

Sent from my iPhone

On May 2, 2016, at 1:11 PM, Berke, Barry H. <[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)> wrote:

How about a slight change to the following: "There was a process in place to insure that this guidance was scrupulously followed."

All subject to Henry's sign off as well.

Sent from my iPhone

**Barry H. Berke**

Partner

**KRAMER LEVIN**

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On May 2, 2016, at 1:08 PM, Laurence Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

good

---

**From:** Phillip Walzak [<mailto:> [REDACTED]]  
**Sent:** Monday, May 2, 2016 1:07 PM  
**To:** Berke, Barry H.  
**Cc:** Kadushin, Peter; Karen Hinton; Jonathan Rosen; Dan Levitan; Andrew Friedman; Laurence Laufer; Henry Berger  
**Subject:** Re: Campaign for One New York COIB Letter

i am good w this Barry  
Laufer/Berger?

"The COIB letter is clear. It specifically permits solicitations from people who do business with the City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. This guidance was scrupulously followed."

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Sent from my iPhone

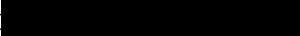


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On May 2, 2016, at 12:40 PM, Phillip Walzak

< wrote:

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Courtney blatantly misstates the language from the COIB letter to reach an entirely incorrect conclusion. The letter specifically permits hi to solicit funds from people who do business with the City except from a person "with a matter pending or about to be pending" before the City. And he scrupulously complied with that prohibition.

Stmnt -- "The COIB letter specifically permits solicitations from people who do business with the CIty. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. This guidance was scrupulously followed."

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Do we know what response they are proposing? Barry

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Partner


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**Sent:** Monday, May 02, 2016 12:14 PM  
**To:** Phillip Walzak  
**Cc:** Dan Levitan; Andrew Friedman; Laurence Laufer; Berke, Barry H.; Henry Berger  
**Subject:** Re: Campaign for One New York COIB Letter

+ lawyers. See below. City Hall is responding as it is a q about mayor and coib.

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>

Date: Mon, May 2, 2016 at 12:07 PM

Subject: FW: Campaign for One New York COIB Letter

To: Phillip Walzak

<[REDACTED]>  
Karen Hinton  
<[REDACTED]>  
Peter Kadushin  
<[REDACTED]>  
Cc: Andrew Friedman  
<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>  
>

Referring her over to you guys  
now.

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

---

**From:** Gross, Courtney  
[mailto:[courtney.gross@ny1news.com](mailto:courtney.gross@ny1news.com)]  
]  
**Sent:** Monday, May 02, 2016  
11:49 AM  
**To:** Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Campaign for  
One New York COIB Letter

Ok, so like I said in my  
message we have been  
reviewing the donations and  
have found nearly 80 where the  
entity/individual had business  
before the city, was lobbying  
the city or was a union with a  
city contract.

In the original letter BDB got  
for approval to fundraise for the  
campaign for one new York, it  
specifically states he cannot  
solicit donations from people  
with business before the city or  
pending business before the  
city. (I attached the letter for  
your reference).

The donations clearly violate

that. Some examples:

Thousands of dollars from the  
taxi industry in the midst of the  
uber fight

Thousands from school bus  
companies

DDG development 10 grand  
donation as they look for a  
variance

Domino

DC 37

UFT

1199

Developers affiliated with the  
construction of the Brooklyn  
library

360 tenth ave llc...

And I have a bunch more.

So here are the questions:

Did the mayor personally solicit  
money from these people?

Do these donation violate the  
waiver from COIB?

---

**From:** Dan Levitan

[<mailto:dan@berlinrosen.com>]

**Sent:** Monday, May 02, 2016  
11:30 AM

**To:** Gross, Courtney

**Subject:** RE: Campaign for One  
New York COIB Letter

Are you sending me  
something? Got your VM

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

@DanLevitan

---

**From:** Gross, Courtney

[<mailto:courtney.gross@ny1news.com>]

]

**Sent:** Sunday, May 01, 2016

12:44 PM

**To:** Dan Levitan

<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:** Campaign for One  
New York COIB Letter

**Importance:** High

Can you send me the initial  
letter BDB received from COIB  
to set up the Campaign for One  
New York?

If you could send it ASAP, that  
would be great.

Thanks!

Hope your vacation was good.

---

**From:** Dan Levitan

[<mailto:dan@berlinrosen.com>]

**Sent:** Wednesday, April 27, 2016

4:31 PM

**To:** Gross, Courtney

**Subject:** Automatic reply: wsj  
story on subpeanos

Hi -

I will be out of the office until  
Monday, May 2, and slow to  
respond to email. If you need  
immediate assistance please  
contact [646 452 5637](tel:6464525637).

Thanks,

Dan

---

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notify the sender immediately and permanently delete the original and any copy of this E-mail and any printout.

<Campaign-for-One-New-York COIB letter.pdf>

**From:** [Karen Hinton](#)  
**To:** [Berke, Barry H.](#)  
**Cc:** [Laurence Laufer](#); [PhilWalzak \(gmail.com\)](#); [Henry Berger](#); [Kadushin, Peter](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 2:13:17 PM

---

I think important to get her to understand this. To do that, someone needs to get her on phone. Who can do that with me? We can do off record.

Sent from my iPhone

On May 2, 2016, at 1:52 PM, Berke, Barry H. <[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)> wrote:

Laurence, do you believe this is accurate? Should we take out "specifically"? Any other change?

Sent from my iPhone

**Barry H. Berke**  
Partner


**KRAMER LEVIN  
NAFTALIS & FRANKEL LLP**  
1177 Avenue of the Americas  
New York, New York 10036  
O: 212-715-7560 | F: 212-715-7660  
[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)  
[view bio](#)  
[www.kramerlevin.com](http://www.kramerlevin.com)

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On May 2, 2016, at 1:43 PM, Laurence Laufer  
<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

There's no affirmative line about the permissibility of soliciting donors with City business, only a negative line against soliciting donors with pending business

---

**From:** Phillip Walzak [<mailto:>   
**Sent:** Monday, May 2, 2016 1:42 PM  
**To:** Henry Berger  
**Cc:** Karen Hinton; Berke, Barry H.; Laurence Laufer; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

crossing emails, sorry

here is updated w Barry addition to last line  
reupping my question on if there is an affirmative line in letter  
saying sentence 2 in the stmt we could point her to  
thanks

"The COIB  
letter is clear. It  
specifically  
permits  
solicitations from  
people who do  
business with the  
City. It only  
does not allow  
the solicitation of  
someone "with a  
matter pending  
or about to be  
pending" before  
the City. There  
was a process in  
place to insure  
that this  
guidance was  
scrupulously  
followed."

On Mon, May 2, 2016 at 1:27 PM, Henry Berger <[berger@election-law.com](mailto:berger@election-law.com)> wrote:

We should issue the statement (with Berke's addition) and nothing  
more

Important to be very tight on this

On May 2, 2016, at 1:18 PM, Karen Hinton  
<[REDACTED]> wrote:

She now has reached out to me. Please send me final to send her.  
Does it make sense for henry and me to get her on phone?

Sent from my iPhone

On May 2, 2016, at 1:11 PM, Berke, Barry H.



<[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)> wrote:

How about a slight change to the following: "There was a process in place to insure that this guidance was scrupulously followed."

All subject to Henry's sign off as well.

Sent from my iPhone

**Barry H. Berke**  
Partner


**KRAMER LEVIN  
NAFTALIS & FRANKEL LLP**  
1177 Avenue of the Americas  
New York, New York 10036  
O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)  
[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)  
[view bio](#)  
[www.kramerlevin.com](http://www.kramerlevin.com)

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On May 2, 2016, at 1:08 PM, Laurence Laufer  
<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

good

---

**From:** Phillip Walzak  
[<mailto:> 


**Sent:** Monday, May 2, 2016 1:07 PM

**To:** Berke, Barry H.

**Cc:** Kadushin, Peter; Karen Hinton; Jonathan Rosen; Dan Levitan; Andrew Friedman; Laurence Laufer; Henry Berger

**Subject:** Re: Campaign for One New York COIB Letter

i am good w this Barry  
Laufer/Berger?

"The COIB letter  
is clear. It  
specifically permits  
solicitations from  
people who do  
business with the  


City. It only does not allow the solicitation of someone "with a matter pending or about to be pending" before the City. This guidance was scrupulously followed."

On Mon, May 2, 2016 at 12:49 PM, Berke, Barry H.

<[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)>

wrote:

I like that, but would make the suggested changes below (at least conceptually) subject to Laurence and Henry agreeing. I think it is important that people other than the mayor were responsible for insuring the guidance was followed, which motivated the change to the last sentence.

Sent from my iPhone

**Barry H. Berke**

Partner

**KRAMER LEVIN  
NAFTALIS & FRANKEL LLP**

1177 Avenue of the Americas

New York, New York 10036

O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)

[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)

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

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On May 2, 2016, at 12:40 PM,  
Phillip Walzak

< [REDACTED] wrote:

i wuld like to craft  
a response that  
mirrors what Henry  
wrote -

Courtney blatantly  
misstates the language  
from the COIB letter to  
reach an entirely  
incorrect conclusion  
The letter specifically  
permits hi to solicit  
funds from people who  
do business with the  
City except from a  
person "with a matter  
pending or about to be  
pending' before the  
City.  
And he scrupulously  
complied with that  
prohibition.

Stmnt -- "The  
COIB letter  
specifically permits  
solicitations from  
people who do  
business with the  
City. It only does  
not allow the  
solicitation of  
someone "with a  
matter pending or about  
to be pending" before  
the City. This guidance  
was scrupulously  
followed."

Background - The letter  
specifically permits  
solicitations from  
people who do business  
with the City - the letter  
does not require a  
blanket ban,

thoiughts?

On Mon, May 2,  
2016 at 12:29 PM,  
Berke, Barry H.  
<[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)  
> wrote:  
Do we know what  
response they are  
proposing? Barry

**Barry H. Berke**  
Partner

**KRAMER LEVIN  
NAFTALIS &  
FRANKEL LLP**  
1177 Avenue of the  
Americas  
New York, New York  
10036  
O: [212-715-7560](tel:212-715-7560) |  
F: [212-715-7660](tel:212-715-7660)  
[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)

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

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prohibited. If you have  
received this communication  
in error, please immediately  
notify the sender by return  
e-mail message and delete  
all copies of the original  
communication. Thank you  
for your cooperation.

**From:** Jonathan  
Rosen  
[mailto:[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
]  
**Sent:** Monday, May  
02, 2016 12:14 PM  
**To:** Phillip Walzak  
**Cc:** Dan Levitan;  
Andrew Friedman;  
Laurence Laufer;  
Berke, Barry H.;

Henry Berger  
**Subject:** Re:  
Campaign for One  
New York COIB Letter

+ lawyers. See  
below. City Hall is  
responding as it is  
a q about mayor  
and coib.

On May 2, 2016, at  
12:12 PM, Phillip  
Walzak

< [REDACTED] >  
> wrote:

is  
Laufer/other  
relevant  
lawyers  
aware  
of this  
incoming

-----  
--  
Forwarded  
message  
-----

--  
From:  
**Dan  
Levitan** <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
>

Date:  
Mon,  
May 2,  
2016 at  
12:07  
PM  
Subject:  
FW:  
Campaign  
for  
One  
New  
York  
COIB  
Letter  
To:

Phillip  
Walzak

<[REDACTED]>

>

Karen  
Hinton

<[REDACTED]>

>

Peter  
Kadushin

<[REDACTED]>

>

Cc:

Andrew  
Friedman

<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>

>

Referring  
her  
over to  
you  
guys  
now.

--

Dan  
Levitan  
BerlinRosen  
Public  
Affairs

O:  
[646.200.5315](tel:646.200.5315)

C:  
[201.674.7475](tel:201.674.7475)  
@DanLevitan

---

**From:**

Gross,  
Courtney

[mailto:[courtney.gross@ny1news.com](mailto:courtney.gross@ny1news.com)]

]

**Sent:**

Monday,  
May  
02,  
2016  
11:49  
AM

**To:**  
Dan  
Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:**  
RE:  
Campaign  
for  
One  
New  
York  
COIB  
Letter

Ok, so  
like I  
said in  
my  
message  
we  
have  
been  
reviewing  
the  
donations  
and  
have  
found  
nearly  
80  
where  
the  
entity/individual  
had  
business  
before  
the  
city,  
was  
lobbying  
the city  
or was  
a  
union  
with a  
city  
contract.

In the

original  
letter  
BDB  
got for  
approval  
to  
fundraise  
for the  
campaign  
for one  
new  
York,  
it  
specifically  
states  
he  
cannot  
solicit  
donations  
from  
people  
with  
business  
before  
the city  
or  
pending  
business  
before  
the  
city. (I  
attached  
the  
letter  
for  
your  
reference).

The  
donations  
clearly  
violate  
that.  
Some  
examples:

Thousands  
of  
dollars  
from



the taxi  
industry  
in the  
midst  
of the  
uber  
fight  
Thousands  
from  
school  
bus  
companies  
DDG  
development  
10  
grand  
donation  
as they  
look  
for a  
variance  
Domino  
DC 37  
UFT  
1199  
Developers  
affiliated  
with  
the  
construction  
of the  
Brooklyn  
library  
360  
tenth  
ave  
llc...

And I  
have a  
bunch  
more.

So  
here  
are the  
questions:

Did the  
mayor

personally  
solicit  
money  
from  
these  
people?  
Do  
these  
donation  
violate  
the  
waiver  
from  
COIB?

---

**From:**  
Dan  
Levitan  
[<mailto:dan@berlinrosen.com>  
]

**Sent:**  
Monday,  
May 02,  
2016  
11:30  
AM

**To:**  
Gross,  
Courtney

**Subject:**  
RE:  
Campaign  
for One  
New  
York  
COIB  
Letter

Are  
you  
sending  
me  
something?  
Got  
your  
VM

--  
Dan  
Levitan  
BerlinRosen

Public  
Affairs  
O:  
[646.200.5315](tel:646.200.5315)  
C:  
[201.674.7475](tel:201.674.7475)  
@DanLevitan

---

**From:**  
Gross,  
Courtney  
[<mailto:courtney.gross@ny1news.com>  
]

**Sent:**  
Sunday,  
May  
01,  
2016  
12:44  
PM

**To:**  
Dan  
Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
>

**Subject:**  
Campaign  
for  
One  
New  
York  
COIB  
Letter

**Importance:**  
High

Can  
you  
send  
me the  
initial  
letter  
BDB  
received  
from  
COIB  
to set  
up the  
Campaign

for  
One  
New  
York?

If you  
could  
send it  
ASAP,  
that  
would  
be  
great.

Thanks!

Hope  
your  
vacation  
was  
good.

---

**From:**  
Dan  
Levitan  
[\[mailto:dan@berlinrosen.com\]](mailto:dan@berlinrosen.com)  
]

**Sent:**  
Wednesday,  
April  
27,  
2016  
4:31 PM

**To:**  
Gross,  
Courtney

**Subject:**  
Automatic  
reply:  
wsj  
story on  
subpeanos

Hi -

I will  
be out  
of the  
office  
until  
Monday,  
May 2,

and  
slow to  
respond  
to  
email.  
If you  
need  
immediate  
assistance  
please  
contact  
[646](#)  
[452](#)  
[5637](#).

Thanks,

Dan

---

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strictly  
prohibited  
and may  
be  
unlawful.  
If you  
have  
received  
this E-  
mail in  
error,  
please  
notify the  
sender  
immediately  
and  
permanently  
delete the  
original  
and any  
copy of  
this E-  
mail and  
any  
printout.

<Campaign-  
for-  
One-  
New-  
York  
COIB  
letter.pdf>

**From:** [Phillip Walzak](#)  
**To:** [Karen Hinton](#)  
**Cc:** [Jonathan Rosen](#); [James, Dani R.](#); [Kadushin, Peter](#); [Andrew Friedman](#); [Laurence Laufer](#); [Dan Levitan](#); [Henry Berger](#); [Berke, Barry H.](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 2:16:03 PM

---

If you need to do thru maya voice Pls do

On May 2, 2016 14:14, "Karen Hinton" <[REDACTED]> wrote:  
Please copy me

Sent from my iPhone

On May 2, 2016, at 2:07 PM, Kadushin, Peter <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)> wrote:

Yep.

---

**From:** Phillip Walzak [REDACTED]  
**Sent:** Monday, May 02, 2016 2:05 PM  
**To:** Karen Hinton  
**Cc:** Laurence Laufer; Berke, Barry H.; Henry Berger; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

sure  
PK can you ship pls?  
thanks

On Mon, May 2, 2016 at 2:02 PM, Karen Hinton  
<[REDACTED]> wrote:

Is peter sending?

Sent from my iPhone

On May 2, 2016, at 2:02 PM, Phillip Walzak <[REDACTED]> wrote:

ok  
CH press will ship this

On Mon, May 2, 2016 at 1:59 PM, Laurence Laufer  
<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

Looks good to me

---

**From:** Berke, Barry H. [mailto:[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)]  
**Sent:** Monday, May 2, 2016 1:58 PM  
**To:** Laurence Laufer  
**Cc:** Phillip Walzak; Henry Berger; Karen Hinton; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** RE: Campaign for One New York COIB Letter

I just made a similar change that has the same effect. Let's combine them and go with the following:

"The COIB letter is clear. It permits solicitations of people who do business with the City. It only bars the solicitation of someone "with a matter pending or about to be pending" before the City. There was a process in place to insure that this guidance was scrupulously followed."

**Barry H. Berke**

Partner

**KRAMER LEVIN**

**NAFTALIS & FRANKEL LLP**

1177 Avenue of the Americas

New York, New York 10036

O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)

[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)

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

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**From:** [Karen Hinton](#)  
**To:** [Kadushin, Peter](#)  
**Cc:** [PhilWalzak \(gmail.com\)](#); [Laurence Laufer](#); [Berke, Barry H.](#); [Henry Berger](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 2:40:57 PM

---

[courtney.gross@ny1news.com](mailto:courtney.gross@ny1news.com)

Sent from my iPhone

On May 2, 2016, at 2:18 PM, Kadushin, Peter <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)> wrote:

Sure. If you forward me her email I'll cc you on a reply.

PK

---

**From:** Karen Hinton [REDACTED]  
**Sent:** Monday, May 02, 2016 2:14 PM  
**To:** Kadushin, Peter  
**Cc:** [PhilWalzak \(gmail.com\)](#); [Laurence Laufer](#); [Berke, Barry H.](#); [Henry Berger](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** Re: Campaign for One New York COIB Letter

Please copy me

Sent from my iPhone

On May 2, 2016, at 2:07 PM, Kadushin, Peter <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)> wrote:

Yep.

---

**From:** Phillip Walzak [REDACTED]  
**Sent:** Monday, May 02, 2016 2:05 PM  
**To:** Karen Hinton  
**Cc:** [Laurence Laufer](#); [Berke, Barry H.](#); [Henry Berger](#); [Kadushin, Peter](#); [Jonathan Rosen](#); [Dan Levitan](#); [Andrew Friedman](#); [James, Dani R.](#)  
**Subject:** Re: Campaign for One New York COIB Letter

sure  
PK can you ship pls?  
thanks

On Mon, May 2, 2016 at 2:02 PM, Karen Hinton <[\[REDACTED\]](#)> wrote:

Is peter sending?

Sent from my iPhone

On May 2, 2016, at 2:02 PM, Phillip Walzak

<[REDACTED]> wrote:

ok  
CH press will ship this

On Mon, May 2, 2016 at 1:59 PM, Laurence Laufer  
<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

Looks good to me

---

**From:** Berke, Barry H.  
[mailto:[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)]  
**Sent:** Monday, May 2, 2016 1:58 PM  
**To:** Laurence Laufer  
**Cc:** Phillip Walzak; Henry Berger; Karen Hinton; Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** RE: Campaign for One New York COIB Letter

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Let's combine them and go with the following:

"The COIB letter is clear. It permits solicitations of people who do business with the City. It only bars the solicitation of someone "with a matter pending or about to be pending" before the City. There was a process in place to insure that this guidance was scrupulously followed."

**Barry H. Berke**

Partner

**KRAMER LEVIN**

**NAFTALIS & FRANKEL LLP**

1177 Avenue of the Americas

New York, New York 10036

O: [212-715-7560](tel:212-715-7560) | F: [212-715-7660](tel:212-715-7660)

[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)

[view bio](#)

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

This communication (including any attachments) is intended solely for the recipient(s) named above and may contain information that is confidential, privileged or legally protected. Any unauthorized use or dissemination of this communication is strictly prohibited. If you have received this communication in error, please immediately notify the sender by return e-mail message and delete all copies of the original communication. Thank you for your cooperation.

**From:** [Karen Hinton](#)  
**To:** [PhilWalzak \(gmail.com\)](#)  
**Cc:** [Jonathan Rosen](#); [James, Dani R.](#); [Kadushin, Peter](#); [Andrew Friedman](#); [Laurence Laufer](#); [Dan Levitan](#); [Henry Berger](#); [Berke, Barry H.](#)  
**Subject:** Courtney  
**Date:** Monday, May 02, 2016 2:47:21 PM

---

She called me and i gave off record thumbnail of statement. This is what she sent back.

Here are just two examples for my story tonight.

Hudson Companies gives in Febraury 2014  
They are selected to build the Brooklyn library in September of that year.

1199 gives 250,000 in march of 2014. There contract is signed in June

Park tower group gives in march 2015. The renegotiated deal for greenpoint landing is done in [July 1](#) of that year.

Then, there are obviously dozens of examples of people who are just lobbying the city.

-----Original Message-----Sent from my iPhone

On May 2, 2016, at 2:15 PM, Phillip Walzak <[REDACTED]> wrote:

If you need to do thru maya voice Pls do

On May 2, 2016 14:14, "Karen Hinton" <[REDACTED]> wrote:

Please copy me

Sent from my iPhone

On May 2, 2016, at 2:07 PM, Kadushin, Peter  
<[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)> wrote:

Yep.

---

**From:** Phillip Walzak <[REDACTED]>  
**Sent:** Monday, May 02, 2016 2:05 PM  
**To:** Karen Hinton  
**Cc:** Laurence Laufer; Berke, Barry H.; Henry Berger; Kadushin, Peter;  
Jonathan Rosen; Dan Levitan; Andrew Friedman; James, Dani R.  
**Subject:** Re: Campaign for One New York COIB Letter

sure  
PK can you ship pls?  
thanks

On Mon, May 2, 2016 at 2:02 PM, Karen Hinton

<[REDACTED]> wrote:

Is peter sending?

Sent from my iPhone

On May 2, 2016, at 2:02 PM, Phillip Walzak

<[REDACTED]> wrote:

ok  
CH press will ship this

On Mon, May 2, 2016 at 1:59 PM, Laurence Laufer

<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

Looks good to me

---

**From:** Berke, Barry H.  
[mailto:[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)]  
**Sent:** Monday, May 2, 2016 1:58 PM  
**To:** Laurence Laufer  
**Cc:** Phillip Walzak; Henry Berger; Karen Hinton;  
Kadushin, Peter; Jonathan Rosen; Dan Levitan; Andrew  
Friedman; James, Dani R.  
**Subject:** RE: Campaign for One New York COIB Letter

I just made a similar change that has the same effect.  
Let's combine them and go with the following:

"The COIB letter is clear. It permits solicitations of people who do business with the City. It only bars the solicitation of someone "with a matter pending or about to be pending" before the City. There was a process in place to insure that this guidance was scrupulously followed."

**Barry H. Berke**

Partner

**KRAMER LEVIN**

**NAFTALIS & FRANKEL LLP**

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**From:** [Phillip Walzak](#)  
**To:** [Karen Hinton](#)  
**Cc:** [Jonathan Rosen](#); [James, Dani R.](#); [Kadushin, Peter](#); [Andrew Friedman](#); [Laurence Laufer](#); [Dan Levitan](#); [Henry Berger](#); [Berke, Barry H.](#)  
**Subject:** Re: Campaign for One New York COIB Letter  
**Date:** Monday, May 02, 2016 2:54:19 PM

---

good here

On Mon, May 2, 2016 at 2:42 PM, Karen Hinton <[REDACTED]> wrote:

I like maya name

Sent from my iPhone

On May 2, 2016, at 2:15 PM, Phillip Walzak <[REDACTED]> wrote:

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Please copy me

Sent from my iPhone

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**Sent:** Monday, May 02, 2016 2:05 PM  
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thanks

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Sent from my iPhone

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CH press will ship this

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[mailto:[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)]  
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**To:** Laurence Laufer  
**Cc:** Phillip Walzak; Henry Berger; Karen Hinton;  
Kadushin, Peter; Jonathan Rosen; Dan Levitan;  
Andrew Friedman; James, Dani R.  
**Subject:** RE: Campaign for One New York COIB  
Letter

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**"The COIB letter is clear. It permits  
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with the City. It only bars the solicitation  
of someone "with a matter pending or  
about to be pending" before the City.  
There was a process in place to insure that  
this guidance was scrupulously followed."**

**Barry H. Berke**

Partner

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**To:** [Henry Berger](#)  
**Cc:** [Laurence Laufer](#); [Kadushin, Peter](#); [Dan Levitan](#); [Karen Hinton](#); [Henry Berger](#); [Jonathan Rosen](#); [James, Dani R.](#); [Andrew Friedman](#); [Berke, Barry H.](#)  
**Subject:** Re: FYI  
**Date:** Monday, May 02, 2016 6:13:35 PM

---

will need TPs on this for boss

On Mon, May 2, 2016 at 6:11 PM, Henry Berger <[berger@election-law.com](mailto:berger@election-law.com)> wrote:  
glad that wasn't what we did

On May 2, 2016, at 6:09 PM, Phillip Walzak <> wrote:

**Head Of Suffolk Dems: De Blasio Was Wrong In Fundraising Methods**

CBS LOCAL – Marcia Kramer

<http://newyork.cbslocal.com/2016/05/02/de-blasio-fundraising-suffolk/>

The head of the Suffolk County Democratic Committee had a terse message for Mayor Bill de Blasio Monday – “You’re wrong.”

As CBS2 Political Reporter Marcia Kramer reported, Richard Schaffer said it is not a “normal thing” to accept checks that appear to skirt campaign finance laws.

Schaffer said he took immediate action when Steve Allinger, a lobbyist for the New York state teachers’ union, tried to give him a check for \$100,000. The check was issued on the proviso that it be earmarked – sent to 2014 Democratic state senate candidate Adrienne Esposito.

“My take was that it was illegal,” Schaffer said. “If I had taken the action and followed with what they had said they wanted me to do, that I would be committing a violation of the campaign finance law, which is a criminal violation.”

It was a surprising disclosure, since in 2014, Mayor de Blasio was involved in a frantic campaign to help Democrats take control of the New York State Senate. The Esposito race was apparently key to his success.

“It was one of the targeted races that was being targeted in order to flip the senate to the Democrats,” Schaffer said.

The actions of team de Blasio are being investigated by state and federal prosecutors to see if donors, including labor unions, made large contributions to local county committees to evade the \$10,300 individual donation limit.

When CBS2’s Kramer first asked de Blasio about his fundraising in October 2014, the mayor said his actions were completely acceptable campaign practice.

“It’s something that’s been going on a long time in this state,” de Blasio said at the time. “It’s a normal thing to provide support for party organizations.”

De Blasio denied that any “pay to play” was involved in his fundraising efforts.

“There’s nothing new here,” de Blasio said. “For years and years, people have supported party organizations.”

Schaffer, an attorney, said he disagreed – and that is why he sent the contribution back.

“At the outset, as soon as they said, ‘We’re sending you the money and we want you to spend it on Esposito,’ I knew that that was a violation,” Schaffer said.

Kramer asked Schaffer whether he was ever tempted to take the money, given that the race was hotly contested.

“As I’ve always said, the most important thing to me is my law license, and I’m not going to do anything to jeopardize that,” he replied.

When Kramer reached Allinger, he angrily referred her to the union office. A spokesman there insisted the union “has a long track record of adhering to the laws governing political action and campaign finance.”

The spokesman refused to say whether the union had received a subpoena. Schaffer said he will gladly talk to prosecutors.

**From:** [Henry Berger](#)  
**To:** [PhilWalzak \(gmail.com\)](#)  
**Cc:** [Laurence Laufer](#); [Kadushin, Peter](#); [Dan Levitan](#); [Karen Hinton](#); [Henry Berger](#); [Jonathan Rosen](#); [James, Dani R.](#); [Andrew Friedman](#); [Berke, Barry H.](#)  
**Subject:** Re: FYI  
**Date:** Monday, May 02, 2016 6:15:41 PM

---

same statement

don't know what happened with that particular transaction, but anything we were involved with complied with the law

On NY1 story - Any solicitations I made are in full compliance with COIB requirements. Others made solicitations at other times

On May 2, 2016, at 6:11 PM, Henry Berger <[berger@election-law.com](mailto:berger@election-law.com)> wrote:

glad that wasn't what we did

On May 2, 2016, at 6:09 PM, Phillip Walzak <[REDACTED]> wrote:

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The spokesman refused to say whether the union had received a subpoena. Schaffer said he will gladly talk to prosecutors.





**From:** [Dan Levitan](#)  
**To:** [PhilWalzak \(gmail.com\)](#); [Laurence Laufer](#)  
**Cc:** [Kadushin, Peter](#); [Henry Berger](#); [Karen Hinton](#); [Henry Berger](#); [Jonathan Rosen](#); [James, Dani R.](#); [Andrew Friedman](#); [Berke, Barry H.](#)  
**Subject:** RE: Courtney  
**Date:** Monday, May 02, 2016 8:43:08 PM

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<http://www.ny1.com/nyc/all-boroughs/fundraising-probe/2016/05/2/mayor-s-nonprofit-potentially-violated-directive-from-city-s-conflict-of-interest-board.html>

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Phillip Walzak [mailto:[\[REDACTED\]](#)]  
**Sent:** Monday, May 02, 2016 6:18 PM  
**To:** Laurence Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)>  
**Cc:** Kadushin, Peter <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>; Henry Berger <[berger@election-law.com](mailto:berger@election-law.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Karen Hinton <[\[REDACTED\]](#)> Henry Berger <[berger@addaon.com](mailto:berger@addaon.com)>; Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; James, Dani R. <[DJames@kramerlevin.com](mailto:DJames@kramerlevin.com)>; Andrew Friedman <[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>; Berke, Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)>  
**Subject:** Re: Courtney

thanks much

not sure at this time in the eve this will make a difference.

moving fwd - if there is any background like this for future stories, the sooner we can get, and have legal greenlight to share, the more effective we can be in (potentially) reducing the harm of these pieces

thanks again

On Mon, May 2, 2016 at 5:57 PM, Laurence Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)> wrote:

In case this helps, on background:

The COIB only has jurisdiction over public servants (like the mayor), not not-for-profit entities (like C41NY).

COIB provided guidance to the Mayor, which he followed to a T.

COIB did not and could not restrict potential contribution sources to C41NY that its supporters (OTHER than the Mayor) might choose to solicit

---

**From:** Kadushin, Peter [mailto:[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)]  
**Sent:** Monday, May 2, 2016 5:40 PM  
**To:** PhilWalzak ([gmail.com](mailto:)); Henry Berger  
**Cc:** Dan Levitan; Karen Hinton; Henry Berger; Jonathan Rosen; James, Dani R.; Andrew Friedman; Laurence Laufer; Berke, Barry H.  
**Subject:** RE: Courtney

I have made it explicitly clear that other people and organizations were a part of fundraising effort. Mayor followed all of the requirements of the COIB letter.

---

**From:** Kadushin, Peter  
**Sent:** Monday, May 02, 2016 5:34 PM  
**To:** Phillip Walzak; Henry Berger  
**Cc:** Dan Levitan; Karen Hinton; Henry Berger; Jonathan Rosen; James, Dani R.; Andrew Friedman; Laurence Laufer; Berke, Barry H.  
**Subject:** RE: Courtney

Working on it, but not budging from premise.

---

**From:** Phillip Walzak [REDACTED]  
**Sent:** Monday, May 02, 2016 5:31 PM  
**To:** Henry Berger  
**Cc:** Dan Levitan; Karen Hinton; Henry Berger; Jonathan Rosen; James, Dani R.; Kadushin, Peter; Andrew Friedman; Laurence Laufer; Berke, Barry H.  
**Subject:** Re: Courtney

PK can you confirm w CG

On Mon, May 2, 2016 at 5:27 PM, Henry Berger <[berger@election-law.com](mailto:berger@election-law.com)> wrote:  
ok

On May 2, 2016, at 5:23 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Good here.

--

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

**From:** Phillip Walzak [mailto:[REDACTED](mailto:)]  
**Sent:** Monday, May 02, 2016 5:22 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Henry Berger <[berger@election-law.com](mailto:berger@election-law.com)>; Karen Hinton <[REDACTED](mailto:)> Henry Berger <[berger@addaon.com](mailto:berger@addaon.com)>; Jonathan Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; James, Dani R. <[DJames@kramerlevin.com](mailto:DJames@kramerlevin.com)>; Kadushin, Peter <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>; Andrew Friedman

<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>; Laurence Laufer <[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)>;  
Berke, Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)>

**Subject:** Re: Courtney

why cant we simply tell her #2 and decline to get into a ton of details?  
the letter applies only to the mayor. the letter says only those w pending business  
cant be solicited. there was a process in place to insure the mayor scrupulously  
and assiduously followed

that work?

On Mon, May 2, 2016 at 5:18 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Even if we decline to say who solicited what, need to underscore with her 1) what  
letter really says 2) that letter only applies to Mayor

--

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

---

**From:** Henry Berger [mailto:[berger@addaon.com](mailto:berger@addaon.com)] **On Behalf Of** Henry Berger  
**Sent:** Monday, May 02, 2016 5:16 PM  
**To:** Phillip Walzak <[REDACTED]>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Karen Hinton  
<[REDACTED]> Henry Berger <[berger@addaon.com](mailto:berger@addaon.com)>; Jonathan  
Rosen <[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; James, Dani R. <[DJames@kramerlevin.com](mailto:DJames@kramerlevin.com)>;  
Kadushin, Peter <[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>; Andrew Friedman  
<[andrew.friedman@berlinrosen.com](mailto:andrew.friedman@berlinrosen.com)>; Laurence Laufer  
<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)>; Berke, Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)>  
**Subject:** Re: Courtney

her confusion is the she isn't off her original statement that she believes the  
letter says can't solicit from anyone doing business with the City  
Do you want to tell her the Mayor doesn't do all the solicitations - then sh will  
ask which ones he did and we don't know the answer

On May 2, 2016, at 5:12 PM, Phillip Walzak  
<[REDACTED]> wrote:

PK - can you connect w henry ASAP and see abt adding this  
section -- COIB letter related only to mayor's solicitations, and was  
followed scrupulously, and did not / does not apply to rest of C41NY --  
to the background?

On Mon, May 2, 2016 at 5:09 PM, Dan Levitan

<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

I spoke to Courtney -- She is a bit confused. She seems to think that the mere existence of these donors means that COIB guidance was not followed.

Is it possible for press office to quickly call her back and explain on background that COIB letter related only to mayor's solicitations, and was followed scrupulously, and did not / does not apply to rest of C41NY

--

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

---

**From:** Henry Berger [mailto:[berger@addaon.com](mailto:berger@addaon.com)] **On Behalf**

**Of** Henry Berger

**Sent:** Monday, May 02, 2016 5:00 PM

**To:** Phillip Walzak <[REDACTED]>

**Cc:** Karen Hinton <[REDACTED]> Henry Berger

<[berger@addaon.com](mailto:berger@addaon.com)>; Jonathan Rosen

<[Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)>; James, Dani R.

<[DJames@kramerlevin.com](mailto:DJames@kramerlevin.com)>; Kadushin, Peter

<[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>; Andrew Friedman

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<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>;

Berke, Barry H. <[BBerke@kramerlevin.com](mailto:BBerke@kramerlevin.com)>

**Subject:** Re: Courtney

easy to knock down a couple - 1199 and Brooklyn Public Library - not even us really - but then she will ask about each of the rest

It's endless and a no win

On May 2, 2016, at 4:57 PM, Phillip Walzak

<[REDACTED]> wrote:

Since we are going to take a pounding here in this story, just want to raise something -

I understand there are really impt reasons to not go

beyond the statement. BUT if there are some mitigating facts out there that are known that help, could we pushback on?

For example - 1199 got a contract consistent w the pattern the other city unions received. not a gift but a negotiated settlement the same as other unions.

We get that team legal has very compelling reasons for muting some of this response -- i just dont want to miss opportunities to minimize the hurt of these stories if we can w no other neg consequences.

thanks

On Mon, May 2, 2016 at 4:34 PM, Karen Hinton <[REDACTED]> wrote:

Get ready. This story is going to have legs.

Sent from my iPhone

On May 2, 2016, at 2:55 PM, Henry Berger <[berger@addaon.com](mailto:berger@addaon.com)> wrote:

Yup. It is endless and we shouldn't get into specifics. Just stick to statement. No background

Sent from my iPhone

On May 2, 2016, at 2:47 PM, Karen Hinton

<[REDACTED]> wrote:

She called me and i gave off record thumbnail of statement. This is what she sent back.

Here are just two examples for my story tonight.

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They are selected to build the Brooklyn library in September of

that year.

1199 gives 250,000 in  
march of 2014. There  
contract is signed in June

Park tower group gives  
in march 2015. The  
renegotiated deal for  
greenpoint landing is  
done in July 1 of that  
year.

Then, there are obviously  
dozens of examples of  
people who are just  
lobbying the city.

-----Original Message-----  
--Sent from my iPhone

On May 2, 2016, at 2:15  
PM, Phillip Walzak

<[REDACTED]>  
wrote:

If you need  
to do thru  
maya voice  
Pls do  
On May 2,  
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"Karen  
Hinton"

<[REDACTED]>  
> wrote:

Please  
copy me

Sent from  
my iPhone

On May 2,  
2016, at  
2:07 PM,  
Kadushin,  
Peter

<[pkadushin@cityhall.nyc.gov](mailto:pkadushin@cityhall.nyc.gov)>

> wrote:

Yep.

.

**From:**  
Phillip  
Walzak

[REDACTED]  
]

**Sent:**  
Monday,  
May  
02,  
2016  
2:05  
PM

**To:**  
Karen  
Hinton

**Cc:**  
Laurence  
Laufer;  
Berke,  
Barry  
H.;  
Henry  
Berger;  
Kadushin,  
Peter;  
Jonathan  
Rosen;  
Dan  
Levitan;  
Andrew  
Friedman;  
James,  
Dani  
R.

**Subject:**  
Re:  
Campaign  
for  
One  
New  
York  
COIB  
Letter

sure  
PK  
can  
you  
ship  
pls?

thanks

On



Mon,  
May  
2,  
2016  
at  
2:02  
PM,  
Karen  
Hinton

< [REDACTED] >

wrote:

Is  
peter  
sending?

Sent  
from  
my  
iPhone

On  
May  
2,  
2016,  
at  
2:02  
PM,  
Phillip  
Walzak

< [REDACTED] >

wrote:

ok  
CH  
press  
will  
ship  
this

On  
Mon,  
May  
2,  
2016  
at  
1:59  
PM,

Laurence  
Laufer  
<[laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com)>

wrote:

Looks  
good  
to  
me

**From:**  
Berke,  
Barry  
H.  
[mailto:[BBerke@KRAMERLEVIN.com](mailto:BBerke@KRAMERLEVIN.com)]

**Sent:**  
Monday,  
May  
2,  
2016  
1:58  
PM

**To:**  
Laurence  
Laufer

**Cc:**  
Phillip  
Walzak;  
Henry  
Berger;  
Karen  
Hinton;  
Kadushin,  
Peter;  
Jonathan  
Rosen;  
Dan  
Levitan;  
Andrew  
Friedman;  
James,  
Dani  
R.

**Subject:**  
RE:  
Campaign  
for  
One  
New  
York  
COIB  
Letter

I  
just  
made  
a  
similar  
change  
that  
has  
the  
same  
effect.  
Let's  
combine  
them  
and  
go  
with  
the  
following:

"The  
COIB  
letter  
is  
clear.  
It  
permits  
solicitations  
of  
people  
who  
do  
business  
with  
the  
City.  
It  
only  
bars  
the  
solicitation  
of  
someone "with  
a  
matter  
"

pending  
or  
about  
to  
be  
pending"  
before  
the  
City.  
There  
was  
a  
process  
in  
place  
to  
insure  
that  
this  
guidance  
was  
scrupulously  
followed."

**Barry  
H.  
Berke**  
Partner

**KRAMER  
LEVIN  
NAFTALIS  
&  
FRANKEL  
LLP**  
1177  
Avenue  
of  
the  
Americas  
New  
York,  
New  
York  
10036  
O:  
[212-](tel:212-212-2121)

715-  
7560

|

F:

212-

715-

7660

[bberke@kramerlevin.com](mailto:bberke@kramerlevin.com)

[view](#)

[bio](#)

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

This communication (including any attachments) is intended solely for the recipient(s) named above and may contain information that is confidential, privileged or legally protected. Any unauthorized use or dissemination of this communication is strictly prohibited. If you have received this communication in error, please immediately notify the sender by return e-mail message and delete all copies of the original communication. Thank you for

**From:** [Dan Levitan](#)  
**To:** [Rosa Goldensohn](#)  
**Cc:** [Hinton, Karen](#)  
**Subject:** Re: Jan 8 C41NY COIB letter  
**Date:** Tuesday, May 03, 2016 8:42:28 AM

---

I do not have the letter but please call me today for some important context

- Sent from my Galaxy S6 -

> On May 3, 2016, at 8:41 AM, Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)> wrote:  
>  
> Hi, Can I have Jan 8 COIB letter on Campaign for One NY that NY 1 got?  
> Thanks,  
> Rosie

**From:** [Hinton, Karen](#)  
**To:** [Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)  
**Subject:** FW: Jan 8 C41NY COIB letter  
**Date:** Tuesday, May 03, 2016 8:49:30 AM

---

The letter is online. She could find it if she googled it.

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

From: Dan Levitan [<mailto:dan@berlinrosen.com>]  
Sent: Tuesday, May 03, 2016 8:42 AM  
To: Rosa Goldensohn  
Cc: Hinton, Karen  
Subject: Re: Jan 8 C41NY COIB letter

I do not have the letter but please call me today for some important context

- Sent from my Galaxy S6 -

> On May 3, 2016, at 8:41 AM, Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)> wrote:  
>  
> Hi, Can I have Jan 8 COIB letter on Campaign for One NY that NY 1 got?  
> Thanks,  
> Rosie

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Emily Walsh"](#)  
**Cc:** [Reception](#)  
**Subject:** RE: Meeting  
**Date:** Tuesday, May 03, 2016 5:17:49 PM

---

Thanks

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Tuesday, May 03, 2016 5:08 PM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Reception  
**Subject:** RE: Meeting

Of course. The 16th floor is yours again.

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

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Tuesday, May 03, 2016 4:59 PM  
**To:** Emily Walsh  
**Cc:** Reception  
**Subject:** RE: Meeting

Hi!

Can we reserve a conf room for the Mayor for Thursday at 615 to 8pm?

Thanks!

Prisca

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Wednesday, April 13, 2016 11:19 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Reception  
**Subject:** RE: Meeting

He can use the 15th floor like yesterday. Please send someone upstairs as well so we can get them refreshments.

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

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Wednesday, April 13, 2016 10:52 AM  
**To:** Anna Robinson-Sweet; Emily Walsh  
**Cc:** Jonathan Rosen  
**Subject:** Meeting



Hi guys!

The Mayor would like to have a meeting at your office today at 12noon-  
He will be meeting with Richard Emery.  
Do you have a room avail?

Thanks!  
Prisca

**From:** [Hinton, Karen](#)  
**To:** [Dawsey, Joshua](#); [Dan Levitan](#)  
**Subject:** Re: hey  
**Date:** Tuesday, May 03, 2016 6:09:11 PM

---

Not from City hall.

Karen Hinton  
Press Secretary  
917-246-7692

**Follow me on Twitter @KarenHinton**

---

**From:** Joshua Dawsey <[JOSHUA.DAWSEY@dowjones.com](mailto:JOSHUA.DAWSEY@dowjones.com)>  
**Date:** Tuesday, May 3, 2016 at 5:49 PM  
**To:** Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>, Karen Hinton <[khinton@cityhall.nyc.gov](mailto:khinton@cityhall.nyc.gov)>  
**Subject:** hey

we are doing a story on de Blasio/the state senate. i talked to dan a bit earlier.

in story, Doug Muzzio, a political scientist, says de Blasio is toxic in the senate races.

do you guys want to respond?

best, josh

**From:** [Steve Barnett](#)  
**To:** [Leslie Patterson](#)  
**Cc:** [Phillips, Eric Falk](#); [Daniel, Michaela](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Tuesday, May 03, 2016 10:13:11 PM

---

OK with me. Thank you!

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Tue, May 3, 2016 at 5:54 PM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

Thanks, Eric! Edits to the quote look great; we'll incorporate. And that tweak to the ROS is fine (Steve, let us know if you have any issue with that).

Look forward to your thoughts on the op-ed, and we'll make sure to get you the name of the book a few days in advance.

Appreciate your help with this!

Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 3, 2016 at 5:45 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There's no better way to ensure future success for our kids and our states than to invest in their early education."

- Welcome from program director

Steve's remarks (3-5 min)

- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

---

**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our

kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell

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

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Date:** Thursday, April 28, 2016 at 2:55 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.

Director

National Institute for Early Education Research

Rutgers University

73 Easton Ave

New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:8489324350)

Fax: [\(732\) 932-4360](tel:7329324360)

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I'm connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]

**Sent:** Thursday, April 28, 2016 11:37 AM

**To:** Daniel, Michaela

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.

Director

National Institute for Early Education Research

Rutgers University

73 Easton Ave

New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,

Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [<mailto:sbarnett@nieer.org>]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela

**Cc:** Betty Holcomb; Nancy Kolben

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails?

I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!

Michaela

---

**From:** Betty Holcomb

[<mailto:bholcomb@centerforchildrensinitiatives.org>]

**Sent:** Tuesday, April 26, 2016 7:09 AM

**To:** Daniel, Michaela

**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back



Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

*322 Eighth Ave, 4 Fl*

*New York, NY 10001*

[212.381.0009](tel:212.381.0009) *direct line*

[212.929.7604](tel:212.929.7604) *ext 3004*

[212.929.5785](tel:212.929.5785) *fax*

---

**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb*

*Policy Director*

*Center for Children's Initiatives (formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

*322 Eighth Ave, 4 Fl*

*New York, NY 10001*

[212.381.0009](tel:212.381.0009) *direct line*

[212.929.7604](tel:212.929.7604) ext 3004

[212.929.5785](tel:212.929.5785) fax

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** RE: Bronx timing  
**Date:** Thursday, May 05, 2016 3:33:59 PM

---

Could slip to week of 23<sup>rd</sup> – that is probably a safer bet. Thoughts?

Want to get started on community / elected outreach when we can.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Tuesday, May 03, 2016 3:36 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: Bronx timing

No will circle back tho

Sent from mobile

On May 3, 2016, at 3:31 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Any update / feedback on your end ?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Gross, Dan](#)  
**To:** "[Leslie Patterson](#)"; [Phillips, Eric Falk](#)  
**Cc:** [Daniel, Michaela](#); "[Steve Barnett](#)"; [Grybauskas, Stefan](#)  
**Subject:** RE: Event-related questions -- can you forward us the contact info?  
**Date:** Friday, May 06, 2016 12:53:11 PM

---

Now with Stefan

---

**From:** Gross, Dan  
**Sent:** Friday, May 06, 2016 12:52 PM  
**To:** 'Leslie Patterson'; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Leslie. Any sense on a visual? I'm adding Stefan, the Mayor's Advance Director to the chain to coordinate a walkthrough.

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,

Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>

**Date:** Friday, May 6, 2016 at 11:29 AM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio

Deputy Director of Communications for Planning and Execution

o: 212.341.0011 | c: 917.428.1692

---

**From:** Phillips, Eric Falk

**Sent:** Friday, May 06, 2016 11:23 AM

**To:** 'Leslie Patterson'

**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan

**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]

**Sent:** Thursday, May 05, 2016 12:06 PM

**To:** Phillips, Eric Falk

**Cc:** Daniel, Michaela; Steve Barnett

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!

Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Date:** Tuesday, May 3, 2016 at 5:45 PM

**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de

Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There's no better way to ensure future success for our kids and our states." than to invest in their early education."

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
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- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

---

**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,



Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
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- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Thursday, April 28, 2016 at 2:55 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Thanks so much – this was really helpful. I’m connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
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73 Easton Ave  
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Phone: [\(848\) 932-4350](tel:8489324350)  
Fax: [\(732\) 932-4360](tel:7329324360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,  
Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [<mailto:sbarnett@nieer.org>]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those

emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!  
Michaela

---

**From:** Betty Holcomb [<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax

---

**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb*  
*Policy Director*  
*Center for Children's Initiatives (formerly Child Care, Inc.)*  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
*322 Eighth Ave, 4 Fl*  
*New York, NY 10001*  
[212.381.0009](tel:212.381.0009) *direct line*  
[212.929.7604](tel:212.929.7604) *ext 3004*  
[212.929.5785](tel:212.929.5785) *fax*

**From:** [Leslie Patterson](#)  
**To:** [Gross, Dan](#); [Phillips, Eric Falk](#)  
**Cc:** [Daniel, Michaela](#); ["Steve Barnett"](#); [Grybauskas, Stefan](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Friday, May 06, 2016 1:53:42 PM

---

We have the speakers giving their remarks at a podium/elevated stage, an audience of maybe 50 people or so, including parents, the Mayor stepping off stage after the formal remarks to talk to a group of parents, and then the Mayor going to read to a group of kids in another part of the room. It will be a in a classroom, so the visuals of of a pre-K classroom at Sugar Hill Museum's preschool will be incorporated. The run of show we agreed on with Eric is:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

If that doesn't answer the question, can you let me know a little more specifically what you mean by visuals?

Thanks,  
Leslie

---

**From:** Gross, Dan  
**Sent:** Friday, May 06, 2016 12:52 PM  
**To:** 'Leslie Patterson'; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Leslie. Any sense on a visual? I'm adding Stefan, the Mayor's Advance Director to the chain to coordinate a walkthrough.

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,

Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 11:29 AM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

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**From:** Phillips, Eric Falk  
**Sent:** Friday, May 06, 2016 11:23 AM  
**To:** 'Leslie Patterson'  
**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.



---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 12:06 PM  
**To:** Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 3, 2016 at 5:45 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

“High-quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.” than to invest in their early education.”

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**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
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Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

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Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

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**Date:** Thursday, April 28, 2016 at 2:55 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

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Thank you! If it's possible for you to send it before noon, that would be fantastic.

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**Sent:** Wednesday, April 27, 2016 3:59 PM  
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Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

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**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

---

**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and

Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
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[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Friday, May 06, 2016 2:00:01 PM

---

:) Not a problem at all!

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 1:53 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks. Realize it's silly but it's become a silly world

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 1:53 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes – pushing now. Hope to get back to you by the end of the day

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 12:50 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Can you push your client on getting us the recommended book title as soon as possible?

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,  
Leslie

--



Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 11:29 AM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

---

**From:** Phillips, Eric Falk  
**Sent:** Friday, May 06, 2016 11:23 AM  
**To:** 'Leslie Patterson'  
**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 12:06 PM  
**To:** Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 3, 2016 at 5:45 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There's no better way to ensure future success for our kids and our states than to invest in their early education."

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

---

**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

646.200.5326 desk // 561.801.5963 cell

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

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Date:** Thursday, April 28, 2016 at 2:55 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350

Fax: (732) 932-4360

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I’m connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]

**Sent:** Thursday, April 28, 2016 11:37 AM

**To:** Daniel, Michaela

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University

73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,  
Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a

proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!  
Michaela

---

**From:** Betty Holcomb [<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

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Center for Children's Initiatives (formerly Child Care, Inc.)  
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[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

---

**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

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**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take

not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

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*Betty Holcomb  
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[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*



**From:** [Phillips, Eric Falk](#)  
**To:** [Leslie Patterson](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Friday, May 06, 2016 5:35:50 PM

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Thx

Sent from my BlackBerry 10 smartphone.

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**From:** Leslie Patterson  
**Sent:** Friday, May 6, 2016 5:31 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

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Hey there – quick update that we'll have this to you Monday morning. Our contact wanted to check with educational director, who'd already left for the day. Apologies for delay and will get you the title Mon morning!

Thanks and have a good weekend,

Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 1:53 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks. Realize it's silly but it's become a silly world

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**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 1:53 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes – pushing now. Hope to get back to you by the end of the day

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**Date:** Friday, May 6, 2016 at 12:50 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

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**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
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**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,

Leslie

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Leslie Patterson

BerlinRosen Public Affairs

646.200.5326 desk // 561.801.5963 cell

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

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**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio

Deputy Director of Communications for Planning and Execution

o: 212.341.0011 | c: 917.428.1692

---

**From:** Phillips, Eric Falk

**Sent:** Friday, May 06, 2016 11:23 AM

**To:** 'Leslie Patterson'

**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan

**Subject:** RE: Event-related questions -- can you forward us the contact info?

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**Sent:** Thursday, May 05, 2016 12:06 PM

**To:** Phillips, Eric Falk

**Cc:** Daniel, Michaela; Steve Barnett

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

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Thanks!  
Leslie

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**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

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"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There's no better way to ensure future success for our kids and our states than to invest in their early education."

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**Date:** Monday, May 2, 2016 at 11:49 AM  
**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

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Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Thursday, April 28, 2016 at 2:55 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Thanks so much – this was really helpful. I’m connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)  
Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,  
Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>

wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!  
Michaela

---

**From:** Betty Holcomb [<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

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**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the



event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

**From:** [Grybauskas, Stefan](#)  
**To:** [Coney, Javon](#); "[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)"; [Gross, Dan](#); [Phillips, Eric Falk](#)  
**Cc:** [Daniel, Michaela](#); "[sbarnett@nieer.org](mailto:sbarnett@nieer.org)"  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Monday, May 09, 2016 10:38:51 AM

---

Leslie,

Will someone from your team be joining Javon to walk him through your vision of the event?

Stefan Grybauskas  
Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

Sent from my BlackBerry 10 smartphone.

---

**From:** Coney, Javon  
**Sent:** Monday, May 9, 2016 10:35 AM  
**To:** 'leslie@berlinrosen.com'; Grybauskas, Stefan; Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; 'sbarnett@nieer.org'  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

---

Hi Leslie,

Thank you! What is the address of the venue? Would 1pm work?

---

**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Monday, May 09, 2016 10:25 AM  
**To:** Grybauskas, Stefan; Gross, Dan; Phillips, Eric Falk; Coney, Javon  
**Cc:** Daniel, Michaela; 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Stefan and Javon,

Yes, I don't think that should be a problem. Let me know what day/time you were thinking and I can see if someone from the preschool can do a walkthrough with you.

Javon – please also see my questions below and let me know the answers when you have a moment.

Thanks,

Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 10:08 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Leslie,

Would someone be able to do a walkthrough with my colleague Javon Coney, cc'ed here, today? He is going to be lead on this event from my team.

Stefan Grybauskas  
Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

Sent from my BlackBerry 10 smartphone.

---

**From:** Leslie Patterson  
**Sent:** Monday, May 9, 2016 9:41 AM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; 'Steve Barnett'; Grybauskas, Stefan  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

---

Hi Dan,

Wanted to make sure you saw this last week. Let me know if you have any questions on it. Also made a couple updates based on new confirmed speakers.

Also wanted to raise a question about timing – we are a little worried about parents starting to come pick up their kids from preschool in the middle of our event. I wonder if there's any possibility of bumping the event up to 1pm or 1:15pm. Understand if the Mayor's schedule doesn't allow for that, but let us know if there's any flexibility.

Additionally, as soon as you can, we need a list of who will be accompanying the Mayor or, at the least, a number of how many people will be with him.

Please let me know when you have a moment.

Thanks,  
Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, May 6, 2016 at 1:47 PM

**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

We have the speakers giving their remarks at a podium/elevated stage, an audience of maybe 50 people or so, including parents, the Mayor stepping off stage after the formal remarks to talk to a group of parents, and then the Mayor going to read to a group of kids in another part of the room. It will be in a classroom, so the visuals of a pre-K classroom at Sugar Hill Museum's preschool will be incorporated. The run of show we agreed on with Eric is:

- 
- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Randi Weingarten, AFT
- Michael S. Hall, Major General, U.S. Air Force (Retired)
- Libby Doggett from the DOE
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

If that doesn't answer the question, can you let me know a little more specifically what you mean by visuals?

Thanks,  
Leslie

---

**From:** Gross, Dan

**Sent:** Friday, May 06, 2016 12:52 PM

**To:** 'Leslie Patterson'; Phillips, Eric Falk

**Cc:** Daniel, Michaela; Steve Barnett

**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Leslie. Any sense on a visual? I'm adding Stefan, the Mayor's Advance Director to the chain to coordinate a walkthrough.

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]

**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,

Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 11:29 AM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

---

**From:** Phillips, Eric Falk  
**Sent:** Friday, May 06, 2016 11:23 AM  
**To:** 'Leslie Patterson'  
**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 12:06 PM

**To:** Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 3, 2016 at 5:45 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There's no better way to ensure future success for our kids and our states than to invest in their early education."

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
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- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

---

**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Date:** Monday, May 2, 2016 at 11:49 AM  
**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
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Let me know what else we can get you.

Thanks,  
Leslie

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Leslie Patterson  
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[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**Date:** Thursday, April 28, 2016 at 2:55 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

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**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
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Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on



camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

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Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,  
Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!  
Michaela

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**From:** Betty Holcomb [<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)

**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

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**From:** Daniel, Michaela [<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related

details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

**From:** [Coney, Javon](#)  
**To:** "[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)"; "[mbenson@broadwayhousing.org](mailto:mbenson@broadwayhousing.org)"  
**Cc:** [Grybauskas, Stefan](#); [Gross, Dan](#); "[sbarnett@nieer.org](mailto:sbarnett@nieer.org)"  
**Subject:** Re: Sugar Hill Museum Preschool <> City Hall  
**Date:** Monday, May 09, 2016 11:49:50 AM

---

Hi Melissa,

Please let me know if 1pm works today to do the walkthrough. Also, I wanted to confirm the the address of the location is 898 St. Nicholas Ave. @ 155st, New York, NY.

Thank you!

Best,  
Javon Coney

---

**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Monday, May 09, 2016 11:44 AM  
**To:** Melissa Benson <[mbenson@broadwayhousing.org](mailto:mbenson@broadwayhousing.org)>; Coney, Javon  
**Cc:** Grybauskas, Stefan; Gross, Dan; Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Sugar Hill Museum Preschool <> City Hall

Hi Melissa and Javon -

Connecting you two to coordinate a time for a walkthrough of the Thursday NIEER event.

Melissa – Javon suggested 1pm today, so let him know if that could work for you or if there's a better time this week.

Javon – Melissa's contact info is below.

Melissa Benson  
Director of Development  
& Communications  
Broadway Housing Communities  
898 St. Nicholas Avenue  
New York, NY 10032  
[mbenson@bhc.org](mailto:mbenson@bhc.org)  
212.568.2030 x204

Feel free to keep me looped in and happy to answer additional questions.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
Leslie@berlinrosen.com

**From:** [Leslie Patterson](#)  
**To:** [Gross, Dan](#)  
**Cc:** [Grybauskas, Stefan](#); [Phillips, Eric Falk](#); [Coney, Javon](#); [Daniel, Michaela](#); [Steve Barnett](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Monday, May 09, 2016 11:59:52 AM

---

Hi Dan,

If we keep event at 1:30, can we please keep the reading? We feel that's a really important part of the event.

Let me know. Thanks so much.

Leslie

---

**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 11:57 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. Let's cut the reading entirely

On May 9, 2016, at 11:43 AM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

Thanks so much, Dan. Do you mean cut it out entirely or just cut it shorter? If we can keep whole event to 45 mins, do you think we'd be able to keep the reading?

I will send another email connect you, Stefan, Javon with Melissa Benson, Comms Director at Sugar Hill Museum Preschool. She may be able to do a 1pm walkthrough today, if that still works. She and I have been in close touch about the event and our vision for it, and she is very familiar with the space, whereas I am not, so she is better positioned to do a walkthrough with you all.

Look out for the email from me in a moment so you can coordinate directly.

Thanks,  
Leslie

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**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 10:49 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Cc:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Leslie, we will move the timing on our end to 1:15. Would we need to cut the book reading on the back end. Also, can you have someone from your team join Javon for the walkthrough?

Thanks,  
Dan Gross  
Deputy Communications Director  
Office of Mayor Bill de Blasio  
(O) [212-341-0011](tel:212-341-0011)  
(C) [917-428-1692](tel:917-428-1692)  
[dgross@cityhall.nyc.gov](mailto:dgross@cityhall.nyc.gov)

On May 9, 2016, at 10:25 AM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

Hi Stefan and Javon,

Yes, I don't think that should be a problem. Let me know what day/time you were thinking and I can see if someone from the preschool can do a walkthrough with you.

Javon – please also see my questions below and let me know the answers when you have a moment.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 10:08 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact



info?

Leslie,

Would someone be able to do a walkthrough with my colleague Javon Coney, cc'ed here, today? He is going to be lead on this event from my team.

Stefan Grybauskas  
Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

Sent from my BlackBerry 10 smartphone.

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**From:** Leslie Patterson  
**Sent:** Monday, May 9, 2016 9:41 AM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; 'Steve Barnett'; Grybauskas, Stefan  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

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Hi Dan,

Wanted to make sure you saw this last week. Let me know if you have any questions on it. Also made a couple updates based on new confirmed speakers.

Also wanted to raise a question about timing – we are a little worried about parents starting to come pick up their kids from preschool in the middle of our event. I wonder if there's any possibility of bumping the event up to 1pm or 1:15pm. Understand if the Mayor's schedule doesn't allow for that, but let us know if there's any flexibility.

Additionally, as soon as you can, we need a list of who will be accompanying the Mayor or, at the least, a number of how many people will be with him.

Please let me know when you have a moment.

Thanks,  
Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Date:** Friday, May 6, 2016 at 1:47 PM  
**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk"

<[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett'  
<[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Grybauskas, Stefan"  
<[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

We have the speakers giving their remarks at a podium/elevated stage, an audience of maybe 50 people or so, including parents, the Mayor stepping off stage after the formal remarks to talk to a group of parents, and then the Mayor going to read to a group of kids in another part of the room. It will be in a classroom, so the visuals of a pre-K classroom at Sugar Hill Museum's preschool will be incorporated. The run of show we agreed on with Eric is:

- 
- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Randi Weingarten, AFT
- Michael S. Hall, Major General, U.S. Air Force (Retired)
- Libby Doggett from the DOE
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

If that doesn't answer the question, can you let me know a little more specifically what you mean by visuals?

Thanks,  
Leslie

---

**From:** Gross, Dan  
**Sent:** Friday, May 06, 2016 12:52 PM  
**To:** 'Leslie Patterson'; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Leslie. Any sense on a visual? I'm adding Stefan, the Mayor's Advance Director to the chain to coordinate a walkthrough.

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

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**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
646.200.5326 desk // 561.801.5963 cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 11:29 AM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: 212.341.0011 | c: 917.428.1692

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**From:** Phillips, Eric Falk  
**Sent:** Friday, May 06, 2016 11:23 AM  
**To:** 'Leslie Patterson'  
**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 12:06 PM  
**To:** Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 3, 2016 at 5:45 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good

reason. There's no better way to ensure future success for our kids and our states." than to invest in their early education."

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

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**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact

info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

646.200.5326 desk // 561.801.5963 cell

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

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**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Date:** Thursday, April 28, 2016 at 2:55 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I’m connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might

like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Steve –

Just a reminder to send those drafts – I am talking to our press  
folks at 12 and would love to have them with me.

Thanks,  
Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact  
info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela"  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before  
noon, that would be fantastic.

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us  
the contact info?

Yes. I am traveling today but will pull it all together for  
you tomorrow.



Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!  
Michaela

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Thursday, April 21, 2016  
4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben;  
[sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -  
- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives*

*(formerly Child Care, Inc.)*

[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)

[www.ccinyc.org](http://www.ccinyc.org)

322 Eighth Ave, 4 Fl

New York, NY 10001

[212.381.0009](tel:212.381.0009) direct line

[212.929.7604](tel:212.929.7604) ext 3004

[212.929.5785](tel:212.929.5785) fax

---

**From:** Daniel, Michaela  
[\[mailto:mdaniel@cityhall.nyc.gov\]](mailto:mdaniel@cityhall.nyc.gov)  
**Sent:** Wednesday, April 20, 2016  
4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on  
yearbook release -- do you have a  
few minutes today or tomorrow to  
discuss a few related details?

Happy to talk but if these are  
event-related questions, I'd  
love to loop you both with  
Devora and Jessica from DOE  
and CH communications.

---

**From:** Betty Holcomb  
[\[mailto:bholcomb@centerforchildrensinitiatives.org\]](mailto:bholcomb@centerforchildrensinitiatives.org)  
**Sent:** Wednesday, April 20, 2016  
3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on  
yearbook release -- do you have a  
few minutes today or tomorrow to  
discuss a few related details?

Michaela

THANK YOU so much for  
shepherding through the event  
for the Yearbook!

Nancy and I had a few minutes  
to catch up with Steve Barnett,  
and we have just a few details  
and questions we'd like to vet  
with you about the event.

Do you have a few minutes  
between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives  
(formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
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322 Eighth Ave, 4 Fl  
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[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Subject:** Re: can you send me the most recent release and if you have the full final report yet? thanks.  
**Date:** Monday, May 09, 2016 5:25:22 PM  
**Attachments:** [NIEER NY press release 5.9.docx](#)  
[NIEER 2015 Yearbook Natl Release almost final 5.9.16.docx](#)  
[2015 Yearbook-5.9.16 draft.pdf](#)

---

Hi Eric,

Attached are the most recent versions of the national and NY-specific press release. Also attached is the most updated version of the report, but they are still making changes, so this isn't quite final.

Thanks,  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 4:58 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** can you send me the most recent release and if you have the full final report yet? thanks.

Eric Phillips  
Deputy Director of Communications for Special Projects  
New York City Mayor's Office, City Hall  
(o) 212-341-5031 (c) 917-291-0166  
[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)



## Press Release

73 Easton Avenue • New Brunswick, NJ 08901 • Phone 848.932.4350 • Fax 732.932.4360 • [www.nieer.org](http://www.nieer.org)

For Immediate Release: May 12, 2016

Contact: Michelle Ramjug, [mramjug@nieer.org](mailto:mramjug@nieer.org), 848-932-4350

### IMPROVED ACCESS TO QUALITY PRE-K IN NEW YORK OUTPACES OTHER STATES

*New York's Gains Serve as Example for Others to Follow*

**[NEW YORK, NY]**—Many 3- and 4-year olds still lack access to high-quality preschool education despite modest gains in enrollment, quality, and funding, according to an [annual report](#) by the nonpartisan National Institute for Early Education Research (NIEER) at Rutgers University. While several states, including New York, made significant progress through a concerted effort to increase enrollment and funding and improve quality, progress is slow and uneven nationally and quality standards are particularly low for some of the nation's largest states like California, Florida and Texas. Despite the relatively good news this year, the rate of progress is so slow that it will take 150 years for the nation to reach 75 percent enrollment in state pre-K even at age 4.

Comment [1]: Will insert hyperlink

In New York State, enrollment was up by 13,210 children in 2014-2015, a 13 percent increase overall, with a surge in full-day services and the overall pre-K investment nearly doubling. There was no change in terms of quality standards— the state met 7 of NIEER's 10 minimum quality standards benchmarks. However, the latest expansion included supplemental funding to support quality improvement strategies as part-day seats were converted to full-day. New York has made substantial efforts to increase funding for the state's early learners, accounting for two-thirds of the overall national increase in state preschool funding. Governor Cuomo made a commitment to achieving access to universal pre-K within five years, and promised to fund every district that came forward with a plan for quality implementation. In the 2014-2015 school year, the state increased funding by \$364M to expand early childhood education, and continued to grow in 2015-2016 with another funding increase of \$30M to increase enrollment in high-needs districts

The most remarkable expansion in 2014 occurred in New York City, which built from an already strong base to increase access to a full day and raise quality under Mayor de Blasio's leadership. Through diligent effort on the part of the entire early education community, in the last two years, the city added more than 50,000 full-day opportunities through conversions of half day to full-day slots and new seats.

"New York City has proven that by working with a wide array of parties, from community leaders to developers and faith-based groups it is possible to identify capacity quickly and execute plans to good effect," said NIEER director Steve Barnett. "The result is that the number of full-day seats in community settings grew tenfold, expanding families' choices with an array of options in museums, libraries and other community programs."

*The State of Preschool* report for the 2014-2015 school year, which includes objective state-by-state profiles and rankings, indicates that urgent action is needed from lawmakers at all levels of government to ensure that every child – particularly those from low-income families – have access to high-quality early education. For the first year, NIEER also analyzed states’ early education workforce and Dual Language Learner policies, which reveals that New York still has much more to do if it is to adequately support dual language learners and provide teachers salary parity with elementary education.

The report finds that for the nation as a whole, total state spending on pre-K programs increased by 10 percent, or \$553 million, since the previous year, bringing state spending in 2014-2015 to over \$6.2 billion. The number of children served by state-funded pre-K served increased by 37,167 in 2014-2015, bringing the total to almost 1.4 million children – the largest number of children ever served by state-funded pre-K. With an average rate of \$4,489, states also made one of the most significant increases in spending per child in recent history.

Despite these gains, the report’s findings underscore that those states like California, Florida, and Texas with the largest populations of young children are falling behind—they were among the states that met the fewest quality standards benchmarks, and Texas and Florida also reduced enrollment and spending in 2014-2015. Nationally, enrollment has risen by just one percentage point for both 4- and 3-year olds over five years. The sluggish pace of change disproportionately impacts low-income families.

“We’re encouraged to see several states increasing in enrollment and improving quality, but access to high-quality pre-K in the United States remains low and highly unequal,” said Barnett. “Expanding access to quality pre-K programs is one of the best investments we can make, and it’s critical that we raise and standardize salaries for early education teachers and have strong Dual language Learner policies in states with large Hispanic populations. State governments should increase and stabilize funding for pre-K and raise standards for the benefit of all children.”

*The State of Preschool Report* reviews state-funded pre-K programs on 10 benchmarks of quality standards, including the presence of a qualified instructor, class size, teacher-to-student ratio, presence of an assistant, and length of instruction per day.

For more information on *The State of Preschool 2015* yearbook and detailed state-by-state breakdowns on quality benchmarks, enrollment, and funding, please click [here](#).

Comment [L2]: Will insert hyperlink

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*The National Institute for Early Education Research ([www.nieer.org](http://www.nieer.org)) at the Graduate School of Education, Rutgers University, New Brunswick, NJ, supports early childhood education policy and practice through independent, objective research.*



## Press Release

73 Easton Avenue • New Brunswick, NJ 08901 • Phone 848.932.4350 • Fax 732.932.4360 • [www.nieer.org](http://www.nieer.org)

For Immediate Release: May 12, 2016

Contact: Leslie Patterson, [leslie@berlinrosen.com](mailto:leslie@berlinrosen.com), 626-200-5326

### **New Report: Nationwide Access to High-Quality Pre-K Remains Low Despite Small Gains in Enrollment and Rising Standards**

*National Institute for Early Education Research Urges Federal and State Legislators to Prioritize State-Funded Pre-K*

**NEW YORK**—Many three- and four-year olds still lack access to high-quality preschool education despite modest gains in enrollment, quality, and funding, according to an [annual report](#) by the nonpartisan National Institute for Early Education Research (NIEER) at Rutgers University. While some states step forward, others drop back resulting in slow and uneven progress. One state, New York, made dramatic progress through a concerted effort to increase enrollment and funding and improve quality [in New York City](#). Yet, three states—California, Florida and Texas—that enroll nearly 40 percent of all children in state-funded pre-K have particularly low quality standards. Florida and Texas also reduced funding in 2014-2015.

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*The State of Preschool Report* for the 2014-2015 school year, which includes objective state-by-state profiles and rankings, indicates that urgent action is needed from lawmakers at all levels of government to ensure that every child – particularly those from low-income families – have access to high-quality early education. For the first year, NIEER also analyzed states' early education workforce and Dual Language Learner (DLL) policies. These new surveys reveal that pre-K teachers are much more poorly paid and supported than teachers of older children even when they have equivalent qualifications and few states have the policies needed to adequately educate the nearly one in four preschoolers who are Dual Language Learners.

"We're encouraged to see several states increasing in enrollment and improving quality, but access to high-quality pre-K in the United States remains low and highly unequal," said NIEER Director Steve Barnett. "Expanding access to quality pre-K programs is one of the best investments we can make, and it's critical that we raise salaries and benefits for early education teachers and ensure that teachers are prepared to support children from homes speaking a language other than English, including states with large Hispanic populations. State governments should increase and stabilize funding for pre-K and raise standards for the benefit of all children. For proof that it's possible, one need look no further than New York."

The report's findings indicate that many states have made significant strides in expanding pre-K programs, which were among the hardest hit by the Great Recession. With New York leading the way, total state spending on pre-K programs increased by 10 percent, or \$553 million, since the previous



year, bringing state spending in 2014-2015 to over \$6.2 billion. New York's efforts to expand pre-K, in particular in New York City, accounted for two-thirds of this increase. In 2014-2015, New York added over 13,000 new spaces in its pre-K programs, expanded access to full-day services, and allocated an additional \$358 million dollars to improve quality.

"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There's no better way to ensure future success for our kids than to invest in their early education."

The number of children served by state-funded pre-K served increased by 37,167 in 2014-2105, bringing the total to almost 1.4 million children – the largest number of children ever served by state-funded pre-K. With an average rate of \$4,489, states also made one of the most significant increases in spending per child in recent history. In New York, funding per child increased by 70 percent. The report also indicates that several states made significant progress in terms of quality, with two states – West Virginia and Mississippi – reaching all 10 of the report's minimum quality standards benchmarks for the first time.

Despite these gains, the report's findings underscore that those states like California, Florida, and Texas with the largest populations of young children are falling behind. These three states were among the states that met the fewest quality standards benchmarks and Texas and Florida both reduced enrollment and funding.

NIEER ~~released~~is releasing the report at an event in New York City with Mayor Bill de Blasio, Deputy Assistant Secretary for Policy and Early Learning at the U.S. Department of Education Dr. Libby Doggett, President of the American Federation of Teachers, Randi Weingarten, and retired Major General in the U.S. Air Force Michael S. Hall.  
~~FKTKTK.~~

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Dr. Doggett said, "Quality early education programs nurture children's cognitive, social, and emotional development to enhance their lives now and in the future. In the long run, this increases achievement, makes kids more likely to stay in school, decreases social problems, and leads to higher earnings. It's heartening to see several states—led by both Republican and Democratic governors—commit to improving their pre-K programs. While we still have a lot of work ahead of us to ensure that all kids have access to high-quality pre-K, this year's report indicates that many states are moving in the right direction."

Enrollment nationwide has risen by just one percentage point for both four- and three-year olds over five years. The sluggish pace of change disproportionately impacted low-income families. At this growth rate, it will be decades before all children in low-income families are enrolled. Across all income levels, it would take more than 150 years to reach 75 percent enrollment.

While most pre-K funding comes from state government budgets, local and federal governments also contribute to these programs. The Every Student Succeeds Act (ESSA), which Congress passed in December 2015, encourages state funding of early education by making federal grants available to states for quality pre-K programs. The NIEER report's findings suggest that the federal government should provide additional incentives to states to fund high-quality pre-K to decrease the large numbers of children left out.

Other key findings of *The State of Preschool 2015* yearbook include:

- Across all public programs—Pre-K general and special education enrollments plus federally funded Head Start—at most 41 percent of 4-year-olds and 16 percent of 3-year-olds were served.
- Arkansas, Connecticut, Michigan, New York, South Carolina and Vermont added five percent or more to enrollment in 2014-2015.
- Mississippi, Indiana and Hawaii made notable new efforts in the 2014-2015 year.
- New York, DC, Michigan, Ohio, Connecticut, Washington, Alabama, New Mexico, California and Arizona increased funding by \$10 million during the same period.
- Six states – Alabama, Alaska, North Carolina, Rhode Island, Mississippi and West Virginia – and one of Louisiana’s programs met all 10 of the quality standards benchmarks, up from four states in the previous school year; and 24 states met at least eight. West Virginia and Mississippi are the newest states to meet all 10 benchmarks.
- Five states met fewer than half of the benchmarks – California, Ohio and Vermont met four; Florida met three; and Texas met only two.

The State of Preschool Yearbook reviews state-funded pre-K programs on 10 benchmarks for minimum quality standards, including the presence of a qualified teacher and assistant, class size, teacher-to-student ratio, presence of an assistant, and length of instruction per day.

For more information on *The State of Preschool 2015* yearbook and detailed state-by-state breakdowns on quality standards benchmarks, enrollment, and funding, please click [here](#).

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*The National Institute for Early Education Research ([www.nieer.org](http://www.nieer.org)) at the Graduate School of Education, Rutgers University, New Brunswick, NJ, supports early childhood education policy and practice through independent, objective research.*

# The State of Preschool 2015



STATE PRESCHOOL YEARBOOK

The National Institute for Early Education Research



## THE STATE OF PRESCHOOL 2015

### STATE PRESCHOOL YEARBOOK

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ACKNOWLEDGEMENTS—The opinions expressed in this report are solely those of the authors. We wish to thank the Heising-Simons Foundation for supporting the development, production, and dissemination of this publication. Established in 2007 by husband and wife Mark Heising and Elizabeth (Liz) Simons, The Heising-Simons Foundation is dedicated to advancing sustainable solutions in the environment, supporting groundbreaking research in science, and enhancing the education of the nation's youngest learners. The authors would like to extend their thanks to Basma Cue, Bernice Lee and Miguel Colombani for their assistance on this report.

The primary data source for this report is the 2014 State of Preschool Survey conducted by NIEER under contract to the National Center for Education Statistics (NCES). NCES publications related to the survey are available online at <http://nces.ed.gov/pubsearch/>.

This publication is a product of the National Institute for Early Education Research (NIEER), a unit of the Graduate School of Education at Rutgers, The State University of New Jersey. NIEER supports early childhood education policy by providing objective, nonpartisan information based on research.



NATIONAL INSTITUTE FOR  
EARLY EDUCATION RESEARCH



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# Executive Summary



## DID STATE PRE-K GET BACK ON TRACK IN 2015?

Nationally, the 2014-2015 school year showed continued improvement in state funded pre-K as states recovered from the Great Recession. Enrollment increased. More states met the benchmarks for minimum quality standards. State funding for pre-K increased: for the third year in a row, spending per child exceeded the previous year.

Does this mean that state funded pre-K is back on track after being derailed by the recession? In some states, the answer seems to be a clear “yes.” New York is the most obvious example, but other states made noteworthy progress with enrollment, quality standards, and funding. However, not all states moved forward. Some even moved backwards, including two of the nation’s most populous states, Texas and Florida. For the nation as a whole, this means that access to a high quality preschool program remained highly unequal, and this situation is unlikely to change in the foreseeable future unless many more states follow the leaders.

Table 1 summarizes the findings from this year’s report for enrollment, quality standards, and funding of state pre-K. We review findings for each of these three key aspects of state pre-K policy briefly below before considering “what’s new” in further detail.

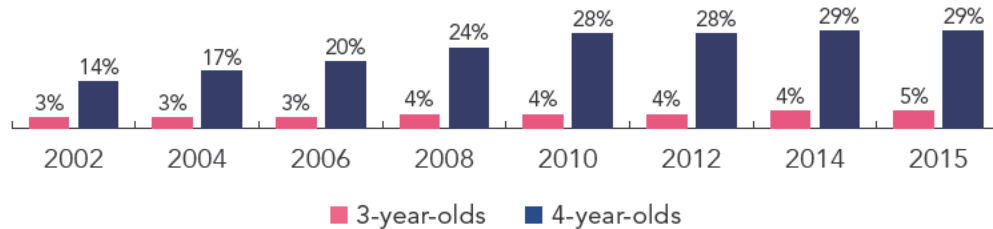
Enrollment rose very modestly, growing by 37,167 children overall with most of the growth among 3-year-olds and just 7,091 4-year-olds added. New York, Michigan, South Carolina, and Alabama added large numbers of children at age four while Connecticut had a program newly qualify as state pre-K and Mississippi and Hawaii joined the states funding pre-K. Other states—Texas, Florida, Kentucky, Tennessee and Wisconsin-- decreased enrollment significantly.

Quality standards hit a new high. Five programs gained a quality standards benchmark and no programs lost benchmarks. Two Louisiana programs now meet the requirement for site visits as part of their program monitoring. Nebraska now requires that programs provide at least one meal per day and Missouri began requiring all teachers to receive at least 15 hours per year of professional development. West Virginia now meets all 10 benchmarks, and with Mississippi in the rankings for the first time, this raises to 7 the number of state programs that meet all ten of NIEER’s benchmarks for acceptable quality standards.

State funding for pre-K rose by more than \$553 million in 2014-2015, adjusted for inflation, with almost two-thirds of this increase accounted for by New York. Total funding has now surpassed the peak pre-recession level, adjusting for inflation. States’ investments per child also continued an upward trend, with the largest single year increases in nearly a decade.



## PERCENT OF NATIONAL POPULATION ENROLLED



## AVERAGE STATE SPENDING PER CHILD ENROLLED (2015 DOLLARS)



### WHAT'S NEW?

#### Resources:

- Total state funding for pre-K programs increased to \$6.2 billion, an increase of more than \$553 million across the 42 states plus D.C.<sup>1</sup> that offered pre-K in the 2014-2015 year, a 10 percent increase in real dollars. Two thirds of this increase comes from New York, up \$358 million (inflation-adjusted) from the previous year, due largely to new investments in quality full-day preschool in New York City.
- State pre-K funding per child increased by \$287 (inflation-adjusted) from the previous year to \$4,489. New York again had a noticeable impact on the national average from its large increase in funding per child to raise quality and provide a full day.
- In addition to New York, Michigan increased funding by \$62 million, and 8 other states reported increases of more than \$10 million. On the other side, 4 states reported reductions in spending of more than \$10 million each.

#### Enrollment:

- Nearly 1.4 million children attended state-funded pre-K, nearly 1.2 million at age 4. Almost five percent of 3-year-olds and 29 percent of 4-year-olds were served in state-funded pre-K.
- Across all public programs—Pre-K general and special education enrollments plus federally funded Head Start—41 percent of 4-year-olds and 16 percent of 3-year-olds were served. Since 2010, total enrollment in these programs at age 4 has risen by just one percentage point and enrollment at age 3 by one percentage point as well.
- Enrollment has grown little in recent years because unstable funding in many states does not support growth year after year. Instead, each year some states increased enrollment, while others made cuts. In 2014-15, 18 states (15 looking at just 3- and 4-year-olds) reduced enrollment with Florida, Tennessee, Texas, and Wisconsin cutting enrollment by more than 2,000 children each.

<sup>1</sup> For the sake of comparison, the District of Columbia will be referred to as a "state" throughout this report. Hence, there is a total of 43 states providing state funded pre K.

### Quality:

- Five programs improved against NIEER's Quality Standards Benchmarks checklist and six states plus one program in Louisiana now meet all 10 benchmarks for minimum state pre-K quality standards. West Virginia and Mississippi are the newest states to earn all ten benchmarks.
- Also on the plus side, the states meeting all 10 minimums for quality standards include some with the highest percentages of children in poverty (e.g., AL, MS, LA, NC, and WV).
- On the downside, California, Texas, and Florida have the highest numbers of children in poverty, serve the largest numbers of children, and have some of the lowest quality standards in the nation.

### Major Developments:

- Hawaii and Mississippi joined the vast majority of states in offering state-funded pre-K. Indiana began serving students in state-funded pre-K through two pilot initiatives in 2014. Although Indiana is not included in the rankings because these are small pilot programs, it is a noteworthy addition.
- New York's accelerated policy development sets an example for other states. In one year they added over 13,000 new spaces, greatly expanded access to full-day services, and put in place new policies and practices to support high quality. To do this, the state invested an additional \$358 million dollars and raised funding per child by 70 percent.
- The District of Columbia served more 3- and 4-year-olds than ever in 2014-2015, but the percentage of the population served nevertheless fell. Census data reveal that the number of preschool age children (but not older children) in the District has increased since the District introduced new policies to support high quality pre-K for all. It appears families are voting with their feet (and housing choices) for high quality, full day, universal pre-K in the District of Columbia.
- Also good news is the continued expansion of California's Transitional Kindergarten, though not counted as state pre-K it serves children who are too young to enter kindergarten. By itself this program would add 77,274 children to the pre-K rolls, raising the national percentage served to 31 percent and adding \$604 million to funding for a grand total of \$6.8 billion nationally.



## A CALL TO ACTION

State pre-K programs continued moving in the right direction during the 2014-2015 school year with larger increases in spending, spending per child, and enrollment than the previous year and additional states meeting more quality standards. States also moved off of the No Program list. However, state pre-K is still far from where it needs to be to ensure that all children receive a high quality education during the year (or two) before kindergarten.

Expansion of public pre-K is only a worthwhile public investment if children receive a high quality education. Unfortunately, even many of the states that have chosen to fund pre-K have not committed sufficient resources to fund a high quality program. Three of the four states with the largest populations of 3- and 4-year-olds rank toward the bottom on quality standards and spending per child. Florida stands out for offering universal pre-K funded at just \$2,300 per child.

If young children are to receive the high quality education that leaves a sustained impact, state policies will have to change. Standards must be raised. Funding should be increased and stabilized. This will happen only if policy makers recognize that high quality pre-K is a necessity, not a luxury that can be passed over when the budget gets tight. Local and federal governments also can play a role in supporting improvements. Pre-K like public education generally depends on local and, to a lesser extent, federal government policy and funding, as well.

Where states have not led the way, cities often have taken up the challenge. From Boston to San Antonio, San Francisco to Seattle, cities have led the way on expanded access to higher quality pre-K. Hopefully, their states will follow with broader support. New York City provides an example of a city that successfully worked with its state to move an entire state forward, though it remains to be seen how much and how fast progress is extended to the rest of New York State.

Traditionally, the federal government has helped to lead by offering financial incentives for states to improve educational equity and excellence in education. The federal government also funds early childhood services for children in poverty directly through Head Start. Next year (2015-16) we expect to see the first impacts on states of the new federal Preschool Development Grant program that supports increased access to pre-K and which was subsequently included in the Every Student Succeeds Act.

Looking back across the years, it is evident that even this year's rate of progress is not enough to bring high quality pre-K to every child any time soon. Government at every level will need to redouble their efforts, and states, in particular, will have to move forward. Indeed, just one modest step taken by every state could ensure a much greater rate of progress: never take a step backwards. If every state kept a pledge to not cut funding, relax standards, or reduce enrollment, this alone could double annual progress.

## BUILDING QUALITY PRE-K THE NEW YORK WAY

Pre-K for All is New York City's historic initiative to provide free, full-day, high-quality pre-kindergarten to every four-year-old in the city. Prior to expansion, 19,287 children attended full-day pre-kindergarten in New York City. The 2014-2015 school year marked the first year of the two-year expansion with 53,120 four-year-olds enrolled in pre-k. Enrollment is high across every community, with the highest participation among low-income families. In 2015-2016 the City enrolled 68,647 children—a number more than triple the children who attended before expansion and larger than the entire school population of major cities like Boston—about 70 percent of all 4's in the City.

Pre-K for All is delivered in public and privately operated settings including district schools, charters, and independent organizations that contract with the City. Pre-K students receive a full day of education—6 hours and 20 minutes—for 180 days grounded in the Prekindergarten Foundation for the Common Core, the New York State pre-K learning standards covering all aspects of a child's development and learning. The NYCDOE supports all pre-K programs with differentiated support at both the classroom and program level. This includes: targeted professional learning for lead teachers, assistant teachers, and paraprofessionals, on-site support for leaders and teachers, resources, and guidance from 100 Instructional Coordinators and 125 Social Workers.

The expansion required significant investments in new educators, spaces, programming and oversight across more than a dozen City agencies. In the first year of expansion, New York City facilitated the opening of new sites, recruitment and development of new teachers, rigorous multi-agency inspections to ensure quality and safety, and extensive outreach to families to encourage enrollment in new programs.

The city's model is designed to ensure a sustainable high-quality workforce by recruiting, training, and retaining qualified teachers and administrators. All lead teachers have at least a BA, and are either certified or on a study plan for full certification. In order to retain highly qualified teachers, the NYCDOE encourages all providers to pay competitive salaries and took extra steps to increase pay for pre-K teachers across the system with a goal of moving toward parity wherever possible.

**TABLE 1: STATE RANKINGS AND QUALITY CHECKLIST SUMS**

STATE	Access for 4-Year-Olds Rank	Access for 3-Year-Olds Rank	Resource Rank Based on State Spending	Resource Rank Based on All Reported Spending	Quality Standards Checklist Sum (Maximum of 10)
Alabama	29	None served	16	15	10
Alaska	39	None served	14	19	10
Arizona	35	20	32	37	5
Arkansas	12	3	22	27	9
California	28	9	19	24	4
Colorado	22	11	41	39	6
Connecticut	23*	8*	5	3	6
Delaware	33	None served	9	10	8
District of Columbia	1	1	1	1	8
Florida	3	None served	39	41	3†
Georgia	8	None served	24	29	8
Hawaii	42	None served	7	9	8
Illinois	20	4	34	32	8
Iowa	7	18	35	34	6.9
Kansas	25	None served	40	42	6
Kentucky	21	10	25	8	9
Louisiana	16	None served	21	26	9.1
Maine	13	None served	37	40	5
Maryland	14	16	31	35	8
Massachusetts	34	13	29	30	6
Michigan	15	None served	12	18	8
Minnesota	43*	25*	6	7	9
Mississippi	37	27	43	31	10
Missouri	38	22	33	38	8
Nebraska	17	6	36	22	7
Nevada	40	23	38	36	7
New Jersey	19	5	2	2	8.8
New Mexico	18	None served	18	25	8
New York	9	28	10	16	7
North Carolina	24	None served	20	11	10
Ohio	36	21	23	28	4
Oklahoma	4	None served	28	12	8
Oregon	31	14	4	5	9
Pennsylvania	30*	15*	15	23	6.7
Rhode Island	41	None served	3	4	10
South Carolina	11*	17*	42	43	5.7
Tennessee	26*	26*	17	14	9
Texas	10	12	30	33	2
Vermont	2	2	11	17	4
Virginia	27	None served	27	21	6
Washington	32	19	8	6	9
West Virginia	5	7	13	13	10
Wisconsin	6*	24*	26	20	5.1
Idaho	No program	No program	No program	No program	No program
Indiana**	No program	No program	No program	No program	No program
Montana	No program	No program	No program	No program	No program
New Hampshire	No program	No program	No program	No program	No program
North Dakota	No program	No program	No program	No program	No program
South Dakota	No program	No program	No program	No program	No program
Utah	No program	No program	No program	No program	No program
Wyoming	No program	No program	No program	No program	No program

\* At least one program in these states did not break down total enrollment figures into specific numbers of 3 and 4 year olds served. As a result, enrollment by single year of age was estimated.

\*\* Though not included in this year's state comparisons because it is a pilot program serving less than 1% of the state's 4 year olds, Indiana served 415 4 year olds or roughly .5% of 4 year olds in its pre K program.

† Data on Florida's quality standards are from the 2013-2014 school year. However, no policy changes are known that would have affected which benchmarks were met.

## NATIONAL ACCESS

Total state preschool enrollment, all ages .....	1,383,450
State-funded preschool programs .....	57 programs in 42 states and D.C. <sup>1</sup>
Income requirement .....	33 state programs have an income requirement
Minimum hours of operation .....	23 part-day; 22 school-day; 1 extended-day; 11 determined locally <sup>2</sup>
Operating schedule.....	38 academic year, 19 determined locally
Special education enrollment, ages 3 & 4 .....	428,537 <sup>3</sup>
Federal Head Start enrollment, ages 3 & 4.....	763,553 <sup>3</sup>
Total federal Head Start enrollment, all ages .....	780,053 <sup>3</sup>
State-funded Head Start enrollment, ages 3 & 4 .....	23,663 <sup>4</sup>

## STATE PRE-K AND HEAD START ENROLLMENT AS PERCENTAGE OF TOTAL POPULATION



<sup>†</sup> Some Head Start children may also be counted in state pre-K.  
<sup>††</sup> Estimates children in special education not also enrolled in state pre-K or Head Start.

## NATIONAL QUALITY STANDARDS CHECKLIST SUMMARY

POLICY	BENCHMARK	OF THE 57 STATE-FUNDED PRE-K INITIATIVES, NUMBER MEETING BENCHMARKS
Early learning standards .....	Comprehensive .....	57
Teacher degree .....	BA .....	32
Teacher specialized training .....	Specializing in pre-K .....	47
Assistant teacher degree .....	CDA or equivalent .....	21
Teacher in-service .....	At least 15 hours/year .....	47
Maximum class size .....	20 or lower .....	49
3-year-olds		
4-year-olds		
Staff-child ratio .....	1:10 or better .....	50
3-year-olds		
4-year-olds		
Screening/referral .....	Vision, hearing, health; and .....	37
and support services	at least 1 support service	
Meals .....	At least 1/day .....	29
Monitoring .....	Site visits at least every five years .....	38

## NATIONAL RESOURCES

Total state preschool spending .....	\$6,204,297,261 <sup>5</sup>
Local match required?.....	14 state programs require a local match
State Head Start spending .....	\$163,890,322
State spending per child enrolled.....	\$4,489
All reported spending per child enrolled* .....	\$5,031

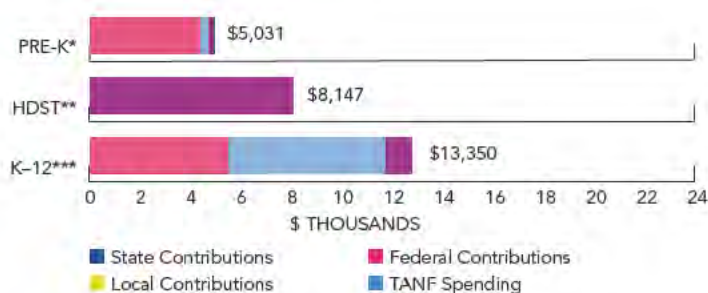
\* Pre-K programs may receive additional funds from federal or local sources that are not included in this figure.

\*\* Head Start per child spending for the 2014-2015 year includes funding only for 3- and 4-year-olds served. Past years figured have unintentionally included funds for Early Head Start.

\*\*\* K-12 expenditures include capital spending as well as current operating expenditures.

Data are for the '14-'15 school year, unless otherwise noted.

## SPENDING PER CHILD ENROLLED



<sup>1</sup> Throughout this report, the District of Columbia is included like a state. Figures indicating change over time have been adjusted to reflect 50 state plus D.C. totals. D.C. is also included in rankings as a "state," creating a list of 43 states for rankings. In 2014-2015, Indiana began offering a state-funded pre-K program enrolling 415 children. Because it served less than 1% of 4-year-olds, it does not meet NIEER's criteria for a pre-K program and these children are not included in the enrollment total.

<sup>2</sup> NIEER's definitions of hours of operations are as follows: part-day programs serve children for fewer than 4 hours per day; school-day programs serve children at least 4 hours but fewer than 8 hours per day; and extended-day programs serve children for 8 or more hours per day. Some pre-K initiatives offer multiple hours of operation, such as a combination of part-day and school-day programs, but only the minimum one offered is listed here.

<sup>3</sup> The enrollment figure for federal Head Start, ages 3 and 4, includes children enrolled in the program in all 50 states, D.C., and the U.S. territories, as well as enrollment in the Migrant and American Indian/Alaskan Native programs. Past years did not include the enrollment of children in the territories. The enrollment figure for total federal Head Start, all ages, includes all children served in any location, including the U.S. territories, and migrant and American Indian programs. These numbers do not include children funded by state match.

<sup>4</sup> This figure is based on the Head Start Enrollment supported by state match as reported by ACE. This figure includes 16,052 children who attended programs that were considered to be state-funded preschool initiatives. These children are also counted in the state-funded preschool enrollment total.

<sup>5</sup> This figure includes federal TANF funds directed toward preschool at states' discretion. In 2014-2015 Indiana began offering a state-funded pre-K program with \$1 million in state funding. Because it served less than 1% of 4-year-olds, these funds are not reflected in the funding total.

# National Overview

## ENROLLMENT INCREASES MODESTLY

State-funded pre-K served 1,383,450 children in 2014-2015. State pre-K continues to be largely a program for 4-year-olds, with 4s accounting for almost 1.2 million, or about 84 percent, of the children enrolled. Table 2 reports the number and percentage of the population enrolled by state and in total.

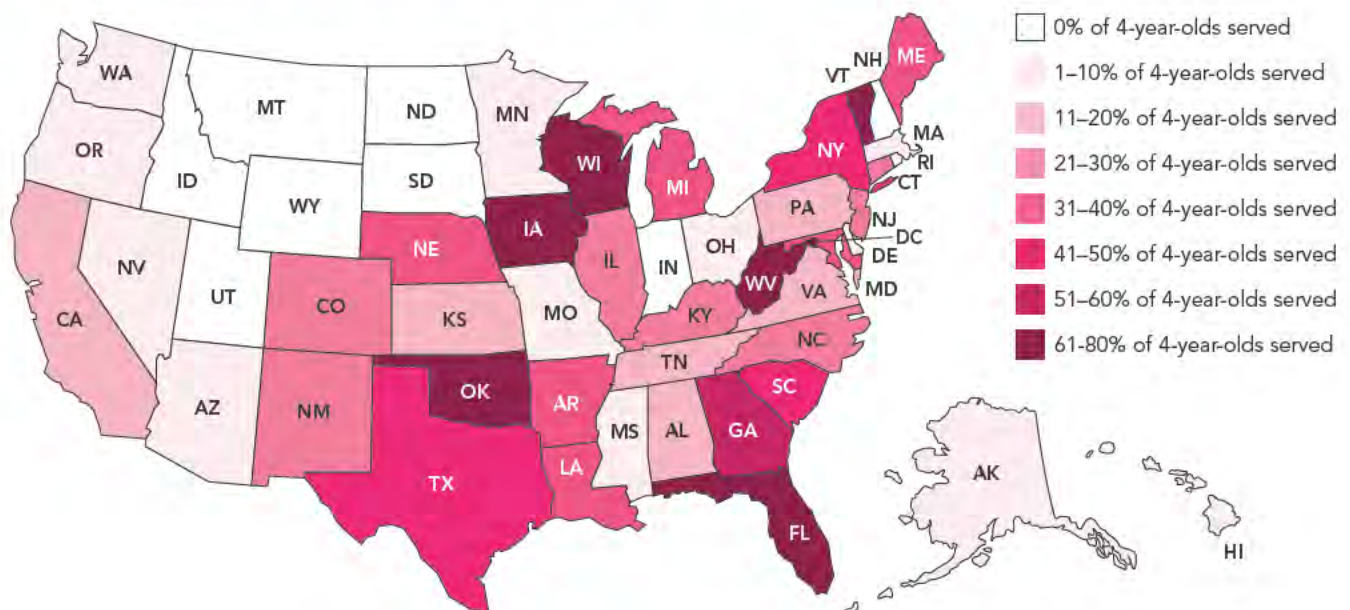
Total enrollment in 2014-2015 increased by 37,167 from the prior year, including 14,577 3-year-olds and 7,091 4-year-olds. And, while some states increased enrollment others cut back. Table 3 reports enrollment changes from the first year we started tracking state pre-K (2001-2002) and from 2013-2014.

Across the nation, 29 percent of 4-year-olds and nearly 5 percent of 3-year-olds were enrolled in state-funded pre-K in 2014-2015. Enrollment varied widely from state-to-state. The District of Columbia served the highest percentage of children at both ages 3 and 4. Vermont, Florida, and Oklahoma followed with each serving over 70 percent of the state's 4-year-olds. Other states enrolling more than half of 4-year-olds include West Virginia, Wisconsin, Iowa, and Georgia. On the other hand, 12 states served less than 10 percent of 4-year-olds. Seven other states had no program and Indiana began a small pilot program. Figure 1 displays a map state of pre-K enrollment at age 4 by state.

Twenty-eight of the 43 states with state pre-K programs enroll 3-year-olds. The highest percentages served are in the District of Columbia (64%), Vermont (26%), Arkansas (21%), Illinois (20%), and New Jersey (19%).

State-funded pre-K is not the only public program serving preschoolers. Both preschool special education and Head Start serve substantial numbers of children. Table 4 adds in children served in those publicly funded programs to yield total numbers and percentage of the population served at ages 3 and 4 by state. To the extent possible, we present unduplicated counts with children served by multiple programs only counted once. Enrollment across all three public programs is at most (because some duplication may remain) 41 percent at age 4 and 16 percent at age 3.

FIGURE 1: PERCENT OF 4-YEAR-OLDS SERVED IN STATE PRE-K



## QUALITY STANDARDS

The *Yearbook* compares each state program’s standards against a checklist of 10 research-based quality standards benchmarks. These benchmarks are consistent with what research suggests as minimums for highly effective programs. They do not guarantee quality. Effective pre-K programs also require adequate funding and strong implementation. Funding adequacy is, of course, addressed separately in this report. Unfortunately, survey data do not provide a basis for evaluating implementation. A guide to the benchmarks and supporting research begins on page xx.

**FIGURE 2: PERCENT OF STATE PRE-K PROGRAMS MEETING BENCHMARKS 2002-2015**

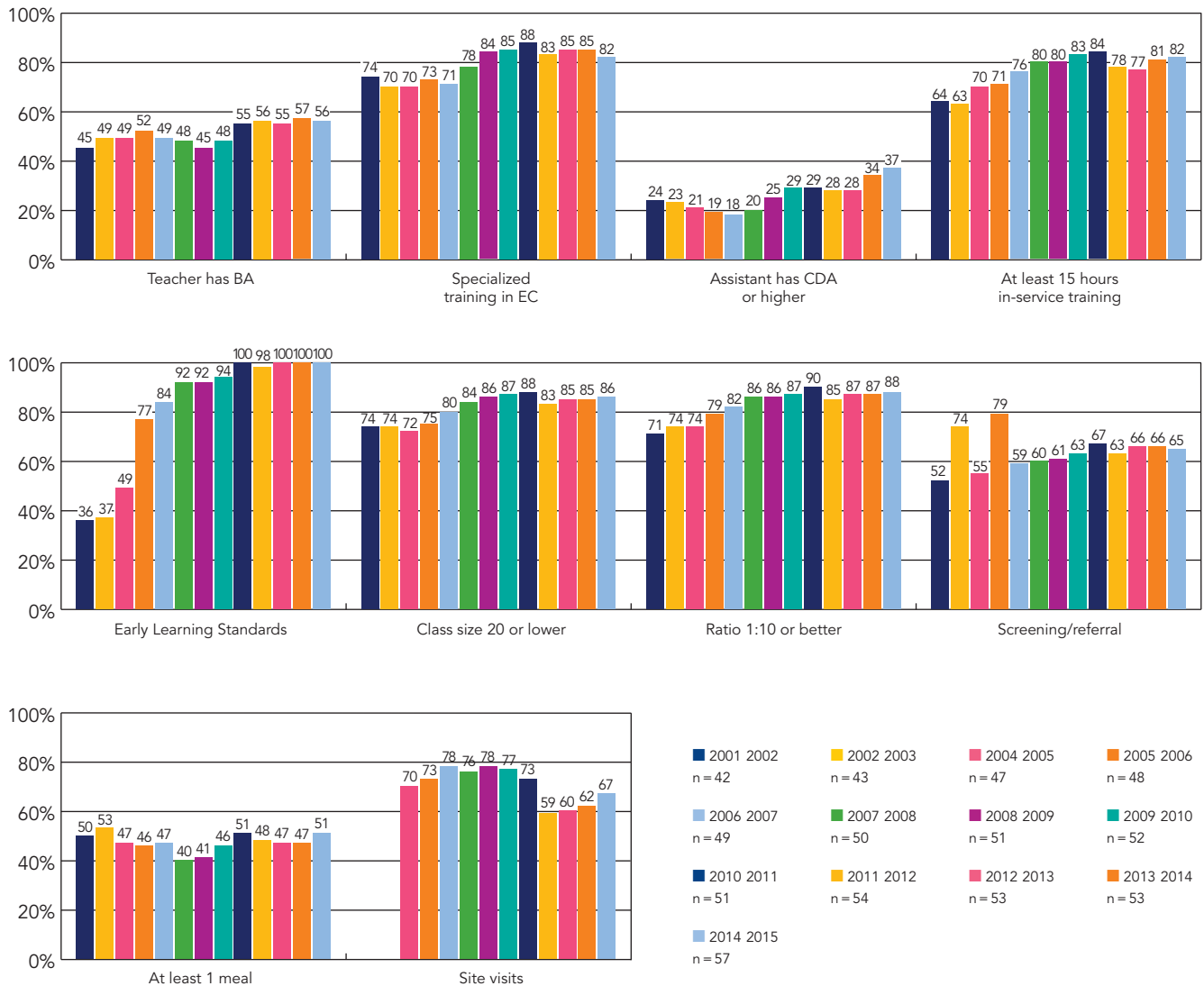


Figure 2 displays the percentage of programs meeting each of the quality standards from 2001-2002 through 2014-2015. Four states' policy changes (five programs) resulted in gaining an additional benchmark in 2014-2015: two of Louisiana's programs, Missouri, Nebraska, and West Virginia. Two Louisiana programs, LA 8(g) and LA 4, now meet the quality standard benchmark for site visits. Missouri now requires at least 15 hours per year of professional development and Nebraska now requires programs to provide at least one meal per day. West Virginia increased their assistant teacher credentials to require at least a CDA or equivalent and now meets all 10 quality standards.

In the 2014-2015 school year, seven state programs met all 10 benchmarks: Alabama, Alaska, Mississippi, North Carolina, Rhode Island, West Virginia, and one Louisiana program (NSECD). Nine states have programs that met nine of 10 benchmarks—Arkansas, Kentucky, Louisiana (LA 4 only), Minnesota, New Jersey (Abbott pre-K only), Oregon, Pennsylvania (HSSAP only), Tennessee, and Washington.

At the other end of the spectrum, seven programs met fewer than half of the 10 benchmarks. California, Ohio, and Vermont (both programs) met four; Florida met three; and Texas met only two. Pennsylvania's K4 program met three benchmarks this year. Particularly concerning, Texas and Pennsylvania's K4 program not only miss the class size and staff-child ratio benchmarks, but set statewide no limits on these at all. California also does not limit class size, but does limit ratio. Table 5 summarizes the quality standards benchmarks received by each program.

## RESOURCES: MAKING REAL GAINS

In 2014-2015, 42 states plus the District of Columbia spent just over \$6.2 billion on pre-K, not including special education funds. The 8 remaining states did not contribute to this total, as they had no pre-K initiative meeting our definition of state-funded pre-K during the 2014-2015 school year. (See page xx for our explanation of what constitutes a state-funded pre-K program.) Indiana spent almost \$1.1 million on its new pre-K pilot but is not included in this year's report. One omission that is particularly noteworthy is the California transitional kindergarten program, which by itself would add almost \$700 million in state spending to the total spent serving children during the year prior to kindergarten. Table 6 reports state spending per child and in total as well as changes in spending from the previous year.

Across the 42 states with pre-K and the District of Columbia, total state spending increased by over \$553 million, a 10 percent increase in real spending from the prior year. Almost two-thirds, or over \$358 million, of this increase is attributed to New York and primarily to expansion of pre-K in New York City.

Average spending per child increased by \$287 (inflation-adjusted) to \$4,489. Spending per child had edged up slightly in recent years, but this year's increase was more substantial. This jump marks the largest single year increase in spending per child in nearly a decade. However, about 40 percent of this increase is due to New York and per child spending is still below where it was in 2008 (in real dollars).

Spending by state varied dramatically. The District of Columbia spends the most per-child at \$16,431, with New Jersey the highest for a state at \$12,149. South Carolina and Mississippi report the lowest spending per child, both under \$2,000 per-child. Year to year fluctuations in spending were dramatic, as well. Arizona, Missouri, New Mexico, New York, and Rhode Island all reported increases in per child spending of more than \$1,000. Arkansas and Maryland reported decreases of about \$1,000 per child. Table 6 reports the state spending per child and total state spending in 2014-2015 for each state as well as changes in spending since last year.

Many state-funded pre-K programs utilize additional funds from local and federal sources to help fund pre-K programs. In some states and local education agencies share the costs through a formula just as they do for K-12 education. Funding from all sources is a better indicator of the total resources available to support pre-K (though not a better indicator of state financial commitment). However, not all states can fully, or even partially, report spending from other sources. As a result the all-sources funding per child figures reported in Table 6 understate total spending nationally, and comparisons across states can be distorted by differences in reporting.

Despite the limitations of the "all reported" spending figures, we can determine that local schools and federal funds added at least \$748 million to state pre-K funds in the 2014-2015 school year, or \$542 per child. All-source spending totals nearly \$7 billion. Non-state funds reported included \$368 million in required local funds, \$96 million in non-required local funds, and \$284 in non-TANF federal funds. Reported spending per-child from all sources was \$5,031 nationwide, up from the previous year's \$4,765 (inflation-adjusted).



**TABLE 2: PRE-K ACCESS BY STATE**

ACCESS FOR 4-YEAR-OLDS RANK	STATE	PERCENT OF CHILDREN ENROLLED IN STATE PREKINDERGARTEN (2014-2015)			NUMBER OF CHILDREN ENROLLED IN STATE PREKINDERGARTEN (2014-2015)		
		4-year-olds	3-year-olds	Total (3s and 4s)	4-year-olds	3-year-olds	Total (3s and 4s)
1	District of Columbia	86.3%	63.6%	74.2%	6,637	5,541	12,178
2	Vermont	83.9%	26.1%	54.6%	5,038	1,609	6,647
3	Florida	76.5%	0.0%	38.2%	166,522	0	166,522
4	Oklahoma	74.8%	0.0%	37.4%	40,085	0	40,085
5	West Virginia	68.0%	11.4%	39.5%	13,779	2,338	16,117
6	Wisconsin	63.7%	0.8%	32.5%	44,364	544	44,907
7	Iowa	61.1%	3.4%	32.8%	24,384	1,331	25,715
8	Georgia	58.8%	0.0%	29.7%	80,430	0	80,430
9	New York	48.7%	0.1%	23.9%	111,973	147	112,120
10	Texas	47.8%	7.3%	27.6%	189,796	28,614	218,410
11	South Carolina	46.9%	4.0%	25.8%	28,102	2,320	30,422
12	Arkansas	38.5%	21.4%	29.9%	14,735	8,216	22,951
13	Maine	36.2%	0.0%	18.3%	4,797	0	4,797
14	Maryland	36.0%	4.6%	20.2%	26,631	3,423	30,054
15	Michigan	32.0%	0.0%	16.1%	37,112	0	37,112
16	Louisiana	31.9%	0.0%	16.0%	19,732	0	19,732
17	Nebraska	30.5%	13.5%	22.1%	8,020	3,511	11,531
18	New Mexico	30.0%	0.0%	15.1%	8,397	0	8,397
19	New Jersey	28.6%	18.6%	23.6%	30,703	20,330	51,033
20	Illinois	27.0%	19.7%	23.4%	43,387	31,525	74,912
21	Kentucky	25.8%	8.1%	17.0%	14,229	4,487	18,716
22	Colorado	23.3%	7.9%	15.7%	15,913	5,375	21,288
23	Connecticut	23.1%	9.3%	16.2%	8,976	3,619	12,595
24	North Carolina	21.5%	0.0%	10.9%	26,851	0	26,851
25	Kansas	20.0%	0.0%	10.1%	8,134	0	8,134
26	Tennessee	19.3%	0.7%	10.1%	15,648	526	16,173
27	Virginia	17.9%	0.0%	8.9%	18,250	0	18,250
28	California	17.5%	8.3%	12.9%	87,794	42,568	130,362
29	Alabama	12.0%	0.0%	6.0%	7,243	0	7,243
30	Pennsylvania	12.0%	5.8%	8.9%	17,093	8,345	25,438
31	Oregon	10.0%	6.4%	8.2%	4,674	2,988	7,662
32	Washington	8.0%	3.3%	5.6%	7,128	2,963	10,091
33	Delaware	7.5%	0.0%	3.7%	843	0	843
34	Massachusetts	7.2%	6.8%	7.0%	5,238	5,036	10,274
35	Arizona	5.5%	2.8%	4.2%	4,850	2,378	7,228
36	Ohio	4.8%	2.2%	3.5%	6,654	2,995	9,649
37	Mississippi	4.1%	0.3%	2.2%	1,641	119	1,760
38	Missouri	3.9%	1.7%	2.8%	2,961	1,298	4,259
39	Alaska	3.1%	0.0%	1.5%	319	0	319
40	Nevada	3.0%	0.9%	1.9%	1,085	313	1,398
41	Rhode Island	2.8%	0.0%	1.4%	306	0	306
42	Hawaii	2.1%	0.0%	1.0%	365	0	365
43	Minnesota	1.0%	0.8%	0.9%	735	542	1,277
No Program	Idaho	0.0%	0.0%	0.0%	0	0	0
No Program	Indiana*	0.0%	0.0%	0.0%	0	0	0
No Program	Montana	0.0%	0.0%	0.0%	0	0	0
No Program	New Hampshire	0.0%	0.0%	0.0%	0	0	0
No Program	North Dakota	0.0%	0.0%	0.0%	0	0	0
No Program	South Dakota	0.0%	0.0%	0.0%	0	0	0
No Program	Utah	0.0%	0.0%	0.0%	0	0	0
No Program	Wyoming	0.0%	0.0%	0.0%	0	0	0
	<b>United States</b>	<b>29.0%</b>	<b>4.8%</b>	<b>16.9%</b>	<b>1,161,554</b>	<b>193,000</b>	<b>1,354,554**</b>

For details about how these figures were calculated, see the Methodology section and Roadmap to the State Profile Pages.

\* Though not included in this year's state comparisons because it is a pilot program serving less than 1% of the state's 4 year olds, Indiana served 415 4 year olds or roughly .5% of 4 year olds in its pre K program.

\*\* Nationwide, an additional 28,896 children of other ages were enrolled in state prekindergarten, for a total enrollment of 1,383,450.

**TABLE 3: CHANGE IN PRESCHOOL ENROLLMENT OVER TIME**

STATE	ENROLLMENT CHANGES FROM 2001-2002 TO 2014-2015				ENROLLMENT CHANGES FROM 2013-2014 TO 2014-2015			
	Change in 3-year-olds		Change in 4-year-olds		Change in 3-year-olds		Change in 4-year-olds	
	Number	Percentage Point	Number	Percentage Point	Number	Percentage Point	Number	Percentage Point
Alabama	0	0%	6,487	11%	0	0%	1,738	3%
Alaska	0	0%	319	3%	0	0%	28	0%
Arizona	2,378	3%	573	0%	1,294	2%	-1,267	-1%
Arkansas	7,274	19%	12,511	32%	3,318	9%	103	1%
California	31,644	6%	43,260	9%	-487	0%	-914	0%
Colorado	4,645	7%	7,593	9%	181	0%	654	1%
Connecticut*	2,083	6%	4,560	14%	1,272	3%	3,595	9%
Delaware	0	0%	0	0%	0	0%	208	2%
District of Columbia	4,416	44%	3,626	42%	177	-6%	21	-12%
Florida	0	0%	166,522	76%	0	0%	-3,744	-3%
Georgia	0	0%	16,817	5%	0	0%	-1,023	-1%
Hawaii	0	0%	365	2%	0	0%	365	2%
Idaho	0	0%	0	0%	0	0%	0	0%
Illinois	17,427	12%	4,485	6%	300	0%	-391	0%
Indiana**	0	0%	0	0%	0	0%	0	0%
Iowa	820	2%	22,828	57%	-204	0%	520	1%
Kansas	0	0%	5,904	14%	0	0%	-134	0%
Kentucky	-385	-1%	1,412	2%	399	1%	-2,241	-4%
Louisiana	0	0%	12,213	20%	0	0%	-36	0%
Maine	0	0%	3,357	27%	0	0%	76	1%
Maryland	2,015	3%	8,257	11%	250	0%	273	0%
Massachusetts	-4,396	-5%	-4,194	-4%	153†	0%†	159†	0%†
Michigan	0	0%	10,635	13%	0	0%	6,560	6%
Minnesota*	-273	0%	-535	-1%	-119	0%	-205	0%
Mississippi	119	0%	1,641	4%	119	0%	1,641	4%
Missouri	-1,248	-2%	-725	-1%	52	0%	333	0%
Montana	0	0%	0	0%	0	0%	0	0%
Nebraska	3,387	13%	7,664	29%	220	1%	25	0%
Nevada	202	0%	764	2%	313	1%	-316	-1%
New Hampshire	0	0%	0	0%	0	0%	0	0%
New Jersey	7,545	7%	6,822	8%	-339	-1%	-435	-1%
New Mexico	-470	-2%	8,027	29%	0	0%	723	3%
New York	-5,688	-2%	48,474	24%	-68	0%	13,278	5%
North Carolina	0	0%	25,611	20%	0	0%	234	0%
North Dakota	0	0%	0	0%	0	0%	0	0%
Ohio	-6,719	-4%	-7,231	-4%	796	1%	865	1%
Oklahoma	0	0%	14,206	19%	0	0%	-738	-2%
Oregon	1,879	4%	2,085	4%	406	1%	47	0%
Pennsylvania*	8,345	6%	14,543	10%	760	0%	68	0%
Rhode Island	0	0%	306	3%	0	0%	72	1%
South Carolina*	1,970	3%	12,452	17%	-1,565	-3%	4,851	8%
South Dakota	0	0%	0	0%	0	0%	0	0%
Tennessee*	-316	0%	13,890	17%	-75	0%	-2,245	-3%
Texas	8,873	1%	62,213	9%	6,049	2%	-13,852	-4%
Utah	0	0%	0	0%	0	0%	0	0%
Vermont*	1,240	21%	4,418	75%	257	4%	222	6%
Virginia	0	0%	12,372	12%	0	0%	229	0%
Washington	1,814	2%	2,343	2%	1,277	1%	73	0%
West Virginia	570	3%	8,694	44%	32	0%	-370	-1%
Wisconsin*	-144	0%	30,860	45%	-189	0%	-1,959	-2%
Wyoming	0	0%	0	0%	0	0%	0	0%
<b>U.S.</b>	<b>89,007</b>	<b>2%</b>	<b>596,423</b>	<b>15%</b>	<b>14,577</b>	<b>0%</b>	<b>7,091</b>	<b>0%</b>

\* At least one program in these states did not break down total enrollment figures into specific numbers of 3- and 4-year olds served. As a result, the figures in this table are estimates.

\*\* Though not included in this year's state comparisons because it is a pilot program serving less than 1% of the state's 4-year olds, Indiana served 415 4-year olds or roughly .5% of 4-year olds in its pre-K program.

† In 2013-2014, MA did not break down total enrollment figures into specific numbers of 3- and 4-year olds served but did so in 2014-2015. We reestimated the number of 3- and 4-year olds served in 2013-2014 using information reported in 2014-2015.

**TABLE 4: 2014-2015 ENROLLMENT OF 3- AND 4-YEAR-OLDS IN STATE PRE-K, PRESCHOOL SPECIAL EDUCATION, AND FEDERAL AND STATE HEAD START**

STATE	Pre-K + Pre-K Special Education				Pre-K + Pre-K Special Education + Head Start <sup>††</sup>			
	3-year-olds		4-year-olds		3-year-olds		4-year-olds	
	Number Enrolled	Percent of State Population	Number Enrolled	Percent of State Population	Number Enrolled	Percent of State Population	Number Enrolled	Percent of State Population
Alabama <sup>††</sup>	841	1.4%	8,651	14.3%	8,099	13.6%	17,373	28.8%
Alaska*	320	2.8%	887	8.5%	1,441	12.6%	2,442	23.5%
Arizona	4,939	5.8%	9,171	10.3%	10,846	12.7%	19,121	21.5%
Arkansas	9,656	25.1%	17,250	45.1%	14,001	36.4%	21,289	55.7%
California*	56,342	11.0%	108,602	21.6%	98,139	19.2%	153,660	30.6%
Colorado	7,875	11.6%	19,617	28.7%	12,142	17.9%	25,005	36.6%
Connecticut <sup>††</sup>	5,477	14.1%	10,928	28.1%	7,708	19.9%	13,164	33.8%
Delaware <sup>†, ††</sup>	356	3.1%	1,428	12.7%	1,115	9.7%	1,474	13.1%
District of Columbia <sup>††</sup>	5,541	63.6%	6,637	86.3%	5,541	63.6%	6,637	86.3%
Florida	6,421	2.9%	166,522	76.5%	20,791	9.5%	185,748	85.3%
Georgia <sup>††</sup>	2,476	1.9%	81,976	59.9%	14,467	10.8%	86,438	63.2%
Hawaii	561	3.0%	989	5.7%	1,499	8.1%	2,675	15.3%
Idaho	584	2.6%	903	3.9%	1,568	6.9%	3,114	13.3%
Illinois <sup>††</sup>	33,130	20.7%	48,500	30.2%	48,754	30.5%	65,784	41.0%
Indiana <sup>**</sup>	3,684	4.4%	4,996	5.9%	9,209	10.9%	12,469	14.7%
Iowa <sup>††</sup>	2,006	5.2%	25,060	62.8%	4,609	11.9%	27,216	68.2%
Kansas	2,204	5.5%	11,116	27.4%	5,287	13.2%	14,349	35.4%
Kentucky	4,487	8.1%	14,229	25.8%	11,233	20.4%	22,112	40.0%
Louisiana*	682	1.1%	20,560	33.2%	12,343	20.0%	27,951	45.2%
Maine*	475	3.7%	5,705	43.1%	1,581	12.3%	7,263	54.9%
Maryland	5,935	7.9%	28,651	38.7%	11,988	16.0%	35,693	48.2%
Massachusetts <sup>††</sup>	7,696	10.4%	9,495	13.1%	12,164	16.4%	13,071	18.0%
Michigan <sup>††</sup>	3,540	3.1%	37,112	32.0%	16,444	14.3%	45,944	39.6%
Minnesota <sup>†, ††</sup>	3,359	4.8%	5,116	7.3%	7,188	10.3%	9,996	14.2%
Mississippi <sup>††</sup>	598	1.5%	3,051	7.7%	11,825	30.2%	15,206	38.2%
Missouri	3,813	5.1%	7,942	10.5%	10,599	14.1%	14,889	19.6%
Montana	126	1.0%	356	2.9%	1,845	15.1%	2,737	22.2%
Nebraska	3,511	13.5%	8,020	30.5%	5,401	20.8%	10,322	39.2%
Nevada <sup>††</sup>	2,196	6.2%	3,738	10.2%	3,512	9.9%	5,118	14.0%
New Hampshire	868	6.5%	1,016	7.7%	1,449	10.8%	1,736	13.2%
New Jersey	25,013	22.9%	36,733	34.2%	31,564	29.0%	43,439	40.5%
New Mexico	1,184	4.3%	10,216	36.5%	4,797	17.3%	14,362	51.3%
New York*	15,700	6.6%	125,172	54.4%	35,435	14.8%	148,122	64.4%
North Carolina <sup>††</sup>	3,417	2.8%	30,772	24.7%	10,675	8.8%	37,843	30.3%
North Dakota	295	3.0%	455	4.7%	1,564	15.8%	2,010	20.8%
Ohio	6,690	4.8%	12,804	9.2%	20,862	15.1%	30,406	21.8%
Oklahoma	940	1.8%	40,564	75.7%	8,801	16.5%	47,363	88.4%
Oregon <sup>††</sup>	4,762	10.3%	6,775	14.5%	4,762	10.3%	6,775	14.5%
Pennsylvania* <sup>†, ††</sup>	14,271	9.9%	25,366	17.8%	23,435	16.3%	37,395	26.2%
Rhode Island	596	5.4%	1,072	9.8%	1,597	14.5%	2,335	21.4%
South Carolina*	3,140	5.4%	28,501	47.5%	9,567	16.5%	33,628	56.1%
South Dakota	415	3.4%	709	6.0%	2,140	17.6%	2,755	23.3%
Tennessee	2,045	2.6%	17,343	21.4%	8,413	10.6%	26,394	32.6%
Texas	33,295	8.4%	189,796	47.8%	63,108	16.0%	225,501	56.8%
Utah	2,234	4.4%	3,022	5.9%	4,364	8.7%	6,547	12.8%
Vermont <sup>††</sup>	1,609	26.1%	5,038	83.9%	2,088	33.9%	5,629	93.7%
Virginia*	3,175	3.1%	21,775	21.4%	8,156	7.9%	28,826	28.3%
Washington	5,761	6.4%	10,771	12.1%	10,523	11.7%	17,636	19.7%
West Virginia <sup>††</sup>	2,338	11.4%	13,779	68.0%	2,953	14.4%	14,597	72.0%
Wisconsin <sup>†, ††</sup>	2,844	4.1%	44,929	64.5%	9,821	14.3%	49,915	71.7%
Wyoming	569	7.4%	961	12.3%	1,207	15.8%	1,869	24.0%
<b>50 States</b>	<b>309,992</b>	<b>7.7%</b>	<b>1,294,777</b>	<b>32.3%</b>	<b>638,619</b>	<b>15.9%</b>	<b>1,653,342</b>	<b>41.3%</b>

\* These states serve special education children in their state pre K programs but were not able to provide an unduplicated count for at least one of their programs. Estimations were used based on the average percent of special education students in state pre K and enrollment numbers for each program.

\*\* Enrollment information for Indiana reflects only Pre K Special Education and Head Start. Indiana's pilot program is not included as it serves less than 1% of the state's 4 year olds.

† These states serve special education children in their state funded Head Start pre K programs but were not able to provide an unduplicated count for the Head Start program. Estimations were used based on the percent of children with IEPs as reported by the PIR.

†† Total on overstate public enrollment as some or all Head Start children may be served in a state's pre K program. Some states were able to report the number of Head Start children in state pre K for at least one program. This information was used to estimate an unduplicated count of Head Start enrollment.

For details about how these figures were calculated, see the Methodology section and the Roadmap to the State Profile Pages.

**TABLE 5: 2014-2015 STATE PRE-K QUALITY STANDARDS**

STATE/ PROGRAM	Comprehensive early learning standards	Teacher has BA	Specialized training in pre-K	Assistant teacher has CDA or equiv.	At least 15 hrs/yr in-service	Class size 20 or lower	Staff- child ratio 1:10 or better	Vision, hearing, and one support service	At least one meal	Site visits	Quality Standards Checklist Sum 2014-2015
Alabama	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Alaska	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Arizona	✓		✓		✓	✓	✓			✓	5
Arkansas	✓		✓	✓	✓	✓	✓	✓	✓	✓	9
California	✓		✓		✓		✓				4
Colorado	✓		✓		✓	✓	✓			✓	6
Connecticut CDCC	✓		✓		✓	✓	✓		✓		6
Connecticut SRP	✓		✓			✓	✓	✓		✓	6
Delaware	✓		✓		✓	✓	✓	✓	✓	✓	8
District of Columbia	✓	✓	✓		✓	✓	✓	✓	✓		8
Florida†	✓					✓				✓	3
Georgia	✓	✓	✓	✓	✓			✓	✓	✓	8
Hawaii	✓	✓		✓		✓	✓	✓	✓	✓	8
Illinois	✓	✓	✓		✓	✓	✓	✓		✓	8
Iowa Shared Visions	✓		✓			✓	✓	✓	✓		6
Iowa SVPP	✓	✓	✓			✓	✓	✓		✓	7
Kansas Preschool	✓	✓		✓	✓	✓	✓				6
Kansas State Pre-K	✓	✓		✓	✓	✓	✓				6
Kentucky	✓	✓	✓		✓	✓	✓	✓	✓	✓	9
LA 8(g)	✓	✓	✓		✓	✓	✓		✓	✓	8
LA 4	✓	✓	✓		✓	✓	✓	✓	✓	✓	9
LA NSECD	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Maine	✓	✓	✓	✓	✓						5
Maryland	✓	✓	✓		✓		✓	✓	✓	✓	8
Massachusetts 391	✓				✓	✓	✓			✓	5
Massachusetts UPK	✓				✓	✓	✓	✓		✓	6
Michigan	✓	✓	✓	✓		✓	✓	✓		✓	8
Minnesota	✓		✓	✓	✓	✓	✓	✓	✓	✓	9
Mississippi	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Missouri	✓	✓	✓	✓	✓	✓	✓	✓			8
Nebraska	✓	✓	✓	✓		✓	✓		✓		7
Nevada	✓	✓	✓		✓	✓	✓			✓	7
New Jersey Abbott	✓	✓	✓		✓	✓	✓	✓	✓	✓	9
New Jersey ECPA	✓	✓	✓		✓	✓	✓	✓		✓	8
New Jersey ELLI	✓	✓	✓		✓	✓	✓	✓		✓	8
New Mexico	✓		✓		✓	✓	✓	✓	✓	✓	8
New York	✓	✓	✓		✓	✓	✓	✓			7
North Carolina	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
Ohio	✓		✓				✓	✓		✓	4
Oklahoma	✓	✓	✓			✓	✓	✓	✓	✓	8
Oregon	✓		✓	✓	✓	✓	✓	✓	✓	✓	9
Pennsylvania RTL	✓		✓		✓	✓	✓				5
Pennsylvania HSSAP	✓		✓	✓	✓	✓	✓	✓	✓	✓	9
Pennsylvania K4	✓	✓			✓						3
Pennsylvania PKC	✓	✓	✓		✓	✓	✓			✓	7
Rhode Island	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
South Carolina 4K	✓		✓		✓	✓	✓				5
South Carolina CDEP	✓		✓		✓	✓	✓	✓	✓		7
Tennessee	✓	✓	✓		✓	✓	✓	✓	✓	✓	9
Texas	✓				✓						2
Vermont Act 62	✓				✓	✓	✓				4
Vermont EEI	✓		✓			✓	✓				4
Virginia	✓		✓		✓	✓	✓	✓			6
Washington	✓		✓	✓	✓	✓	✓	✓	✓	✓	9
West Virginia	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	10
WI 4K	✓	✓	✓		✓					✓	5
WI HdSt	✓		✓	✓	✓	✓	✓	✓	✓		8
<b>TOTAL</b>	<b>57</b>	<b>32</b>	<b>47</b>	<b>21</b>	<b>47</b>	<b>49</b>	<b>50</b>	<b>37</b>	<b>29</b>	<b>38</b>	

† Data on Florida's quality standards are from the 2013 2014 school year. However, no policies changes are known that would have changed the benchmarks met.

**TABLE 6: PRE-K RESOURCES PER CHILD ENROLLED BY STATE**

STATE	Resources rank based on state spending	State \$ per child enrolled in pre-K	Change in state \$ per child spending from 2013-2014 Adjusted dollars	Total state spending in 2014-2015	Change in total state spending from 2013-2014 Adjusted dollars	State Reported non-state funds	All reported \$ per child
District of Columbia	1	\$16,431	\$828	\$207,226,639	\$13,344,950	Yes	\$17,509
New Jersey	2	\$12,149	-\$190	\$619,992,300	-\$19,253,069	No	\$12,149
Rhode Island	3	\$9,641	\$1,180	\$2,950,000	\$970,268	No	\$9,641
Oregon	4	\$8,648	\$50	\$66,263,178	\$4,277,239	No	\$8,648
Connecticut	5	\$8,106	-\$933	\$119,151,878	\$35,168,021	Yes	\$10,184
Minnesota	6	\$7,824	-\$371	\$10,804,944	-\$3,454,090	No	\$7,824
Hawaii	7	\$7,671	NA	\$2,800,000	\$2,800,000	No	\$7,671
Washington	8	\$7,599	\$841	\$76,676,973	\$17,605,915	Yes	\$8,232
Delaware	9	\$7,100	-\$304	\$5,985,300	-\$256,239	No	\$7,100
New York	10	\$6,617	\$2,739	\$741,851,094	\$358,312,500	No	\$6,617
Vermont*	11	\$6,589	-\$199	\$44,995,493	\$2,461,849	Yes	\$6,589
Michigan	12	\$6,447	\$658	\$239,275,000	\$62,385,875	No	\$6,447
West Virginia**	13	\$6,427	\$54	\$98,051,203	-\$474,569	Yes	\$6,865
Alaska	14	\$6,270	\$40	\$2,000,000	\$187,210	No	\$6,270
Pennsylvania	15	\$5,630	-\$245	\$146,590,191	-\$1,146,634	No	\$5,630
Alabama	16	\$5,333	\$981	\$38,624,146	\$14,665,969	Yes	\$6,666
Tennessee	17	\$5,219	\$539	\$84,941,414	-\$2,152,962	Yes	\$6,687
New Mexico	18	\$4,722	\$1,114	\$39,654,300	\$11,964,288	Yes	\$4,722
California	19	\$4,694	\$332	\$622,930,873	\$45,409,161	Yes	\$5,441
North Carolina	20	\$4,601	-\$649	\$123,543,465	-\$16,184,861	Yes	\$7,046
Louisiana	21	\$4,570	-\$63	\$90,184,905	-\$1,417,281	Partly	\$4,658
Arkansas	22	\$4,372	-\$1,255	\$111,000,000	-\$1,665,000	Yes	\$4,372
Ohio	23	\$4,000	-\$60	\$44,360,000	\$11,267,981	No	\$4,000
Georgia	24	\$3,880	\$78	\$312,053,998	\$2,393,283	No	\$3,880
Kentucky	25	\$3,835	\$314	\$71,767,687	-\$617,343	Yes	\$7,679
Wisconsin	26	\$3,802	\$221	\$185,264,100	\$7,371,039	Partly	\$6,018
Virginia	27	\$3,742	-\$55	\$68,300,254	-\$135,405	Yes	\$5,887
Oklahoma	28	\$3,709	-\$17	\$148,690,138	-\$3,417,434	Yes	\$6,886
Massachusetts	29	\$3,626	-\$122	\$48,580,099	-\$118,283	Yes	\$3,847
Texas	30	\$3,584	\$52	\$786,601,324	-\$12,352,960	Yes	\$3,639
Maryland	31	\$3,572	-\$996	\$108,517,116	-\$26,365,319	No	\$3,572
Arizona	32	\$3,413	\$1,847	\$35,829,787	\$23,338,395	No	\$3,413
Missouri	33	\$3,211	\$1,172	\$13,677,763	\$5,778,156	No	\$3,211
Illinois	34	\$3,161	-\$50	\$237,573,973	-\$4,034,054	No	\$3,735
Iowa	35	\$2,987	\$92	\$77,506,937	\$2,583,477	Partly	\$3,595
Nebraska	36	\$2,759	\$583	\$33,313,438	\$7,515,693	Yes	\$5,711
Maine	37	\$2,732	-\$11	\$13,877,541	\$350,785	No	\$2,732
Nevada	38	\$2,388	-\$31	\$3,338,875	-\$50,083	Partly	\$3,424
Florida	39	\$2,304	\$32	\$383,703,444	-\$3,121,701	No	\$2,304
Kansas	40	\$2,262	\$121	\$18,397,372	\$693,759	No	\$2,262
Colorado	41	\$2,001	-\$323	\$54,069,211	\$5,610,822	Yes	\$3,116
South Carolina	42	\$1,981	\$136	\$60,252,483	\$9,666,636	Partly	\$1,984
Mississippi	43	\$1,778	NA	\$3,128,426	\$3,128,426	Partly	\$3,762
Idaho	No program	\$0	\$0	\$0	\$0	NA	\$0
Indiana***	No program	\$0	\$0	\$0	\$0	NA	\$0
Montana	No program	\$0	\$0	\$0	\$0	NA	\$0
New Hampshire	No program	\$0	\$0	\$0	\$0	NA	\$0
North Dakota	No program	\$0	\$0	\$0	\$0	NA	\$0
South Dakota	No program	\$0	\$0	\$0	\$0	NA	\$0
Utah	No program	\$0	\$0	\$0	\$0	NA	\$0
Wyoming	No program	\$0	\$0	\$0	\$0	NA	\$0
<b>United States</b>		<b>\$4,489</b>	<b>\$287</b>	<b>\$6,204,297,261</b>	<b>\$553,034,410</b>		<b>\$5,031</b>

For details about how these figures were calculated, see the Methodology section and Roadmap to the State Profile Pages.

\* Vermont could not break out the state, local, and federal spending from the total amount reported. Vermont also provided updated spending information for the 2013-2014 school year, which is reflected in the calculations of change in spending.

\*\* 1366 3 year old children were served in WV's Universal Pre K program but were funded by sources not reported by the state. They were removed from the per child spending calculations. A similar adjustment was made for 2013-2014.

\*\*\* Indiana funded a pilot state pre K program during the 2014-2015 year. It spent about \$1.1 million to enroll 415 4 year olds. It is not included in the rankings because the program served fewer than 1% of 4 year olds.

## WHAT QUALIFIES AS A STATE PRESCHOOL PROGRAM?

NIEER's *State Preschool Yearbook* series focuses on state-funded preschool education initiatives meeting the following criteria:

- The initiative is funded, controlled, and directed by the state.
- The initiative serves children of preschool age, usually 3 and/or 4. Although initiatives in some states serve broader age ranges, programs that serve *only* infants and toddlers are excluded. The program must reach at least one percent of the 3- or 4-year-old population in the state to be included.
- Early childhood education is the primary focus of the initiative. This does not exclude programs that offer parent education but does exclude programs that mainly focus on parent education. Programs that focus on parent work status or programs where child eligibility is tied to work status are also excluded.
- The initiative offers a group learning experience to children at least two days per week.
- State-funded preschool education initiatives must be distinct from the state's system for subsidized child care, preschool initiatives may be *coordinated* and *integrated* with the subsidy system for child care.
- The initiative is *not* primarily designed to serve children with disabilities, but services may be offered to children with disabilities.
- State supplements to the federal Head Start program are considered to constitute *de facto* state preschool programs if they substantially expand the number of children served, and if the state assumes some administrative responsibility for the program. State supplements to fund quality improvements, extended days, or other program enhancements or to fund expanded enrollment only minimally are not considered equivalent to a state preschool program.

While ideally this report would identify all preschool education funding streams at the federal, state, and local levels, there are a number of limitations on the data that make this extremely difficult to do. For example, preschool is only one of several types of education programs toward which local districts can target their Title I funds. Many states do not track how Title I funds are used at the local level, and therefore do not know the extent to which they are spent on preschool education. Another challenge involves tracking total state spending for child care, using a variety of available sources, such as CCDF dollars, TANF funds, and any state funding above and beyond the required matches for federal funds. Although some of these child care funds may be used for high-quality, educational, center-based programs for 3- and 4-year-olds that closely resemble programs supported by state-funded preschool education initiatives, it is nearly impossible to determine what proportion of the child care funds are spent this way.

### AGE GROUPINGS USED IN THIS REPORT

Children considered to be 3 years old during the 2014-2015 school year are those who were eligible to enter kindergarten two years later, during the 2016-2017 school year. Children considered to be 4 years old during the 2014-2015 school year were eligible to enter kindergarten one year later, during the 2015-2016 school year. Children considered to be 5 years old during the 2014-2015 school year were already eligible for kindergarten at the beginning of the 2014-2015 school year.

# Roadmap to the State Profile Pages

## How to interpret data on the individual state profiles

For each state with a preschool education initiative, we include one page with a description of the state's program, followed by a page with data on the program's key features, focusing on access, quality, and resources.

The first page for each state begins with two sets of bar graphs. The first shows percentages of the state's 3-year-olds and 4-year-olds enrolled in the state prekindergarten program. The second set shows the state's spending per child enrolled in the state pre-K initiative. Both sets of bar graphs depict changes in state preschool over time, from fiscal year 2002 (which corresponds to the 2001-2002 school year) through fiscal year 2015 (which corresponds to the 2014-2015 school year). Due to space constraints, not all years can be included. Instead, data is included for the years ending in 2002, 2004, 2006, 2008, 2010, 2012, 2014, and 2015. Most of the data used for comparison purposes come from NIEER's previous *Yearbooks*, although spending figures are adjusted for inflation and represent 2015 dollars. In addition, there are some exceptions in cases where states revised data or reported data differently. The percent of children enrolled is calculated using Census estimates of 3- and 4-year-old children in each state.

Following the bar graphs is a brief narrative providing information on the main features of the state's initiative(s). This includes details such as the initiative's history, the types of settings in which state-funded preschool can be offered, enrollment eligibility criteria, and evaluations if conducted. In many cases, the narrative also describes unique or particularly interesting aspects of the state's initiatives that may not be highlighted elsewhere in the report, as well as relevant new developments in the 2014-2015 school year and expected changes for the 2015-2016 school year. New for the 2014-2015 Yearbook, information from the Dual Language Learner and Workforce supplemental surveys is also included. Some descriptive information in the narratives was originally based on information found in the reports *Seeds of Success* from the Children's Defense Fund and *Quality Counts 2002* from *Education Week*.

For the 42 states with preschool programs and the District of Columbia, the bottom of the first page of each state profile presents four numbers showing the state's ranking on the following measures:

- The percentage of the state's 4-year-old population enrolled in the state's preschool program (Access Rankings – 4-Year-Olds);
- The percentage of the state's 3-year-old population enrolled in the state's preschool program (Access Rankings – 3-Year-Olds);
- State expenditures per child enrolled in the program (Resources Rankings – State Spending);
- All reported expenditures per child enrolled in the program, including local and federal spending as well as state spending (Resources Rankings – All Reported Spending).

The All Reported Spending ranking provides a more complete picture of pre-K spending in states using local and federal funding sources than the State Spending ranking alone. Because states vary in their ability to report spending from these other sources, however, this ranking is imperfect and sometimes underestimates total spending.

New for the 2014-2015 Yearbook, the bottom of the first page of each state profile also presents two boxes indicating whether or not the state has policies in place to support:

- Dual Language Learners
- Workforce (Teachers)

Connecticut, Iowa, Kansas, Louisiana, Massachusetts, New Jersey, Pennsylvania, South Carolina, Vermont, and Wisconsin each have more than one distinct preschool education initiative, therefore information is presented slightly differently for these states and is explained on their individual profiles.

State profile pages are also given for the 8 states that did not fund preschool education initiatives in the 2014-2015 school year. For these states, the table of quality standards is omitted. These profiles do report enrollment data for special education and federally funded Head Start, however. In addition, data on per-child spending for K-12 education and federal Head Start are included. When applicable, state-funded Head Start spending and enrollment are also provided for no-program states. Profile pages are also included for 6 US territories (American Samoa, Guam, Northern Mariana Islands, Palau, Puerto Rico, and the Virgin Islands). For the territories, a narrative is provided but none fund pre-K programs for which we could report on access, quality standards, and resources.



The following sections provide an overview of information contained in the data tables on the state profile pages and explain why these elements are important. Data in the tables are for the 2014-2015 school year except where noted.

## ACCESS

The Access data table begins with the total state program enrollment, which is the number of children of all ages enrolled at a specific point in time. Following that is the percentage of school districts (or other local education authorities, such as counties or parishes) providing state-funded prekindergarten programs. This information shows the extent of the initiative's geographic coverage. Next, the table shows what, if any, income requirement is used in determining eligibility for the program.

Data on the hours of operation (hours per day and days per week) and operating schedule (academic or calendar year) are shown as additional measures of access because working parents may find it difficult to get their children to and from programs that operate only a few hours a day. The amount of time children participate in a preschool program also matters for other reasons, such as influencing the program's effects on children's development and learning.

The Access data table also shows enrollment of 3- and 4-year-old children in two federally funded programs besides the state prekindergarten initiative: preschool special education and Head Start. The Head Start enrollment total includes children in the American Indian/Alaskan Native and Migrant Seasonal programs. The final item in the table reports how many children ages 3 and 4 are participating in Head Start through state supplemental funds.

Two Access pie charts illustrate the percentages of the state's 3- and 4-year-olds enrolled in the state-funded preschool initiative(s), special education, and Head Start. The remaining children are categorized as enrolled in "Other/None." These children may be enrolled in another type of private or publicly funded program (e.g., state-subsidized child care) or may not be attending a center-based program at all. For the 2015 Yearbook, we calculated an unduplicated count for special education enrollment in order to more accurately represent the number of children served in the state. The special education percentage in the pie chart represents children who are in special education but not enrolled in Head Start or state preschool programs. For the first time for the 2015 report, we also calculated an unduplicated count for Head Start enrollment in order to avoid double counting Head Start children enrolled in state prekindergarten. For the states that were able to report this information, the Head Start percentage does not include children also enrolled in state prekindergarten.



## QUALITY STANDARDS CHECKLIST

State policies in 10 critical areas related to quality are shown in the Quality Standards Checklist table. For each area, states receive a checkmark when their policy meets or exceeds the related benchmark standard. On the right side of the page, a box displays the total number of benchmarks met by the state.

The Quality Standards Checklist represents a set of minimum criteria, established by state policy, needed to ensure the effectiveness of preschool education programs, especially when serving children who are at risk for school failure. While the checklist is not intended to be an exhaustive inventory of all the features of a high-quality program, each of these research-based standards is essential. Meeting all 10 standards does not necessarily guarantee that a program is of high quality, but no state's prekindergarten policies should be considered satisfactory unless all 10 benchmarks are met. Although programs may routinely engage in practices meeting criteria for quality standards, credit is given only when the practices are explicitly required in state policy.

The limitations of the research are such that judgment inevitably plays a role in setting specific benchmarks based on evidence. Studies find that the potential benefits from strong preschool education programs are such that the monetary investment in pre-K is returned 7 to 17 times.<sup>1</sup> Therefore, we gave more weight to the risk of losing substantial benefits by setting benchmarks too low than to the risk of raising costs by setting benchmarks too high. Costs of many preschool programs are currently quite low; thus, benchmarks steer closer to the characteristics of programs demonstrated to produce reasonably large education benefits for children in randomized trials and the strongest quasi-experimental studies (e.g., HighScope Perry Preschool and Chicago Child-Parent Centers) and farther from the characteristics of programs found in rigorous studies to have weak effects.<sup>2</sup>

Of the 10 standards we use to gauge the quality of state-funded preschool programs, four involve teacher credentials and training. State preschool policies are evaluated based on whether programs require teachers to have at least a bachelor's degree;<sup>3</sup> whether they require teachers to have specialization in preschool education;<sup>3</sup> whether they require assistant teachers to have at least a Child Development Associate (CDA) or equivalent credential based on coursework;<sup>4</sup> and whether they require teachers to have at least 15 hours of annual in-service training.<sup>5</sup> Teacher qualifications receive this emphasis in our checklist because research shows this area to be crucial in determining program quality. Better education and training for teachers can improve the interaction between children and teachers, which in turn affects children's learning.

Class size and staff-child ratios are also emphasized in the Quality Standards Checklist, with the expectation that states will limit class sizes to 20 children at the most<sup>6</sup> and have no more than 10 children per staff member.<sup>7</sup> With smaller classes and fewer children per teacher, children have greater opportunities for interaction with adults and can receive more individualized attention, resulting in a higher quality program.

<sup>1</sup> Reynolds, A., Temple, J., Robertson, D., & Mann, E. (2002). Age 21 cost benefit analysis of the Title I Chicago Child Parent Centers. *Education Evaluation and Policy Analysis*, 24, 267-303. Belfield, C., Nores, M., Barnett, S., & Schweinhart, L. (2006). The High/Scope Perry Preschool Program: Cost benefit analysis using data from the age 40 follow up. *Journal of Human Resources*, 41(1), 162-190.

<sup>2</sup> Temple, J., & Reynolds, A. (2007). Benefits and costs of investments in preschool education: Evidence from the Child Parent Centers and related programs. *Economics of Education Review*, 26, 126-144. Barnett, W.S., & Belfield, C. (2006). Early childhood and social mobility. *Future of Children*, 16(2), 73-98.

<sup>3</sup> Based on a review of the evidence, a committee of the National Research Council recommended that preschool teachers have a BA with specialization in early childhood education. Bowman, B.T., Donovan, M.S., & Burns, M.S. (Eds.). (2001). *Eager to learn: Educating our preschoolers*. Washington, DC: National Academy Press. Burchinal, M.R., Cryer, D., Clifford, R.M., & Howes, C. (2002). Caregiver training and classroom quality in child care centers. *Applied Developmental Science*, 6, 2-11. Barnett, W.S. (2003). Better teachers, better preschools: Student achievement linked to teacher qualifications. *Preschool Policy Matters*, 2. New Brunswick, NJ: National Institute for Early Education Research. Whitebook, M., Howes, C., & Phillips, D. (1989). *Who cares? Child care teachers and the quality of care in America* (Final report on the National Child Care Staffing Study). Oakland, CA: Child Care Employee Project.

<sup>4</sup> Preschool classrooms typically are taught by a team of a teacher and an assistant. Research focusing specifically on the qualifications of assistant teachers is rare, but the available evidence points to a relationship between assistant teacher qualifications and teaching quality. There is much evidence on the educational importance of the qualifications of teaching staff generally. Bowman, Donovan, & Burns (2001). Burchinal, Cryer, Clifford, & Howes (2002). Barnett (2003). Whitebook, Howes, & Phillips (1989). The CDA has been recommended to prepare assistant teachers who are beginning a career path to become teachers rather than permanent assistants. Kagan, S.L., & Cohen, N.E. (1997). *Not by chance: Creating an early care and education system for America's children* [Abridged report]. New Haven, CT: Bush Center in Child Development and Social Policy, Yale University.

<sup>5</sup> Good teachers are actively engaged in their continuing professional development. Bowman, Donovan, & Burns (2001). Frede, E.C. (1998). Preschool program quality in programs for children in poverty. In W.S. Barnett & S.S. Boocock (Eds.). (1998). *Early care and education for children in poverty: Promises, programs, and long term results* (pp. 77-98). Albany, NY: SUNY Press. Whitebook, Howes, & Phillips (1989) found that teachers receiving more than 15 hours of training were more appropriate, positive, and engaged with children in their teaching practices.

<sup>6</sup> The importance of class size has been demonstrated for both preschool and kindergarten. A class size of 20 children is larger than the class size shown in many programs to produce large gains for disadvantaged children. Barnett, W.S. (1998). Long term effects on cognitive development and school success. In W.S. Barnett & S.S. Boocock (Eds.). (1998). *Early care and education for children in poverty: Promises, programs, and long term results* (pp. 11-44). Albany, NY: SUNY Press. Bowman, Donovan, & Burns (2001). Finn, J.D. (2002). Class size reduction in grades K-3. In A. Molnar (Ed.). (2002). *School reform proposals: The research evidence* (pp. 27-48). Greenwich, CT: Information Age Publishing. Frede (1998). NICHD Early Child Care Research Network (1999). Child outcomes when child care center classes meet recommended standards for quality. *American Journal of Public Health*, 89, 1072-1077. National Association for the Education of Young Children (2005). *NAEYC early childhood program standards and accreditation criteria*. Washington, DC: Author.

<sup>7</sup> A large literature establishes linkages between staff-child ratio, program quality, and child outcomes. A ratio of 1:10 allows more children per teacher than in programs that have demonstrated large gains in disadvantaged children and is the lowest (fewest number of children per teacher) generally accepted by professional opinion. Barnett (1998). Bowman, Donovan, & Burns (2001). Frede (1998). NICHD Early Child Care Research Network (1999). National Association for the Education of Young Children (2005).

Early learning standards are also critical to quality, as they offer programs guidance and ensure that they cover the full range of areas essential to children’s learning and development.<sup>8</sup> States should have comprehensive early learning standards covering all areas identified as fundamental by the National Education Goals Panel<sup>9</sup>—children’s physical well-being and motor development, social/emotional development, approaches toward learning, language development, and cognition and general knowledge. These standards should be specifically tailored to the learning of preschool-age children so that it is appropriate for their level of development.

The Quality Standards Checklist also addresses the comprehensive services that preschool education programs should be expected to offer. Programs should provide at least one meal;<sup>10</sup> vision, hearing, and health screenings and referrals;<sup>11</sup> and other support services, such as parent education, parent conferences and/or home visits, or referrals for such services.<sup>12</sup> These items are included because children’s overall well-being and success in school involves not only their cognitive development but also their physical and social/emotional health.

It is important to note that the Quality Standards Checklist focuses on state preschool policy requirements rather than actual practice. A state with good policies may have some programs that fail to comply with these policies; conversely, a state with weak policies may have many programs that exceed state minimum standards. While evaluating implementation of standards is outside the scope of this report, the checklist does include an indicator of whether states are taking steps to monitor programs’ implementation of the quality standards. Policies requiring strong state quality standards are essential, but it is also necessary to have a means of ascertaining that individual pre-K programs meet those standards.<sup>13</sup> Therefore, programs should require at a minimum that all sites are visited for program quality at least once every five years to enforce standards and to ensure high-quality education in state-funded preschool programs.

## RESOURCES

The table in the Resources section provides the following information: total state spending for the state prekindergarten initiative; whether a local match, monetary or in-kind, is required; amount of state Head Start spending (if applicable); state spending per child enrolled in the program; and all reported (local, state, and federal) spending per child enrolled in the program. These measures show various views of the resources dedicated to pre-K, which allows for a more complete picture of a state’s commitment to preschool education. For example, a state’s total spending may appear low, but may prove to be high relative to the number of children enrolled. On the other hand, a state with a high total funding level may have a low per-pupil spending level if it enrolls a large number of children. In some states, local communities contribute substantial additional funds to state preschool education by using local funding sources or by leveraging federal funding sources. In such cases, the figure that includes all reported spending is the best gauge of the level of available resources, to the extent that information about local and locally allocated federal spending is available.

The bar chart in the Resources section compares per-child spending in state-funded programs to federal Head Start and K-12 per-child spending. Head Start per-child spending for the 2014-2015 year includes funding only for 3- and 4-year-olds served. Past years’ figures have unintentionally included funds for Early Head Start, which made per-child amounts seem artificially higher. Different colors indicate the different funding sources (local, state, and federal). Separate colors are used to indicate any TANF funds that a state directs toward its preschool initiative. While TANF funds are federal dollars, it is the state’s decision to devote these funds to preschool education, as opposed to other purposes. Data on the amounts of local and federal preschool funds are included in the bar chart when available.

<sup>8</sup> Current practice too frequently underestimates children’s abilities to learn during the preschool years. Clear and appropriate expectations for learning and development across all domains are essential to an educationally effective preschool program. Bowman, Donovan, & Burns (2001). Frede (1998). Kendall, J.S. (2003). Setting standards in early childhood education. *Educational Leadership*, 60(7), 64-68.

<sup>9</sup> National Education Goals Panel (1991). *The Goal 1 Technical Planning Subgroup report on school readiness*. Washington, DC: Author.

<sup>10</sup> Good nutrition contributes to healthy brain development and children’s learning. Shonkoff, J.P., & Phillips, D.A. (Eds.). (2000). *From neurons to neighborhoods: The science of early childhood development*. Washington, DC: National Academy Press.

<sup>11</sup> For some children, preschool provides the first opportunity to detect vision, hearing, and health problems that may impair a child’s learning and development. This opportunity should not be missed. Meisels, S.J., & Atkins Burnett, S. (2000). The elements of early childhood assessment. In J.P. Shonkoff & S.J. Meisels (Eds.). (2000). *Handbook of early childhood intervention* (pp. 231-257). New York: Cambridge University Press.

<sup>12</sup> Families are the primary source of support for child development, and the most effective programs have partnered with parents. Bowman, Donovan, & Burns (2001). Frede (1998).

<sup>13</sup> Monitoring of program quality and external accountability for pre-K are essential components of program standards. Bowman, Donovan, & Burns (2001).

# Guide to State Profiles

## ACCESS

Total state program enrollment.....	Number of all-age children in state pre-K program
School districts that offer state program .....	Percentage of school districts in state where program is offered
Income requirement .....	Maximum family income for participants
Hours of operation .....	Hours per day and days per week programs operate <sup>14</sup>
Operating schedule .....	Annual schedule of operation (academic year or calendar year)
Special education enrollment.....	Number of 3- and 4-year-olds served by the Preschool Grants Program of the Individuals with Disabilities Education Act
Federally funded Head Start enrollment .....	Number of slots for 3- and 4-year-olds in Head Start funded with federal money
State-funded Head Start enrollment .....	Number of slots for 3- and 4-year-olds in Head Start funded with state money

## QUALITY STANDARDS CHECKLIST

### POLICY

### STATE PRE-K REQUIREMENT

Early learning standards .....	National Education Goals Panel content areas covered by state learning standards for preschool-age children must be comprehensive
Teacher degree .....	Lead teacher must have a BA, at minimum
Teacher specialized training .....	Lead teacher must have specialized training in a pre-K area
Assistant teacher degree .....	Assistant teacher must have a CDA or equivalent, at minimum
Teacher in-service .....	Teacher must receive at least 15 hours/year of in-service professional development and training
Maximum class size .....	Maximum number of children per classroom must be 20 or fewer
3-year-olds	
4-year-olds	
Staff-child ratio .....	Lowest acceptable ratio of staff to children in classroom (e.g., maximum number of students per teacher) must be 1:10 or better
3-year-olds	
4-year-olds	
Screening/referral and support services .....	Screenings and referrals for vision, hearing, and health must be required; at least one additional support service must be provided to families
Meals .....	At least one meal must be required daily
Monitoring.....	Site visits must be used to demonstrate ongoing adherence to state program standards

## RESOURCES

Total state pre-K spending .....	Total state funds spent on state pre-K program
Local match required? .....	Whether state requires local providers to match state monetary contributions to program
State Head Start spending (when applicable) .....	Total state funds spent to supplement Head Start program
State spending per child enrolled.....	Amount of state funds spent per child participating in pre-K program
All reported spending per child enrolled.....	Amount of all reported funds (local, state, and federal) spent per child participating in pre-K program

<sup>14</sup>In an effort to ensure data is comparable from state to state, NIEER now provides guidelines for characterizing length of program day. "Part day" is defined as fewer than 4 hours per day; "school day" is at least 4 hours but fewer than eight hours per day; and "extended day" is eight or more hours per day.

## GLOSSARY OF ABBREVIATIONS

<b>AA</b>	Associate of Arts	<b>EPSDT</b>	Early Periodic Screening, Diagnosis, and Treatment
<b>ACF</b>	Administration for Children and Families	<b>ESI-R</b>	Early Screening Inventory-Revised
<b>AEPS(i)</b>	Assessment, Evaluation, and Programming System for Infants and Children (interactive)	<b>ESL</b>	English as a Second Language
<b>ARRA</b>	American Recovery and Reinvestment Act	<b>EVT</b>	Expressive Vocabulary Test
<b>ASQ(SE)</b>	Ages and Stages Questionnaires (Social-Emotional)	<b>FCCERS</b>	Family Child Care Environment Rating Scale
<b>AYP</b>	Adequate Yearly Progress (No Child Left Behind)	<b>FPL</b>	Federal Poverty Level
<b>B–</b>	Denotes that the age range covered by a teaching license begins at birth (e.g., B–3 = birth–grade 3)	<b>FTE</b>	Full-time Equivalent
<b>BA</b>	Bachelor of Arts	<b>FY</b>	Fiscal Year
<b>BS</b>	Bachelor of Science	<b>GED</b>	General Equivalency Diploma
<b>BMI</b>	Body Mass Index	<b>GGG</b>	Get It, Got It, Go
<b>BRI</b>	Basic Reading Inventory	<b>HdSt</b>	Head Start
<b>BS</b>	Bachelor of Science	<b>HSD</b>	High School Diploma
<b>CACFP</b>	Child and Adult Care Food Program	<b>IDEA</b>	Individuals with Disabilities Education Act
<b>CBO</b>	Community-Based Organization	<b>IEP</b>	Individualized Education Plan
<b>CC</b>	Child Care	<b>IFSP</b>	Individualized Family Service Plan
<b>CCDF</b>	Child Care and Development Fund	<b>K</b>	Kindergarten
<b>CCSS</b>	Common Core State Standards	<b>KRAL</b>	Kindergarten Readiness Assessment Literacy
<b>CD</b>	Child Development	<b>LEA</b>	Local Education Agency
<b>CDA</b>	Child Development Associate credential	<b>LELA</b>	Language and Emerging Literacy Assessment
<b>CEU</b>	Continuing Education Unit	<b>MA</b>	Master of Arts
<b>CLASS</b>	Classroom Assessment Scoring System	<b>N–</b>	Denotes that the age range covered by a teaching license begins at nursery (e.g., N–3 = nursery–grade 3)
<b>COR</b>	HighScope Child Observation Record	<b>NA</b>	Not Applicable
<b>DIAL</b>	Developmental Indicators for the Assessment of Learning	<b>NAEYC</b>	National Association for the Education of Young Children
<b>DIBELS</b>	Dynamic Indicators of Basic Early Literacy Skills	<b>NCLB</b>	No Child Left Behind
<b>DLL</b>	Dual Language Learner	<b>NEGP</b>	National Education Goals Panel
<b>DOE</b>	Department of Education	<b>NSBP/NSLP</b>	National School Breakfast/Lunch Program
<b>DRA</b>	Developmental Reading Assessment	<b>NSLP</b>	National School Lunch Program
<b>DSC</b>	Developing Skills Checklist	<b>PALS</b>	Phonological Awareness Literacy Screening
<b>EC</b>	Early Childhood	<b>P–</b>	Denotes that the age range covered by a teaching license begins at preschool (e.g., P–4 = preschool–grade 4)
<b>ECE</b>	Early Childhood Education	<b>PIR</b>	Program Information Report (Head Start)
<b>ECERS-R</b>	Early Childhood Environment Rating Scale-Revised	<b>PPVT</b>	Peabody Picture Vocabulary Test
<b>ECSE</b>	Early Childhood Special Education	<b>Pre-K</b>	Prekindergarten
<b>ECHOS</b>	Early Childhood Observation System	<b>QRIS</b>	Quality Rating and Improvement System
<b>Ed.D</b>	Doctor of Education Degree	<b>RTT</b>	Race to the Top
<b>Ed.S</b>	Educational Specialist Degree	<b>SMI</b>	State Median Income
<b>EE</b>	Elementary Education	<b>SpEd</b>	Special Education
<b>ELAS</b>	Early Learning Assessment System	<b>TANF</b>	Temporary Assistance to Needy Families
<b>ELL</b>	English Language Learner	<b>T.E.A.C.H.</b>	Teacher Education and Compensation Helps (T.E.A.C.H. Early Childhood® Project)
<b>ELLCO</b>	Early Language and Literacy Classroom Observation	<b>USDA</b>	United States Department of Agriculture
<b>ELS</b>	Early Learning Standards	<b>WSS</b>	Work Sampling System
<b>EOWPVT</b>	Expressive One-Word Picture Vocabulary Test		

**From:** [Phillips, Eric Falk](#)  
**To:** "[Leslie Patterson](#)"  
**Subject:** RE: can you send me the most recent release and if you have the full final report yet? thanks.  
**Date:** Monday, May 09, 2016 5:27:14 PM

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Thanks a lot

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**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Monday, May 09, 2016 5:25 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: can you send me the most recent release and if you have the full final report yet? thanks.

Hi Eric,

Attached are the most recent versions of the national and NY-specific press release. Also attached is the most updated version of the report, but they are still making changes, so this isn't quite final.

Thanks,  
Leslie

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 4:58 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** can you send me the most recent release and if you have the full final report yet? thanks.

Eric Phillips  
Deputy Director of Communications for Special Projects  
New York City Mayor's Office, City Hall  
(o) 212-341-5031 (c) 917-291-0166  
[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)

**From:** [Phillips, Eric Falk](#)  
**To:** "Steve Barnett"  
**Cc:** [Leslie Patterson](#); [Daniel, Michaela](#)  
**Subject:** RE: City/State Speakers  
**Date:** Monday, May 09, 2016 6:25:39 PM

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No problem. Will do. Thanks.

**From:** Steve Barnett [mailto:sbarnett@nieer.org]  
**Sent:** Monday, May 09, 2016 6:25 PM  
**To:** Phillips, Eric Falk  
**Cc:** Leslie Patterson; Daniel, Michaela  
**Subject:** Re: City/State Speakers

Hi Eric: The last is best from our perspective. This is a national event and we don't want it to seem too local. Thanks. Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Mon, May 9, 2016 at 6:14 PM, Phillips, Eric Falk <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)> wrote: Steve and Leslie – we'd like to invite Speakers Heastie and Viverito to Thursday's event. Odds are low they'll be able to make it, but I think extending the invite is a smart move in the broader effort. With your OK, we'd say a hard two minutes tops for any remarks of theirs. Please let me know if we're clear to extend the offer. Or, similarly, if your team would like to extend it on your own channel. We can also cover them with a purely informational heads-up and extend no official role in the programming. Whatever you feel most comfortable with. Thanks.

Eric

Eric Phillips  
Deputy Director of Communications for Special Projects  
New York City Mayor's Office, City Hall  
(o) [212-341-5031](tel:212-341-5031) (c) [917-291-0166](tel:917-291-0166)  
[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)

**From:** [Grybauskas, Natalie](#)  
**To:** [Dan Levitan](#)  
**Subject:** Re: Bronx  
**Date:** Monday, May 09, 2016 8:07:47 PM

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I'll find out

Sent from mobile

On May 9, 2016, at 11:05 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Looking like week of 23<sup>rd</sup>. Any day that works?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Leslie Patterson](#)  
**To:** [Grybauskas, Stefan](#); [Phillips, Eric Falk](#); "Steve Barnett"; [Gross, Dan](#)  
**Cc:** [Coney, Javon](#); [Daniel, Michaela](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Tuesday, May 10, 2016 10:56:06 AM

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Wonderful – thanks!

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**From:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 10:49 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Leslie,

Regarding the podium, sound, etc. Javon will bring and facilitate set up. We can take care of all of that.

Thanks

Stefan Grybauskas  
Director of Advance  
Office of the Mayor  
City of New York  
C: 347-515-5874

Sent from my BlackBerry 10 smartphone.

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**From:** Leslie Patterson  
**Sent:** Tuesday, May 10, 2016 10:45 AM  
**To:** Phillips, Eric Falk; 'Steve Barnett'; Gross, Dan  
**Cc:** Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

---

Hi Eric -

Thank you so much. This sounds great to us. And just to confirm, since you'll all be bringing the Mayor's podium, we don't need to worry about a mic stand or anything?

Also, below is an updated ROS based on changes we've discussed. Let me know if you see any issues here (also, we know Mayor might not get there until 1:15pm).

1-1:15pm: Speakers in holding room, last minute prep/questions  
1:15pm: Welcome remarks from program director  
1:17pm: Steve Barnett's remarks  
1:22pm: Mayor's remarks



1:30pm: Randi Weingarten's remarks  
1:35pm: General Hall's remarks  
1:40pm: Libby Doggett's remarks  
1:45pm: Mayor speaks to parents (3-5mins)  
1:50pm: Libby reads to children  
2:00pm: End

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 10:18 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Steve and Leslie, based on our walkthrough, our thought is that we can do the program in room 6. Backdrop is a classroom that the school will adorn with extra classroomy things. We'll have the mayor's podium and 4 or 5 seats off to the side of the podium for program speakers to sit in when they are not at the podium speaking. The space isn't very large, but we could put down 30-50 chairs and have press set up on the floor along the back of the room. After the speaking program, we could have the mayor move into the foyer area right next to room 6 to talk with some of the parents while standing. Press could capture some of this from the corner of the foyer.

How does this sound to your team?

---

**From:** Phillips, Eric Falk  
**Sent:** Monday, May 09, 2016 3:16 PM  
**To:** 'Leslie Patterson'; Steve Barnett; Gross, Dan  
**Cc:** Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Sorry – we all agree the book-reading would have been nice but unfortunately the Mayor's had something come up on the backend of the event that is pressing our schedule. We'll have to cut that portion. He'll have a security detail and three or four staff with him for the event. 1:15 push up for a start time works. Thanks.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Monday, May 09, 2016 2:59 PM  
**To:** Steve Barnett; Gross, Dan  
**Cc:** Grybauskas, Stefan; Phillips, Eric Falk; Coney, Javon; Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi all – checking back on reading question and guest count for the Mayor's team.

Thanks so much,  
Leslie

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**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Monday, May 9, 2016 at 12:21 PM  
**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Book reading is probably the best visual the Mayor will get on national networks--people respond emotionally to this demonstration of what the Mayor's initiative is really about and how much he cares in way it is difficult to get with a speech.

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Mon, May 9, 2016 at 10:49 AM, Gross, Dan <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)> wrote:  
Hi Leslie, we will move the timing on our end to 1:15. Would we need to cut the book reading on the back end. Also, can you have someone from your team join Javon for the walkthrough?

Thanks,  
Dan Gross  
Deputy Communications Director  
Office of Mayor Bill de Blasio  
(O) [212-341-0011](tel:212-341-0011)  
(C) [917-428-1692](tel:917-428-1692)  
[dgross@cityhall.nyc.gov](mailto:dgross@cityhall.nyc.gov)

On May 9, 2016, at 10:25 AM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

Hi Stefan and Javon,

Yes, I don't think that should be a problem. Let me know what day/time you were thinking and I can see if someone from the preschool can do a walkthrough with you.

Javon – please also see my questions below and let me know the answers when you have a moment.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 10:08 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Leslie,

Would someone be able to do a walkthrough with my colleague Javon Coney, cc'ed here, today? He is going to be lead on this event from my team.

Stefan Grybauskas  
Director of Advance  
Office of the Mayor  
City of New York  
C: [347-515-5874](tel:347-515-5874)

Sent from my BlackBerry 10 smartphone.

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**From:** Leslie Patterson  
**Sent:** Monday, May 9, 2016 9:41 AM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; 'Steve Barnett'; Grybauskas, Stefan  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

Wanted to make sure you saw this last week. Let me know if you have any questions on it. Also made a couple updates based on new confirmed speakers.

Also wanted to raise a question about timing – we are a little worried about parents starting to come pick up their kids from preschool in the middle of our event. I wonder if there's any possibility of bumping the event up to 1pm or 1:15pm. Understand if the Mayor's schedule doesn't allow for that, but let us know if there's any flexibility.

Additionally, as soon as you can, we need a list of who will be accompanying the Mayor or, at the least, a number of how many people will be with him.

Please let me know when you have a moment.

Thanks,  
Leslie

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**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Date:** Friday, May 6, 2016 at 1:47 PM  
**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

We have the speakers giving their remarks at a podium/elevated stage, an audience of maybe 50 people or so, including parents, the Mayor stepping off stage after the formal remarks to talk to a group of parents, and then the Mayor going to read to a group of kids in another part of the room. It will be in a classroom, so the visuals of a pre-K classroom at Sugar Hill Museum's preschool will be incorporated. The run of show we agreed on with Eric is:

- 
- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Randi Weingarten, AFT
- Michael S. Hall, Major General, U.S. Air Force (Retired)
- Libby Doggett from the DOE
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

If that doesn't answer the question, can you let me know a little more specifically what you mean by visuals?

Thanks,  
Leslie

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**From:** Gross, Dan  
**Sent:** Friday, May 06, 2016 12:52 PM  
**To:** 'Leslie Patterson'; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett

**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Leslie. Any sense on a visual? I'm adding Stefan, the Mayor's Advance Director to the chain to coordinate a walkthrough.

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: [212.341.0011](tel:212.341.0011) | c: [917.428.1692](tel:917.428.1692)

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**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,  
Leslie  
--

Leslie Patterson  
BerlinRosen Public Affairs  
[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 11:29 AM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: [212.341.0011](tel:212.341.0011) | c: [917.428.1692](tel:917.428.1692)

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**From:** Phillips, Eric Falk  
**Sent:** Friday, May 06, 2016 11:23 AM  
**To:** 'Leslie Patterson'  
**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

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**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 12:06 PM  
**To:** Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 3, 2016 at 5:45 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

“High-quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization,

these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids ~~and our states.~~” than to invest in their early education.”

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

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**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you’re well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It’s attached here – would Mayor de Blasio and your office be open to that? We’d welcome feedback and edits, if so, and we’re hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell

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

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**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Date:** Thursday, April 28, 2016 at 2:55 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,



Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Thanks so much – this was really helpful. I'm connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela

<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,  
Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [<mailto:sbarnett@nieer.org>]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all

of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!  
Michaela

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify  
who the press leads are over here.  
Should be able to have the right person  
tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for  
Devora and Jessica from DOE and CH  
communications.

He has a couple questions related to other

elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

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**From:** Daniel, Michaela  
[<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding

through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Subject:** Re:  
**Date:** Tuesday, May 10, 2016 11:48:01 AM

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Definitely a mix!

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 11:03 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** <no subject>

Who do we think the 50 attendees will be? all parents? Or a mix of parents, teachers, staff, advocates etc.

Eric Phillips  
Deputy Director of Communications for Special Projects  
New York City Mayor's Office, City Hall  
(o) 212-341-5031 (c) 917-291-0166  
[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Cc:** ["Steve Barnett"](#)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?  
**Date:** Tuesday, May 10, 2016 11:48:23 AM

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+Steve

We're compiling bios today and should have something to share with you a bit later.

Thanks!  
Leslie

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 11:41 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Do you have Hall's bio somewhere?

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Tuesday, May 10, 2016 11:00 AM  
**To:** Phillips, Eric Falk; 'Steve Barnett'; Gross, Dan  
**Cc:** Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Great!

Gen. Hall is a retired General in the US Air Force, who will be speaking to the biz/workforce prep case for preschool.

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 10:54 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

ROS looks good. Who's General Hall?

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Tuesday, May 10, 2016 10:45 AM  
**To:** Phillips, Eric Falk; 'Steve Barnett'; Gross, Dan  
**Cc:** Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric -

Thank you so much. This sounds great to us. And just to confirm, since you'll all be bringing the Mayor's podium, we don't need to worry about a mic stand or anything?

Also, below is an updated ROS based on changes we've discussed. Let me know if you see any issues here (also, we know Mayor might not get there until 1:15pm).

1-1:15pm: Speakers in holding room, last minute prep/questions  
1:15pm: Welcome remarks from program director  
1:17pm: Steve Barnett's remarks  
1:22pm: Mayor's remarks  
1:30pm: Randi Weingarten's remarks  
1:35pm: General Hall's remarks  
1:40pm: Libby Doggett's remarks  
1:45pm: Mayor speaks to parents (3-5mins)  
1:50pm: Libby reads to children  
2:00pm: End

Thanks!  
Leslie

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 10:18 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Steve and Leslie, based on our walkthrough, our thought is that we can do the program in room 6. Backdrop is a classroom that the school will adorn with extra classroomy things. We'll have the mayor's podium and 4 or 5 seats off to the side of the podium for program speakers to sit in when they are not at the podium speaking. The space isn't very large, but we could put down 30-50 chairs and have press set up on the floor along the back of the room. After the speaking program, we could have the mayor move into the foyer area right next to room 6 to talk with some of the parents while standing. Press could capture some of this from the corner of the foyer.

How does this sound to your team?

---

**From:** Phillips, Eric Falk  
**Sent:** Monday, May 09, 2016 3:16 PM  
**To:** 'Leslie Patterson'; Steve Barnett; Gross, Dan  
**Cc:** Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** RE: Event-related questions -- can you forward us the contact info?



Sorry – we all agree the book-reading would have been nice but unfortunately the Mayor’s had something come up on the backend of the event that is pressing our schedule. We’ll have to cut that portion. He’ll have a security detail and three or four staff with him for the event. 1:15 push up for a start time works. Thanks.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Monday, May 09, 2016 2:59 PM  
**To:** Steve Barnett; Gross, Dan  
**Cc:** Grybauskas, Stefan; Phillips, Eric Falk; Coney, Javon; Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi all – checking back on reading question and guest count for the Mayor’s team.

Thanks so much,  
Leslie

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Monday, May 9, 2016 at 12:21 PM  
**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Book reading is probably the best visual the Mayor will get on national networks--people respond emotionally to this demonstration of what the Mayor's initiative is really about and how much he cares in way it is difficult to get with a speech.

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Mon, May 9, 2016 at 10:49 AM, Gross, Dan <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)> wrote:  
Hi Leslie, we will move the timing on our end to 1:15. Would we need to cut the book reading on the back end. Also, can you have someone from your team join Javon for the walkthrough?

Thanks,  
Dan Gross  
Deputy Communications Director  
Office of Mayor Bill de Blasio  
(O) [212-341-0011](tel:212-341-0011)  
(C) [917-428-1692](tel:917-428-1692)

[dgross@cityhall.nyc.gov](mailto:dgross@cityhall.nyc.gov)

On May 9, 2016, at 10:25 AM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

Hi Stefan and Javon,

Yes, I don't think that should be a problem. Let me know what day/time you were thinking and I can see if someone from the preschool can do a walkthrough with you.

Javon – please also see my questions below and let me know the answers when you have a moment.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell

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

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**From:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>

**Date:** Monday, May 9, 2016 at 10:08 AM

**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Leslie,

Would someone be able to do a walkthrough with my colleague Javon Coney, cc'ed here, today? He is going to be lead on this event from my team.

Stefan Grybauskas

Director of Advance

Office of the Mayor

City of New York

C: [347-515-5874](tel:347-515-5874)

Sent from my BlackBerry 10 smartphone.

---

**From:** Leslie Patterson

**Sent:** Monday, May 9, 2016 9:41 AM

**To:** Gross, Dan; Phillips, Eric Falk

**Cc:** Daniel, Michaela; 'Steve Barnett'; Grybauskas, Stefan  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

Wanted to make sure you saw this last week. Let me know if you have any questions on it. Also made a couple updates based on new confirmed speakers.

Also wanted to raise a question about timing – we are a little worried about parents starting to come pick up their kids from preschool in the middle of our event. I wonder if there's any possibility of bumping the event up to 1pm or 1:15pm. Understand if the Mayor's schedule doesn't allow for that, but let us know if there's any flexibility.

Additionally, as soon as you can, we need a list of who will be accompanying the Mayor or, at the least, a number of how many people will be with him.

Please let me know when you have a moment.

Thanks,  
Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Date:** Friday, May 6, 2016 at 1:47 PM  
**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

We have the speakers giving their remarks at a podium/elevated stage, an audience of maybe 50 people or so, including parents, the Mayor stepping off stage after the formal remarks to talk to a group of parents, and then the Mayor going to read to a group of kids in another part of the room. It will be in a classroom, so the visuals of a pre-K classroom at Sugar Hill Museum's preschool will be incorporated. The run of show we agreed on with Eric is:

- 
- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Randi Weingarten, AFT
- Michael S. Hall, Major General, U.S. Air Force (Retired)
- Libby Doggett from the DOE
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).

- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

If that doesn't answer the question, can you let me know a little more specifically what you mean by visuals?

Thanks,  
Leslie

---

**From:** Gross, Dan  
**Sent:** Friday, May 06, 2016 12:52 PM  
**To:** 'Leslie Patterson'; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Leslie. Any sense on a visual? I'm adding Stefan, the Mayor's Advance Director to the chain to coordinate a walkthrough.

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: [212.341.0011](tel:212.341.0011) | c: [917.428.1692](tel:917.428.1692)

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**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs

[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 11:29 AM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: [212.341.0011](tel:212.341.0011) | c: [917.428.1692](tel:917.428.1692)

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**From:** Phillips, Eric Falk  
**Sent:** Friday, May 06, 2016 11:23 AM  
**To:** 'Leslie Patterson'  
**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 12:06 PM  
**To:** Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 3, 2016 at 5:45 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

“High-quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states than to invest in their early education.”

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

---

**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below, and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

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**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs  
[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Thursday, April 28, 2016 at 2:55 PM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)  
Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Thanks so much – this was really helpful. I’m connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.



Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)  
Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,  
Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you

tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela"  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone –

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this – can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!  
Michaela

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here.  
Should be able to have the right person

tomorrow or Wed. Thanks!

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

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**From:** Daniel, Michaela  
[<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016 4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow

to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Wednesday, April 20, 2016 3:09 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

<image001.jpg>

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives (formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

**From:** [Phillips, Eric Falk](#)  
**To:** "[Leslie Patterson](#)"  
**Subject:** RE: ?  
**Date:** Tuesday, May 10, 2016 4:12:13 PM

---

All good.

---

**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Tuesday, May 10, 2016 4:10 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: ?

So sorry about this, someone from NIEER (who was not supposed to be doing their social media) tweeted this without looking at the headline. It's been taken down, and we're really sorry about the oversight!

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 3:53 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** ?

**NIEER** [@PreschoolToday](#) 2h2 hours ago  
City Parents Disgruntled Over [@BilldeBlasio](#)'s [#pre-K](#) Program. [#NY#NYC#universal](#)

Eric Phillips  
Deputy Director of Communications for Special Projects  
New York City Mayor's Office, City Hall  
(o) 212-341-5031 (c) 917-291-0166  
[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)

**From:** [Phillips, Eric Falk](#)  
**To:** ["Steve Barnett"](#)  
**Cc:** [Leslie Patterson](#); [Gross, Dan](#); [Grybauskas, Stefan](#); [Coney, Javon](#); [Daniel, Michaela](#)  
**Subject:** RE: Video  
**Date:** Tuesday, May 10, 2016 5:23:03 PM

---

Assuming the building doesn't block the signal, our team will be live-streaming on nyc.gov and you and your shop can send out that link from your side if you wish.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Tuesday, May 10, 2016 5:11 PM  
**To:** Phillips, Eric Falk  
**Cc:** Leslie Patterson; Gross, Dan; Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** Video

Hi--Is it OK to live stream if we figure out how to do it?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

**From:** [Grybauskas, Natalie](#)  
**To:** [Dan Levitan](#)  
**Subject:** Cross street?  
**Date:** Tuesday, May 10, 2016 6:34:09 PM

---

As soon as you can!! Pls and thank you.

Sent from mobile

**From:** [Phillips, Eric Falk](#)  
**To:** [Steve Barnett](#)  
**Cc:** [Leslie Patterson](#)  
**Subject:** RE: Mayors Bio and Pic  
**Date:** Wednesday, May 11, 2016 1:56:09 PM

---

<http://www1.nyc.gov/office-of-the-mayor/bio.page>

**From:** Steve Barnett [mailto:sbarnett@nieer.org]  
**Sent:** Wednesday, May 11, 2016 11:46 AM  
**To:** Phillips, Eric Falk  
**Cc:** Leslie Patterson; Gross, Dan; Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** Mayors Bio and Pic

Can you send me a bio and head shot for the Mayor to include in a handout for attendees?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360



**From:** [Phillips, Eric Falk](#)  
**To:** "[Leslie Patterson](#)"  
**Subject:** RE: Do you have more info on this USAF General? Even just a full name  
**Date:** Wednesday, May 11, 2016 2:29:54 PM

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thx

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**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Wednesday, May 11, 2016 2:22 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: Do you have more info on this USAF General? Even just a full name

Michael S. Hall

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Wednesday, May 11, 2016 at 2:12 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Do you have more info on this USAF General? Even just a full name

First name?

---

**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Wednesday, May 11, 2016 2:11 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: Do you have more info on this USAF General? Even just a full name

Yes, sorry. Bio here:

Mr. Hall is a founding member and Vice-President of PFA Consulting, a firm responsible for designing and delivering a wide range of leadership and organizational development programs for private and public clients. Representative client services include mediation, large group facilitation and employee coaching. PFA Consulting also provides strategic planning seminars for senior management and customized risk management programs, in addition to organizational assessments, training and development of policy and programs in sexual harassment prevention, diversity management, employment practices liability and ethics programs.

Prior to forming PFA Consulting, Mr. Hall was Commissioner (1992-1995) of the New York State Division of Military and Naval Affairs, the agency tasked with the administration of the Army and Air National Guard. As the Adjutant General, Mr. Hall provided visionary leadership during a difficult period of transition, effectively managing one-third of a billion dollars of state and federal funds. Mr. Hall devised and implemented a quality management program which resulted in an unprecedented record of excellence. He instituted a comprehensive, top-down ethics program, successfully resolving agency-wide compliance issues and actively recruited and assigned to positions of senior executive level responsibility previously underrepresented minority members.

Mr. Hall served as Chair of the New York State Disaster Preparedness Commission, (1992-1995), a multi-agency commission tasked with disaster preparedness and response for the State of New

York. Mr. Hall was responsible for the integration of the functions of over a dozen diverse agencies to create a cohesive disaster response team to protect the property and welfare of the citizens of the State.

Mr. Hall's distinguished career includes 27 years in the Air Force, including an assignment as the Commander of a Tactical Fighter Wing where he pioneered the use of F-16 aircraft to provide close air support. Mr. Hall served as the Senior Allied Air Liaison Officer during the first Gulf War and attained the rank of Major General before retiring in 1995.

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**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Date:** Wednesday, May 11, 2016 at 2:09 PM

**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** Do you have more info on this USAF General? Even just a full name

Eric Phillips

Deputy Director of Communications for Special Projects

New York City Mayor's Office, City Hall

(o) 212-341-5031 (c) 917-291-0166

[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)

**From:** [Phillips, Eric Falk](#)  
**To:** ["Leslie Patterson"](#)  
**Date:** Wednesday, May 11, 2016 4:18:06 PM

---

Is Steve MC tomorrow?

Sent from my BlackBerry 10 smartphone.

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Subject:** Re:  
**Date:** Wednesday, May 11, 2016 4:25:07 PM

---

will do

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Wednesday, May 11, 2016 at 4:23 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re:

Yes pls have Steve jump in after mayor

Sent from my BlackBerry 10 smartphone.

---

**From:** Leslie Patterson  
**Sent:** Wednesday, May 11, 2016 4:22 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re:

He will act as a quasi-MC, but our plan is to have each speaker introduce the next speaker when they're wrapping up. If that doesn't work for the Mayor, we'll have Steve jump in after he's finished to do that.

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Wednesday, May 11, 2016 at 4:18 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** <no subject>

Is Steve MC tomorrow?

Sent from my BlackBerry 10 smartphone.

**From:** [Grybauskas, Natalie](#)  
**To:** ["Dan Levitan"](#)  
**Subject:** RE: Timing  
**Date:** Wednesday, May 11, 2016 5:11:39 PM

---

Put in a comms request for this yesterday. I said "may 25<sup>th</sup> or days following" – waiting to hear from AH

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Wednesday, May 11, 2016 5:11 PM  
**To:** Grybauskas, Natalie  
**Subject:** Timing

Later part of week of 23<sup>rd</sup> somewhat better for us, personnel wise. How's it looking on your end?

--

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

**From:** [Leslie Patterson](#)  
**To:** [Phillips, Eric Falk](#)  
**Subject:** Re: Two Things  
**Date:** Wednesday, May 11, 2016 5:43:06 PM

---

Sounds good – thanks!

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Wednesday, May 11, 2016 at 5:36 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Two Things

Great. I'll be on site by 12:30 and find you guys before he arrives. I'll be on with Mayor while he's en route and we can make sure the handoff happens.

Sent from my BlackBerry 10 smartphone.

---

**From:** Leslie Patterson  
**Sent:** Wednesday, May 11, 2016 5:33 PM  
**To:** Phillips, Eric Falk  
**Subject:** Re: Two Things

---

Hi Eric,

That's too bad, but thanks for the heads up. Yes, Steve can meet the Mayor at the door. What's best way to facilitate that? Whoever is with the Mayor can call my cell [REDACTED] when he's arriving, or Steve's [REDACTED]

Let me know.

Thanks,  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Wednesday, May 11, 2016 at 5:05 PM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Two Things

Mayor has to leave following program tomorrow, unfortunately. We'll have to cut the 5 minutes of parent meets after it.

Can Steve meet the mayor at door when he arrives? Me and Javon from our advance team will be there beforehand to help coordinate the handoff but Mayor will want to meet Steve quick and walk into event with him. That work?

Eric Phillips  
Deputy Director of Communications for Special Projects

New York City Mayor's Office, City Hall  
(o) 212-341-5031 (c) 917-291-0166  
[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)

**From:** [Phillips, Eric Falk](#)  
**To:** [Leslie Patterson](#)  
**Subject:** Fw: UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR THURSDAY, MAY 12, 2016  
**Date:** Thursday, May 12, 2016 12:43:45 PM  
**Attachments:** [image001.png](#)

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Sent from my BlackBerry 10 smartphone.

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**From:** Mayor's Press Office <pressoffice@cityhall.nyc.gov>  
**Sent:** Thursday, May 12, 2016 12:13 PM  
**To:** Mayor's Press Office  
**Subject:** UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR THURSDAY, MAY 12, 2016

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

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR  
THURSDAY, MAY 12, 2016**

***\*\*Updated address for Sugar Hill Museum Preschool\*\****

*On Thursday, Mayor de Blasio will deliver remarks at the unveiling of the National Institute for Early Education Research's annual State of Preschool report. This event is open press, and there will be no Q-and-A.*

*In the evening, the Mayor will attend his birthday celebration. This event is closed press.*

**Press Schedule**

**1:15 PM – Delivers Remarks at Unveiling of National Institute for Early Education Research's Annual, State of Preschool Report**

Sugar Hill Museum Preschool  
898 St. Nicholas Avenue at 155th Street  
New York, NY 10032

*Footage will be provided by NYC Media and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.*

###



**From:** [Phillips, Eric Falk](#)  
**To:** [Steve Barnett](#)  
**Cc:** [Leslie Patterson](#); [Gross, Dan](#); [Grybauskas, Stefan](#); [Coney, Javon](#); [Daniel, Michaela](#)  
**Subject:** Re: Idea and thank you  
**Date:** Friday, May 13, 2016 2:51:52 AM

---

Great idea. Thanks so much, Steve. Great working with you - and we look forward to more progress together in the future.

Sent from my BlackBerry 10 smartphone.

---

**From:** Steve Barnett  
**Sent:** Thursday, May 12, 2016 8:12 PM  
**To:** Phillips, Eric Falk  
**Cc:** Leslie Patterson; Gross, Dan; Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** Idea and thank you

---

Thanks for our participation the Mayor is great on Pre-K and you might pitch him to Fareed Zakaria GPS as this is an issue he mentions often  
Sent from my iPhone

On May 10, 2016, at 10:54 AM, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)> wrote:

ROS looks good. Who's General Hall?

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Tuesday, May 10, 2016 10:45 AM  
**To:** Phillips, Eric Falk; 'Steve Barnett'; Gross, Dan  
**Cc:** Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric -

Thank you so much. This sounds great to us. And just to confirm, since you'll all be bringing the Mayor's podium, we don't need to worry about a mic stand or anything?

Also, below is an updated ROS based on changes we've discussed. Let me know if you see any issues here (also, we know Mayor might not get there until 1:15pm).

1-1:15pm: Speakers in holding room, last minute prep/questions  
1:15pm: Welcome remarks from program director  
1:17pm: Steve Barnett's remarks  
1:22pm: Mayor's remarks  
1:30pm: Randi Weingarten's remarks

1:35pm: General Hall's remarks  
1:40pm: Libby Doggett's remarks  
1:45pm: Mayor speaks to parents (3-5mins)  
1:50pm: Libby reads to children  
2:00pm: End

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** Tuesday, May 10, 2016 at 10:18 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Steve and Leslie, based on our walkthrough, our thought is that we can do the program in room 6. Backdrop is a classroom that the school will adorn with extra classroomy things. We'll have the mayor's podium and 4 or 5 seats off to the side of the podium for program speakers to sit in when they are not at the podium speaking. The space isn't very large, but we could put down 30-50 chairs and have press set up on the floor along the back of the room. After the speaking program, we could have the mayor move into the foyer area right next to room 6 to talk with some of the parents while standing. Press could capture some of this from the corner of the foyer.

How does this sound to your team?

---

**From:** Phillips, Eric Falk  
**Sent:** Monday, May 09, 2016 3:16 PM  
**To:** 'Leslie Patterson'; Steve Barnett; Gross, Dan  
**Cc:** Grybauskas, Stefan; Coney, Javon; Daniel, Michaela  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Sorry – we all agree the book-reading would have been nice but unfortunately the Mayor's had something come up on the backend of the event that is pressing our schedule. We'll have to cut that portion. He'll have a security detail and three or four staff with him for the event. 1:15 push up for a start time works. Thanks.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Monday, May 09, 2016 2:59 PM  
**To:** Steve Barnett; Gross, Dan  
**Cc:** Grybauskas, Stefan; Phillips, Eric Falk; Coney, Javon; Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi all – checking back on reading question and guest count for the Mayor's team.

Thanks so much,  
Leslie

---

**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Date:** Monday, May 9, 2016 at 12:21 PM  
**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Cc:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[FFPhillips@cityhall.nyc.gov](mailto:FFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>, "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Book reading is probably the best visual the Mayor will get on national networks--people respond emotionally to this demonstration of what the Mayor's initiative is really about and how much he cares in way it is difficult to get with a speech.

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: (848) 932-4350  
Fax: (732) 932-4360

On Mon, May 9, 2016 at 10:49 AM, Gross, Dan <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)> wrote:  
Hi Leslie, we will move the timing on our end to 1:15. Would we need to cut the book reading on the back end. Also, can you have someone from your team join Javon for the walkthrough?

Thanks,  
Dan Gross  
Deputy Communications Director  
Office of Mayor Bill de Blasio  
(O) [212-341-0011](tel:212-341-0011)  
(C) [917-428-1692](tel:917-428-1692)  
[dgross@cityhall.nyc.gov](mailto:dgross@cityhall.nyc.gov)

On May 9, 2016, at 10:25 AM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

Hi Stefan and Javon,

Yes, I don't think that should be a problem. Let me know what day/time you were thinking and I can see if someone from the preschool can do a walkthrough with you.

Javon – please also see my questions below and let me know the answers when you have a moment.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

---

**From:** "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Date:** Monday, May 9, 2016 at 10:08 AM  
**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>, "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, "Coney, Javon" <[JConey@cityhall.nyc.gov](mailto:JConey@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Leslie,

Would someone be able to do a walkthrough with my colleague Javon Coney, cc'ed here, today? He is going to be lead on this event from my team.

Stefan Grybauskas  
Director of Advance  
Office of the Mayor  
City of New York  
C: [347-515-5874](tel:347-515-5874)

Sent from my BlackBerry 10 smartphone.

---

**From:** Leslie Patterson  
**Sent:** Monday, May 9, 2016 9:41 AM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; 'Steve Barnett'; Grybauskas, Stefan  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

Wanted to make sure you saw this last week. Let me know if you have any questions on it. Also made a couple updates based on new confirmed speakers.

Also wanted to raise a question about timing – we are a little worried about parents starting to come pick up their kids from preschool in the middle of our event. I wonder if there's any possibility of bumping the event up to 1pm or 1:15pm. Understand if the Mayor's schedule doesn't allow for that, but let us know if there's any flexibility.

Additionally, as soon as you can, we need a list of who will be accompanying the Mayor or, at the least, a number of how many people will be with him.

Please let me know when you have a moment.

Thanks,  
Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Date:** Friday, May 6, 2016 at 1:47 PM  
**To:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>, "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, 'Steve Barnett' <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>, "Grybauskas, Stefan" <[SGrybauskas@cityhall.nyc.gov](mailto:SGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

We have the speakers giving their remarks at a podium/elevated stage, an audience of maybe 50 people or so, including parents, the Mayor stepping off stage after the formal remarks to talk to a group of parents, and then the Mayor going to read to a group of kids in another part of the room. It will be in a classroom, so the visuals of a pre-K classroom at Sugar Hill Museum's preschool will be incorporated. The run of show we agreed on with Eric is:

- 
- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Randi Weingarten, AFT
- Michael S. Hall, Major General, U.S. Air Force (Retired)
- Libby Doggett from the DOE
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

If that doesn't answer the question, can you let me know a little more specifically what you mean by visuals?

Thanks,  
Leslie

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**From:** Gross, Dan  
**Sent:** Friday, May 06, 2016 12:52 PM  
**To:** 'Leslie Patterson'; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Leslie. Any sense on a visual? I'm adding Stefan, the Mayor's Advance Director to the chain to coordinate a walkthrough.

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: [212.341.0011](tel:212.341.0011) | c: [917.428.1692](tel:917.428.1692)

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**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 12:19 PM  
**To:** Gross, Dan; Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Dan,

We're still working to finalize some of these details, but currently the plan is to hold the event in one of the classrooms at the Sugar Hill Museum preschool. There will be an area, possibly elevated, where the speakers make their remarks, and there would also be an area set up for the Mayor to read to a group of kids for a couple minutes in another portion of the room.

We're still working with the preschool to figure out which room and additional details, but do please let me know what specifics you'll need and also if the Mayor be bringing his own podium.

Thanks,  
Leslie

--

Leslie Patterson  
BerlinRosen Public Affairs  
[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell  
[Leslie@berlinrosen.com](mailto:Leslie@berlinrosen.com)

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**From:** "Gross, Dan" <[DGross@cityhall.nyc.gov](mailto:DGross@cityhall.nyc.gov)>  
**Date:** Friday, May 6, 2016 at 11:29 AM  
**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks Eric. Leslie, can you provide me information on the location and the current set up plans? Visuals, ect...

Thanks,

**Dan Gross** | Office of Mayor Bill de Blasio  
Deputy Director of Communications for Planning and Execution  
o: [212.341.0011](tel:212.341.0011) | c: [917.428.1692](tel:917.428.1692)

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**From:** Phillips, Eric Falk  
**Sent:** Friday, May 06, 2016 11:23 AM  
**To:** 'Leslie Patterson'  
**Cc:** Daniel, Michaela; Steve Barnett; Gross, Dan  
**Subject:** RE: Event-related questions -- can you forward us the contact info?

Thanks for the offer, but we're going to pass on the op-ed. I'm including a colleague of mine, Dan Gross, who will be leading the discussion on event logistics from our side.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 12:06 PM  
**To:** Phillips, Eric Falk  
**Cc:** Daniel, Michaela; Steve Barnett  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Wanted to check back on the op-ed and see if you've had a chance to look/make edits at all. Hoping to start pitching this week to place in conjunction with release next Thurs.

Thanks!  
Leslie

---

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Date:** Tuesday, May 3, 2016 at 5:45 PM

**To:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks, Leslie. I'll take a look at the piece and get back to you tomorrow on it. I edited the quote below, and it's approved to use with these small changes. I also edited the ROS, below that. Note the cut on Q&A and, when you can, please send me the title of the book at least a few days beforehand

"High-quality early education is a necessity, not a luxury," said New York City Mayor Bill de Blasio. "Here in New York, we've seen firsthand that action by city and state governments can lift enrollment and the quality of education for tens of thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There's no better way to ensure future success for our kids ~~and our states.~~ than to invest in their early education."

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

---

**From:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Monday, May 2, 2016 at 11:49 AM

**To:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Hope you're well and had a nice weekend. Wanted to check in on the below,



and also share with you an op-ed that we would love for the Mayor to co-sign. It's attached here – would Mayor de Blasio and your office be open to that? We'd welcome feedback and edits, if so, and we're hoping to place in a high-value NYC target around the release.

Additionally, attached is the NYC section of the executive summary in the report, for reference.

Let me know if you have any questions, and what we can move forward on. Thanks!

Leslie

---

**From:** Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Date:** Friday, April 29, 2016 at 4:58 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric,

Thanks for checking in. Attached is the most recent version of the release, with the proposed quote for the Mayor below:

“High quality early education is a necessity, not a luxury,” said New York City Mayor Bill de Blasio. “Here in New York, we’ve seen first hand that action by state governments can lift enrollment and quality for thousands of children in our communities. At a time of political polarization, these initiatives receive wide bipartisan support – and for good reason. There’s no better way to ensure future success for our kids and our states.”

Steve, can you also send Eric the most up to date version of the report when you have a moment?

For the run of show, we are suggesting:

- Welcome from program director
- Steve's remarks (3-5 min)
- The Mayor
- Tentative: Either labor leader (Randi Weingarten AFT possible) or business leader
- Libby Doggett from the DOE
- Q and A
- Then Mayor leaves stage and has 5 minute conversation with parents

- about what pre-K has done for their children and families (on camera).
- Then Mayor goes to classroom where Mayor reads short book or part of book to kids on camera.

Let me know what else we can get you.

Thanks,

Leslie

--

Leslie Patterson

BerlinRosen Public Affairs

[646.200.5326](tel:646.200.5326) desk // [561.801.5963](tel:561.801.5963) cell

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

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**From:** Steve Barnett <[sbarnett@nieer.org](mailto:sbarnett@nieer.org)>

**Date:** Thursday, April 28, 2016 at 2:55 PM

**To:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>

**Cc:** "Daniel, Michaela" <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)>, Leslie <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>

**Subject:** Re: Event-related questions -- can you forward us the contact info?

Hi Eric: I am connecting you with Leslie Patterson at Berlin Rosen who is handling press for us on the Yearbook release and this event. We need to get confirmation that the run of show is acceptable for the Mayor among other things.

Best,

Steve

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:(848)932-4350)

Fax: [\(732\) 932-4360](tel:(732)932-4360)

On Thu, Apr 28, 2016 at 12:36 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thanks so much – this was really helpful. I’m connecting you with Eric Phillips from our communications team so you guys can coordinate on details.

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]

**Sent:** Thursday, April 28, 2016 11:37 AM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Here you go with proposed quote for the Mayor highlighted in blue.

Here is our plan for run of show for the event.

Welcome from program director, my remarks (3-5 min), Mayor, business person if possible, labor leader (Randi Weingarten AFT possible). Q and A. Then Mayor leaves stage and has 5 minute conversation with parents about what pre-K has done for their children and families (on camera). Then go to classroom where Mayor reads short book or part of book to kids on camera.

Alternatives as speakers--representative from US DOE (Sec. King not available) or Jacqueline Jones from the Foundation for Child Development, or a parent.

Does the Mayor's office have a business representative they might like to feature or a state legislative leader?

W. Steven Barnett, Ph.D.  
Director  
National Institute for Early Education Research  
Rutgers University  
73 Easton Ave  
New Brunswick, NJ 08901

Phone: [\(848\) 932-4350](tel:8489324350)  
Fax: [\(732\) 932-4360](tel:7329324360)

On Thu, Apr 28, 2016 at 10:31 AM, Daniel, Michaela  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:  
Hi Steve –

Just a reminder to send those drafts – I am talking to our press folks at 12 and would love to have them with me.

Thanks,  
Michaela

---

**From:** Steve Barnett [mailto:[sbarnett@nieer.org](mailto:sbarnett@nieer.org)]  
**Sent:** Wednesday, April 27, 2016 4:02 PM  
**To:** Daniel, Michaela  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

I will have drafts. We have a final messaging meeting Thursday at 2

Sent from my iPhone

On Apr 27, 2016, at 3:59 PM, "Daniel, Michaela"  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Thank you! If it's possible for you to send it before noon, that would be fantastic.

---

**From:** Steve Barnett [<mailto:sbarnett@nieer.org>]  
**Sent:** Wednesday, April 27, 2016 3:59 PM  
**To:** Daniel, Michaela  
**Cc:** Betty Holcomb; Nancy Kolben  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Yes. I am traveling today but will pull it all together for you tomorrow.

Sent from my iPhone

On Apr 27, 2016, at 3:50 PM, "Daniel, Michaela"  
<[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Hi Everyone -

For now, it seems like I'm still the best point of contact on this.

As you can imagine, with yesterday's budget release, our communications team has been pretty busy, but I'm meeting with them about this tomorrow morning. Steve, if you have a proposed run of show, attendee list, press pitch, etc., can you please send all of that stuff my way?

Steve, I think you've been working with Sophia and her team on some pieces of this - can you please keep me looped on those emails? I just want to make sure we're all on the same page with so many chefs in this kitchen.

Thanks!

Michaela

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
]  
**Sent:** Tuesday, April 26, 2016 7:09 AM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Re: Event-related questions -- can you forward us the contact info?

Thanks so much--we look forward to hearing back  
Betty

Sent from my iPhone

On Apr 25, 2016, at 6:29 PM, Daniel, Michaela <[mdaniel@cityhall.nyc.gov](mailto:mdaniel@cityhall.nyc.gov)> wrote:

Sorry for the delay. Working to solidify who the press leads are over here. Should be able to have the right person tomorrow or Wed.  
Thanks!

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
]  
**Sent:** Thursday, April 21, 2016 4:06 PM  
**To:** Daniel, Michaela  
**Cc:** Nancy Kolben; [sbarnett@nieer.org](mailto:sbarnett@nieer.org)  
**Subject:** Event-related questions -  
- can you forward us the contact info?

Michaela,

Steve has a few questions about the event

Can you forward the full contact info for Devora and Jessica from DOE and CH communications.

He has a couple questions

related to other elected officials, prominent figures to include at the event. Is that the sort of thing that Devora and Jessica can field – or should that type of question come to you?

Just trying to keep things simple,

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives  
(formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

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**From:** Daniel, Michaela  
[<mailto:mdaniel@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 20, 2016  
4:27 PM  
**To:** Betty Holcomb  
**Cc:** Nancy Kolben  
**Subject:** RE: So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Happy to talk but if these are event-related questions, I'd love to loop you both with Devora and Jessica from DOE and CH communications.

---

**From:** Betty Holcomb  
[<mailto:bholcomb@centerforchildrensinitiatives.org>]  
**Sent:** Wednesday, April 20, 2016  
3:09 PM  
**To:** Daniel, Michaela

**Cc:** Nancy Kolben  
**Subject:** So wonderful on yearbook release -- do you have a few minutes today or tomorrow to discuss a few related details?

Michaela

THANK YOU so much for shepherding through the event for the Yearbook!

Nancy and I had a few minutes to catch up with Steve Barnett, and we have just a few details and questions we'd like to vet with you about the event.

Do you have a few minutes between now and Friday?

We are very flexible. We are thinking this would take not more than 15 minutes or so

Betty

*Please note our new company name, website and email.*

*<image001.jpg>*

*Betty Holcomb  
Policy Director  
Center for Children's Initiatives  
(formerly Child Care, Inc.)  
[bholcomb@ccinyc.org](mailto:bholcomb@ccinyc.org)  
[www.ccinyc.org](http://www.ccinyc.org)  
322 Eighth Ave, 4 Fl  
New York, NY 10001  
[212.381.0009](tel:212.381.0009) direct line  
[212.929.7604](tel:212.929.7604) ext 3004  
[212.929.5785](tel:212.929.5785) fax*

**From:** [Hinton, Karen](#)  
**To:** [Mayor's Press Office](#); [Finan, Austin](#)  
**Cc:** [@JustPressOffice](#); [Walzak, Phil](#); [Hagelgans, Andrea](#); [Dan Levitan](#)  
**Subject:** Re: INCO - A few fundraiser questions from Gawker  
**Date:** Friday, May 13, 2016 5:17:24 PM

---

This goes to Dan at Berlin Rosen.

Karen Hinton  
Press Secretary  
917-246-7692

**Follow me on Twitter @KarenHinton**

---

**From:** Mayor's Office <[pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov)>  
**Date:** Friday, May 13, 2016 at 4:38 PM  
**To:** Austin Finan <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>  
**Cc:** "@justpressoffice" <[JustPressOffice@cityhall.nyc.gov](mailto:JustPressOffice@cityhall.nyc.gov)>, Phil Walzak <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)>, Andrea Hagelgans <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
**Subject:** INCO - A few fundraiser questions from Gawker

AF -

**From:** Jordan Sargent [<mailto:jordan@gawker.com>]  
**Sent:** Friday, May 13, 2016 4:21 PM  
**To:** Mayor's Press Office  
**Subject:** A few fundraiser questions from Gawker

To whom it may concern:

I'm writing up a story on the Louis CK fundraiser last night for Gawker and I had a few questions I was hoping you could clarify for me:

1. Reports in Politico/DNAinfo etc quoted you guys as saying you raised \$500,000 once matching donations are counted. Is it equal matching on those donations or some other structure?
2. Who is matching those funds?
3. Was there a target amount you guys were expecting to hit w/ the fundraiser?
4. The NY Post in particular has insinuated that sales of tickets at the thousand-dollar level and above were low and instead you guys filled the crowd with attendees at the hundred dollar level. Can you confirm/deny that assertion?

Thanks  
Jordan



**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** FW: Bronx  
**Date:** Monday, May 16, 2016 4:01:04 PM

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**From:** Hagelgans, Andrea  
**Sent:** Monday, May 16, 2016 4:00 PM  
**To:** Grybauskas, Natalie; Richardson, Jerika  
**Subject:** RE: Bronx

I can't get you a date at this time. If they need to set a date, should move forward and I'll let you know if he could stop by

---

**From:** Grybauskas, Natalie  
**Sent:** Monday, May 16, 2016 12:15 PM  
**To:** Hagelgans, Andrea; Richardson, Jerika  
**Subject:** RE: Bronx

Should I tell them next week is possible or they should shoot for following week if they want him to go?

---

**From:** Grybauskas, Natalie  
**Sent:** Monday, May 16, 2016 11:51 AM  
**To:** Hagelgans, Andrea; Richardson, Jerika  
**Subject:** RE: Bronx

They are talking about next week, but would push back if there were a chance he could go.

---

**From:** Hagelgans, Andrea  
**Sent:** Monday, May 16, 2016 11:47 AM  
**To:** Grybauskas, Natalie; Richardson, Jerika  
**Subject:** RE: Bronx

He's not able to do it this week. We were looking at the next few weeks

---

**From:** Grybauskas, Natalie  
**Sent:** Monday, May 16, 2016 11:46 AM  
**To:** Richardson, Jerika; Hagelgans, Andrea  
**Subject:** FW: Bronx

Is this being considered or should I let Dan know to go ahead and plan event without considering mayor schedule?

---

**From:** Dan Levitan [\[mailto:dan@berlinrosen.com\]](mailto:dan@berlinrosen.com)  
**Sent:** Monday, May 16, 2016 11:45 AM  
**To:** Worman, Maya; Grybauskas, Natalie  
**Cc:** Jennifer Hensley; Stacey Levine; Ruth Fasoldt; Jovana Rizzo; CJ Macklin  
**Subject:** Bronx

Reaching out to see if we can set up a time to talk tomorrow or Wednesday to plan the Bronx event.  
Any word back on which day will be best?

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Dan Levitan](#)  
**To:** [Hinton, Karen](#)  
**Cc:** [Finan, Austin](#)  
**Subject:** RE: Response to Cuomo?  
**Date:** Tuesday, May 17, 2016 4:09:15 PM

---

Yup. Anyone else requesting?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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

From: Hinton, Karen [<mailto:KHinton@cityhall.nyc.gov>]  
Sent: Tuesday, May 17, 2016 4:06 PM  
To: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
Cc: Finan, Austin <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>  
Subject: FW: Response to Cuomo?

Are you handling this?

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

From: Walzak, Phil  
Sent: Tuesday, May 17, 2016 3:12 PM  
Cc: Hinton, Karen; Finan, Austin  
Subject: Re: Response to Cuomo?

I'd fwd to BR pls

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

Original Message  
From: Siff, Andrew (NBCUniversal)  
Sent: Tuesday, May 17, 2016 2:09 PM  
To: Walzak, Phil  
Cc: Hinton, Karen; Finan, Austin  
Subject: Response to Cuomo?

The Governor today said if the mayor is going to argue there's a conspiracy that would mean Bharara, Vance and Schneiderman are in on the conspiracy.  
He also added all he knows about fundraising investigations he's read in the papers. Any response?

Sent from my iPhone

**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"; [Worman, Maya](#)  
**Cc:** [Jennifer Hensley](#); [Stacey Levine](#); [Ruth Fasoldt](#); [Jovana Rizzo](#); [CJ Macklin](#); [Richardson, Jerika](#)  
**Subject:** RE: Bronx  
**Date:** Wednesday, May 18, 2016 11:12:25 AM

---

+ Jerika

Maya should lead on inviting electeds on city's behalf

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, May 17, 2016 3:44 PM  
**To:** Worman, Maya; Grybauskas, Natalie  
**Cc:** Jennifer Hensley; Stacey Levine; Ruth Fasoldt; Jovana Rizzo; CJ Macklin  
**Subject:** RE: Bronx

We are looking at 12:30 on Thursday the 26<sup>th</sup> for this now.

Please let us know when you can who will be attending.

Are you available for a quick call tomorrow to talk this through further? We'd like to invite a few local community groups to participate – assuming you are still handling invitations to electeds?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Dan Levitan  
**Sent:** Monday, May 16, 2016 11:45 AM  
**To:** 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Cc:** Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; CJ Macklin <[CJ.Macklin@berlinrosen.com](mailto:CJ.Macklin@berlinrosen.com)>  
**Subject:** Bronx

Reaching out to see if we can set up a time to talk tomorrow or Wednesday to plan the Bronx event. Any word back on which day will be best?

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Grybauskas, Natalie](#)  
**To:** ["Stacey Levine"](#)  
**Cc:** ["Worman, Maya"](#); ["Ruth Fasoldt"](#); ["Dan Levitan"](#); ["CJ Macklin"](#)  
**Subject:** RE: [Update] Bronx Groundbreaking Prep  
**Date:** Friday, May 20, 2016 10:16:58 AM

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Sorry, 1 and 3:30 – I'm on a 3:30 call.

---

**From:** Grybauskas, Natalie  
**Sent:** Friday, May 20, 2016 10:17 AM  
**To:** Stacey Levine  
**Cc:** Worman, Maya; Ruth Fasoldt; Dan Levitan; CJ Macklin  
**Subject:** RE: [Update] Bronx Groundbreaking Prep

Can we do sometime between 1 and 4?

---

**From:** Grybauskas, Natalie  
**Sent:** Friday, May 20, 2016 10:00 AM  
**To:** Stacey Levine  
**Cc:** Worman, Maya; Ruth Fasoldt; Dan Levitan; CJ Macklin  
**Subject:** Re: [Update] Bronx Groundbreaking Prep

I'm in council hearings this morning - thought maya could stand in for me, but if she didn't jump on we should reschedule for this afternoon.

Sent from mobile

On May 20, 2016, at 9:50 AM, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)> wrote:

I will open the line again at 10am.

On Fri, May 20, 2016 at 9:48 AM, Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)> wrote:

I thought it was for 10am. Sorry – still happening? Can dial in now?

**From:** Google Calendar [mailto:[calendar-notification@google.com](mailto:calendar-notification@google.com)] **On Behalf Of** Stacey Levine  
**Sent:** Friday, May 20, 2016 9:37 AM  
**To:** Worman, Maya; [ngrybauskas@cityhall.nyc.gov](mailto:ngrybauskas@cityhall.nyc.gov); [cj.macklin@berlinrosen.com](mailto:cj.macklin@berlinrosen.com); [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com); [ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com); [dan@berlinrosen.com](mailto:dan@berlinrosen.com); [stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)  
**Subject:** [Update] Bronx Groundbreaking Prep

Maya / Natalie, Are you able to join us for this call?

### **Bronx Groundbreaking Prep**

When Fri May 20, 2016 9:30am – 10:30am Eastern Time

Where [712.770.4010](tel:712.770.4010) | 205-728 ([map](#))

Who

- Stacey Levine - organizer
- [ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)

- [dan@berlinrosen.com](mailto:dan@berlinrosen.com)
- [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)
- [mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)
- [ngrybauskas@cityhall.nyc.gov](mailto:ngrybauskas@cityhall.nyc.gov)
- [cj.macklin@berlinrosen.com](mailto:cj.macklin@berlinrosen.com)

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--

**Stacey Levine**

Communications Director

T: 646-834-9657

M: 202-422-7558

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

233 Broadway, 21st Floor, New York, NY 10279

[intersection.com](http://intersection.com)

**From:** [Viguers, Jonathan](#)  
**To:** [Kadushin, Peter](#); [jfdc](#); [Snyder, Thomas](#); [O'Brien, Kevin](#); [nbaldick@hilltoppublicsolutions.com](#); [Caquias, Paula](#); [Berger, Henry](#); [Almonte, Catherine](#); [Wiley, Maya](#); [Arslanian, Kayla](#); [Wolfe, Emma](#); [Jonathan@berlinrosen.com](#); [Salazar-Rodriguez, Prisca](#)  
**Subject:** MBDB: Conference Call  
**Date:** Sunday, May 22, 2016 6:31:58 PM

---

Please dial in

**MBDB: Conference Call**

Scheduled: Sunday, May 22, 2016 from 6:30 PM to 7:00 PM

Location: Call In # [REDACTED] Code: [REDACTED]

Invitees: Kadushin, Peter , jfdc , Snyder, Thomas , O'Brien, Kevin , Nick Baldick , Caquias, Paula , Berger, Henry , Almonte, Catherine , Wiley, Maya , Arslanian, Kayla , Wolfe, Emma , Jonathan Rosen , Salazar-Rodriguez, Prisca

sent from a mobile device.



**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"; [Stacey Levine](#)  
**Cc:** [Jovana Rizzo](#); [CJ Macklin](#)  
**Subject:** RE: bronx event  
**Date:** Monday, May 23, 2016 10:58:42 AM

---

She can definitely make 1 if we can push to then. Is that ok? I know ruth might have to let some folks know but it's not a huge change so shouldn't be the end of the world.

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Monday, May 23, 2016 10:49 AM  
**To:** Grybauskas, Natalie; Stacey Levine  
**Cc:** Jovana Rizzo; CJ Macklin  
**Subject:** RE: bronx event

+

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Monday, May 23, 2016 10:44 AM  
**To:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: bronx event

Yeah 1 or 1:30 - still trying to find out more from Maya's asst

Sent from mobile

On May 23, 2016, at 10:33 AM, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)> wrote:

Does that mean start at 1pm?

On Mon, May 23, 2016 at 10:27 AM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

Might need to push back the time because Maya has a conflict....would only be by half hour or an hour, is that a possibility?

--

**Stacey Levine**

Communications Director

T: 646-834-9657

M: 202-422-7558

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

233 Broadway, 21st Floor, New York, NY 10279

[intersection.com](http://intersection.com)

**From:** [Kadushin, Peter](#)  
**To:** [Brigid Bergin](#); [Dan Levitan](#); [Hinton, Karen](#)  
**Cc:** [Annmarie Fertoli](#); [Julianne Welby](#)  
**Subject:** RE: Reax to Cuomo comments?  
**Date:** Wednesday, June 01, 2016 5:34:59 PM

---

Hi Brigid,

Adding Karen who can assist.

---

**From:** Brigid Bergin [[bbergin@wnyc.org](mailto:bbergin@wnyc.org)]  
**Sent:** Wednesday, June 01, 2016 5:28 PM  
**To:** Dan Levitan; Kadushin, Peter  
**Cc:** Annmarie Fertoli; Julianne Welby  
**Subject:** Reax to Cuomo comments?

Hey Peter, Dan – Are either of you sending out a response to Cuomo’s comments saying the mayor should apologize, etc?

Thanks,  
Brigid

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, May 31, 2016 4:56 PM  
**To:** Brigid Bergin  
**Subject:** RE: Statement of Risa Sugarman

Here is a statement from Laurence Laufer:

“The IG’s report confirms that Ms. Sugarman’s office failed to secure the confidentiality of the memo, and raises serious questions about the BOE’s management and policies. If anyone should apologize, it is surely the BOE.”

--

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

---

**From:** Brigid Bergin [<mailto:bbergin@wnyc.org>]  
**Sent:** Tuesday, May 31, 2016 4:33 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Karen Rouse <[krouse@wnyc.org](mailto:krouse@wnyc.org)>  
**Subject:** FW: Statement of Risa Sugarman

Hey Dan – Can you send me a response to this?

Thanks,  
Brigid

---

**From:** Hinton, Karen [<mailto:KHinton@cityhall.nyc.gov>]  
**Sent:** Tuesday, May 31, 2016 4:33 PM  
**To:** Brigid Bergin; Kadushin, Peter  
**Subject:** RE: Statement of Risa Sugarman

Actually Dan Levitan is handling. Sending this to him.

---

**From:** Brigid Bergin [<mailto:bbergin@wnyc.org>]  
**Sent:** Tuesday, May 31, 2016 4:28 PM  
**To:** Hinton, Karen; Kadushin, Peter  
**Subject:** RE: Statement of Risa Sugarman

Thank you.

---

**From:** Hinton, Karen [<mailto:KHinton@cityhall.nyc.gov>]  
**Sent:** Tuesday, May 31, 2016 4:27 PM  
**To:** Brigid Bergin; Kadushin, Peter  
**Subject:** RE: Statement of Risa Sugarman

Peter handling.

---

**From:** Brigid Bergin [<mailto:bbergin@wnyc.org>]  
**Sent:** Tuesday, May 31, 2016 4:21 PM  
**To:** Hinton, Karen  
**Subject:** FW: Statement of Risa Sugarman

Hey Karen – Any response coming from the mayor's office to this?

Thanks,  
Brigid

---

**From:** Sugarman, Risa (ELECTIONS) [<mailto:Risa.Sugarman@elections.ny.gov>]  
**Sent:** Tuesday, May 31, 2016 4:16 PM  
**Subject:** Statement of Risa Sugarman

I requested the Inspector General conduct an investigation immediately after the leak of a confidential document prepared by my Division. Allegations were made primarily by the New York City Mayor that I leaked the report due to political motivations. Now that we know the facts, I hope the mayor will apologize for maligning my integrity and professionalism.

Leaks at the New York State Board of Elections cannot be tolerated and the confidential nature of the work of my Division must be honored.

Risa S. Sugarman

Chief Enforcement Counsel  
Division of Election Law Enforcement  
40 North Pearl  
Albany, New York 12207  
518.486.7858

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**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"  
**Subject:** RE: Village Voice response  
**Date:** Friday, June 03, 2016 12:44:42 PM

---

I know. I'm asking DoITT to hustle and they are on it. Need to notify commissioner first

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Friday, June 03, 2016 12:44 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: Village Voice response

Ok – time sensitive

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Friday, June 03, 2016 12:38 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Village Voice response

Can you hold until Stanley says ok

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Friday, June 03, 2016 12:34 PM  
**To:** Grybauskas, Natalie  
**Subject:** FW: Village Voice response

FYI

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Dan Levitan  
**Sent:** Friday, June 03, 2016 11:14 AM  
**To:** 'Jennifer Hensley' <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; 'Shor, Stanley' <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>;

'Stacey Levine' <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; 'Ruth Fasoldt' <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Subject:** RE: Village Voice response

Please let us know if this is approved, we'd like to get it over to the Voice midday today. Thank you!

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Dan Levitan  
**Sent:** Thursday, June 02, 2016 7:26 PM  
**To:** 'Jennifer Hensley' <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Subject:** RE: Village Voice response

Hi Stanley –

Revised camera language below:

Links include cameras on the tablet to enable user-initiated video features, and above each 55" display. They are not currently turned on, but in the future they will be used to monitor and maintain the Links. Any footage or images created by those cameras will be subject to our privacy policy, and not sold or shared with third parties. CityBridge would require a subpoena or similar lawful request before sharing any camera data with any law enforcement agency.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Jennifer Hensley [<mailto:jennifer.hensley@intersection.com>]  
**Sent:** Thursday, June 02, 2016 6:28 PM  
**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Subject:** Re: Village Voice response

Thanks Stanley. This looks good to us and we have some language on the cameras that Dan will share. Thanks!

On Thu, Jun 2, 2016 at 5:27 PM, Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)> wrote:

Here is what we propose to add to the response regarding browser history:

CityBridge and DoITT are currently reviewing the privacy policy with an eye to updating the terms to better reflect actual practices.

Stanley Shor  
Assistant Commissioner, Franchise Administration  
New York City Department of  
Information Technology & Telecommunications  
2 MetroTech Center, 4th Floor  
Brooklyn, NY 11201

[718-403-8024](tel:718-403-8024)

[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)<mailto:[Name@doitt.nyc.gov](mailto:Name@doitt.nyc.gov)>

[[cid:image003.jpg@01CB1936.E85BA680](#)]

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**Jen Hensley**

General Manager, Link

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C: 917 863-4914

[jen.hensley@intersection.com](mailto:jen.hensley@intersection.com)

**Intersection**

100 Park Avenue 6th Floor New York NY 10017

[intersection.com](http://intersection.com)



**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"  
**Subject:** RE: Village Voice response  
**Date:** Friday, June 03, 2016 1:05:54 PM

---

Can I see revised answer re: browser history?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Friday, June 03, 2016 12:44 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: Village Voice response

Ok – time sensitive

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Friday, June 03, 2016 12:38 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Village Voice response

Can you hold until Stanley says ok

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Friday, June 03, 2016 12:34 PM  
**To:** Grybauskas, Natalie  
**Subject:** FW: Village Voice response

FYI

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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**Cc:** 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
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Please let us know if this is approved, we'd like to get it over to the Voice midday today. Thank you!

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O: 646.200.5315  
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**Cc:** Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
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--

Dan Levitan  
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O: 646.200.5315  
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**From:** Jennifer Hensley [<mailto:jennifer.hensley@intersection.com>]  
**Sent:** Thursday, June 02, 2016 6:28 PM  
**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Subject:** Re: Village Voice response

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Here is what we propose to add to the response regarding browser history:

CityBridge and DoITT are currently reviewing the privacy policy with an eye to updating the terms to better reflect actual practices.

Stanley Shor  
Assistant Commissioner, Franchise Administration  
New York City Department of  
Information Technology & Telecommunications  
2 MetroTech Center, 4th Floor  
Brooklyn, NY 11201

[718-403-8024](tel:718-403-8024)

[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)<mailto:[Name@doitt.nyc.gov](mailto:Name@doitt.nyc.gov)>

[[cid:image003.jpg@01CB1936.E85BA680](#)]

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[intersection.com](http://intersection.com)

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Emily Walsh"](#)  
**Subject:** RE: Meeting  
**Date:** Tuesday, June 07, 2016 10:56:18 AM

---

Thanks!

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Tuesday, June 07, 2016 10:55 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Meeting

He can use the one on the 11th floor!

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

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Tuesday, June 07, 2016 10:50 AM  
**To:** Emily Walsh  
**Subject:** RE: Meeting

Hey!

Can Mayor use a conference room at 230pm-

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Monday, May 09, 2016 10:01 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Meeting

OK, thanks!

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

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Monday, May 09, 2016 9:58 AM  
**To:** Emily Walsh  
**Subject:** RE: Meeting

Hey!

Will no longer need the office-

Thanks!

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 3:57 PM

**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Meeting

OK, he can take the smaller room on our 15th floor. It fits 2 people.

He's all set. Thank you.

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

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Friday, May 06, 2016 3:46 PM  
**To:** Emily Walsh  
**Subject:** RE: Meeting

2

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Friday, May 06, 2016 3:46 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Meeting

And for how many people?

Thanks!

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

---

**From:** Emily Walsh  
**Sent:** Friday, May 06, 2016 3:44 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Meeting

How long does he need the room for?

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

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Friday, May 06, 2016 3:20 PM  
**To:** Emily Walsh  
**Subject:** RE: Meeting

Can Mayor have a meeting at your location on Monday at 11:15am?

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Thursday, May 05, 2016 6:30 PM

**To:** Salazar-Rodriguez, Prisca  
**Subject:** Re: Meeting

Thank you.

On Thu, May 5, 2016 at 3:28 PM -0700, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Sure.

Sent from my iPhone

On May 5, 2016, at 6:22 PM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

Thanks! Would you mind just telling whoever he is with if they are the last ones there to just shut the glass door?

Thanks!

On Thu, May 5, 2016 at 3:20 PM -0700, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Should be. Yes.

Sent from my iPhone

On May 5, 2016, at 4:46 PM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

Just confirming he'll be here until 8 pm tonight.

Thanks!  
Emily

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

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Wednesday, May 04, 2016 9:49 AM  
**To:** Emily Walsh  
**Cc:** Reception  
**Subject:** RE: Meeting

Thanks!

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Tuesday, May 03, 2016 5:08 PM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Reception  
**Subject:** RE: Meeting

Of course. The 16th floor is yours again.

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

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Tuesday, May 03, 2016 4:59 PM  
**To:** Emily Walsh  
**Cc:** Reception  
**Subject:** RE: Meeting

Hi!

Can we reserve a conf room for the Mayor for Thursday at 615 to 8pm?

Thanks!

Prisca

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Wednesday, April 13, 2016 11:19 AM  
**To:** Salazar-Rodriguez, Prisca  
**Cc:** Reception  
**Subject:** RE: Meeting

He can use the 15th floor like yesterday. Please send someone upstairs as well so we can get them refreshments.

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

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Wednesday, April 13, 2016 10:52 AM  
**To:** Anna Robinson-Sweet; Emily Walsh  
**Cc:** Jonathan Rosen  
**Subject:** Meeting

Hi guys!

The Mayor would like to have a meeting at your office today at 12noon-

He will be meeting with Richard Emery.

Do you have a room avail?

Thanks!

**From:** [Litvak, Gwendolyn](#)  
**To:** [Daria Siegel](#); [Connie Chung](#)  
**Cc:** [Nicole Kolinsky](#)  
**Subject:** Re: Dinner Friday?  
**Date:** Tuesday, June 07, 2016 2:52:11 PM

---

No

Sent from my BlackBerry 10 smartphone.

---

**From:** Daria Siegel  
**Sent:** Tuesday, June 7, 2016 2:51 PM  
**To:** Litvak, Gwendolyn; Connie Chung  
**Cc:** Nicole Kolinsky  
**Subject:** RE: Dinner Friday?

---

I can do Fri – would be great to catch up. Lots of ADNY stuff going on.

Did you guys get the invite for the luncheon next week?

---

**From:** Litvak, Gwendolyn [mailto:[GLitvak@cityhall.nyc.gov](mailto:GLitvak@cityhall.nyc.gov)]  
**Sent:** Tuesday, June 07, 2016 2:42 PM  
**To:** Connie Chung <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)>; Daria Siegel <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>  
**Cc:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Subject:** Re: Dinner Friday?

Yeah. I have a drink at 615 but can meet up later like 830. He has to get a train so I don't think we'll be that long.

Sent from my BlackBerry 10 smartphone.

---

**From:** Connie Chung  
**Sent:** Tuesday, June 7, 2016 2:41 PM  
**To:** Daria Siegel; Litvak, Gwendolyn  
**Cc:** Nicole Kolinsky  
**Subject:** Dinner Friday?

Yo – NK and I were just discussing doing dinner on Friday. Anyone else free to join?

**CONNIE J. CHUNG**

Director | HR&A ADVISORS, INC.

99 Hudson Street, 3rd Floor, New York, NY 10013  
Direct: (646) 545-6248 | Mobile: (917) 699-7893  
[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com) | [www.hraadvisors.com](http://www.hraadvisors.com)



**From:** [Litvak, Gwendolyn](#)  
**To:** "[Nicole Kolinsky](#)"; [Daria Siegel](#); [Connie Chung](#)  
**Subject:** RE: Dinner Friday?  
**Date:** Friday, June 10, 2016 1:22:11 PM

---

Let's drink your wine!

**GWEN LITVAK | 212-442-6332**

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 10, 2016 1:21 PM  
**To:** Litvak, Gwendolyn; Daria Siegel; Connie Chung  
**Subject:** RE: Dinner Friday?

no gonna lie... we have a lotta wine...

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Friday, June 10, 2016 1:21 PM  
**To:** Daria Siegel; Nicole Kolinsky; Connie Chung  
**Subject:** Re: Dinner Friday?

8pm at nicole k's house and then order in National? Or go to some place more fun? I'll be done by 715 in midtown.

Sent from my BlackBerry 10 smartphone.

---

**From:** Daria Siegel  
**Sent:** Friday, June 10, 2016 1:14 PM  
**To:** Litvak, Gwendolyn; 'Nicole Kolinsky'; Connie Chung  
**Subject:** RE: Dinner Friday?

When and where should we meet?!

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Tuesday, June 07, 2016 3:44 PM  
**To:** 'Nicole Kolinsky' <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>; Daria Siegel <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>; Connie Chung <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)>  
**Subject:** RE: Dinner Friday?

I'm flex too!

**GWEN LITVAK | 212-442-6332**

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Tuesday, June 07, 2016 3:01 PM  
**To:** Litvak, Gwendolyn; Daria Siegel; Connie Chung  
**Subject:** RE: Dinner Friday?

ill try to be there.

also we can do dinner at my place Friday if people want to... or go out. open to both!

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Tuesday, June 07, 2016 2:59 PM  
**To:** Daria Siegel; Nicole Kolinsky; Connie Chung  
**Subject:** Re: Dinner Friday?

It's OK. No prob. I probs have work anywya

Sent from my BlackBerry 10 smartphone.

---

**From:** Daria Siegel  
**Sent:** Tuesday, June 7, 2016 2:57 PM  
**To:** Nicole Kolinsky; Litvak, Gwendolyn; Connie Chung  
**Subject:** RE: Dinner Friday?

Ugh, I gave them a personal list of invites for it which included all of you + more. I'll check in. It's Wednesday lunch, fyi.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Tuesday, June 07, 2016 2:54 PM  
**To:** Litvak, Gwendolyn <[GLitvak@cityhall.nyc.gov](mailto:GLitvak@cityhall.nyc.gov)>; Daria Siegel <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>;  
Connie Chung <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)>  
**Subject:** RE: Dinner Friday?

nope!

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Tuesday, June 07, 2016 2:52 PM  
**To:** Daria Siegel; Connie Chung  
**Cc:** Nicole Kolinsky  
**Subject:** Re: Dinner Friday?

No

Sent from my BlackBerry 10 smartphone.

---

**From:** Daria Siegel  
**Sent:** Tuesday, June 7, 2016 2:51 PM  
**To:** Litvak, Gwendolyn; Connie Chung  
**Cc:** Nicole Kolinsky  
**Subject:** RE: Dinner Friday?

I can do Fri – would be great to catch up. Lots of ADNY stuff going on.

Did you guys get the invite for the luncheon next week?

---

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

**Sent:** Tuesday, June 07, 2016 2:42 PM

**To:** Connie Chung <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)>; Daria Siegel <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>

**Cc:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>

**Subject:** Re: Dinner Friday?

Yeah. I have a drink at 615 but can meet up later like 830. He has to get a train so I don't think we'll be that long.

Sent from my BlackBerry 10 smartphone.

---

**From:** Connie Chung

**Sent:** Tuesday, June 7, 2016 2:41 PM

**To:** Daria Siegel; Litvak, Gwendolyn

**Cc:** Nicole Kolinsky

**Subject:** Dinner Friday?

Yo – NK and I were just discussing doing dinner on Friday. Anyone else free to join?

**CONNIE J. CHUNG**

**Director | HR&A ADVISORS, INC.**

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[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com) | [www.hraadvisors.com](http://www.hraadvisors.com)

**From:** [Litvak, Gwendolyn](mailto:Litvak.Gwendolyn)  
**To:** "[Nicole Kolinsky](mailto:Nicole.Kolinsky)"; [Daria Siegel](mailto:Daria.Siegel); [Connie Chung](mailto:Connie.Chung)  
**Subject:** RE: Dinner Friday?  
**Date:** Friday, June 10, 2016 1:34:25 PM

---

Ok see you at 8pm an NK's. I'll be coming from something so have to skip pedicure. Enjoy!

**GWEN LITVAK | 212-442-6332**

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Friday, June 10, 2016 1:33 PM  
**To:** Daria Siegel; Litvak, Gwendolyn; Connie Chung  
**Subject:** RE: Dinner Friday?

also, im going to get a pedi after work if anyone is interested

---

**From:** Daria Siegel [<mailto:dsiegel@downtownny.com>]  
**Sent:** Friday, June 10, 2016 1:14 PM  
**To:** Litvak, Gwendolyn; Nicole Kolinsky; Connie Chung  
**Subject:** RE: Dinner Friday?

When and where should we meet?!

---

**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Tuesday, June 07, 2016 3:44 PM  
**To:** 'Nicole Kolinsky' <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>; Daria Siegel <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>; Connie Chung <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)>  
**Subject:** RE: Dinner Friday?

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**GWEN LITVAK | 212-442-6332**

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**To:** Litvak, Gwendolyn; Daria Siegel; Connie Chung  
**Subject:** RE: Dinner Friday?

ill try to be there.

also we can do dinner at my place Friday if people want to... or go out. open to both!

---

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**To:** Daria Siegel; Nicole Kolinsky; Connie Chung  
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Sent from my BlackBerry 10 smartphone.

---

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**Sent:** Tuesday, June 7, 2016 2:57 PM  
**To:** Nicole Kolinsky; Litvak, Gwendolyn; Connie Chung  
**Subject:** RE: Dinner Friday?

Ugh, I gave them a personal list of invites for it which included all of you + more. I'll check in. It's Wednesday lunch, fyi.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Tuesday, June 07, 2016 2:54 PM  
**To:** Litvak, Gwendolyn <[GLitvak@cityhall.nyc.gov](mailto:GLitvak@cityhall.nyc.gov)>; Daria Siegel <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>;  
Connie Chung <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)>  
**Subject:** RE: Dinner Friday?

nope!

---

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**Sent:** Tuesday, June 07, 2016 2:52 PM  
**To:** Daria Siegel; Connie Chung  
**Cc:** Nicole Kolinsky  
**Subject:** Re: Dinner Friday?

No

Sent from my BlackBerry 10 smartphone.

---

**From:** Daria Siegel  
**Sent:** Tuesday, June 7, 2016 2:51 PM  
**To:** Litvak, Gwendolyn; Connie Chung  
**Cc:** Nicole Kolinsky  
**Subject:** RE: Dinner Friday?

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Did you guys get the invite for the luncheon next week?

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**From:** Litvak, Gwendolyn [<mailto:GLitvak@cityhall.nyc.gov>]  
**Sent:** Tuesday, June 07, 2016 2:42 PM  
**To:** Connie Chung <[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com)>; Daria Siegel <[dsiegel@downtownny.com](mailto:dsiegel@downtownny.com)>  
**Cc:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Subject:** Re: Dinner Friday?

Yeah. I have a drink at 615 but can meet up later like 830. He has to get a train so I don't think we'll be that long.

Sent from my BlackBerry 10 smartphone.

---

**From:** Connie Chung

**Sent:** Tuesday, June 7, 2016 2:41 PM  
**To:** Daria Siegel; Litvak, Gwendolyn  
**Cc:** Nicole Kolinsky  
**Subject:** Dinner Friday?

Yo – NK and I were just discussing doing dinner on Friday. Anyone else free to join?

CONNIE J. CHUNG

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[CChung@hraadvisors.com](mailto:CChung@hraadvisors.com) | [www.hraadvisors.com](http://www.hraadvisors.com)

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Cc:** [Stacey Levine](#)  
**Subject:** Re: Ok on statement  
**Date:** Monday, June 13, 2016 6:48:45 PM

---

Thanks!

- Sent from my Galaxy S6 -

> On Jun 13, 2016, at 6:42 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

>

> Maya good

>

>

>

> Sent from a mobile device

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** ["Emily Walsh"](#)  
**Subject:** Meeting  
**Date:** Tuesday, June 14, 2016 9:29:31 AM

---

Hi! Can the Mayor use a conference room today from 3-5pm?



**From:** [Gold, Jacqueline](#)  
**To:** [Stacey Levine](#)  
**Cc:** [Worman, Maya](#); [Grybauskas, Natalie](#); [Dan Levitan](#); [Ruth Fasoldt](#); [Shor, Stanley](#)  
**Subject:** RE: Fiber / Deployment Announcement  
**Date:** Tuesday, June 14, 2016 5:40:38 PM

---

Best time for me would be 3.30-4.30 pm on Friday.

Thanks and best,  
jackey

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Tuesday, June 14, 2016 5:25 PM  
**To:** Gold, Jacqueline  
**Cc:** Worman, Maya; Grybauskas, Natalie; Dan Levitan; Ruth Fasoldt; Shor, Stanley  
**Subject:** Re: Fiber / Deployment Announcement

Thanks Jackey. Let's look to Thursday and Friday. Ruth and I are free:

Thur 1:00 - 2:00  
Thur 4:30 - 6:00  
Fri 9:00 - 9:30  
Fri 1:00 - 2:00  
Fri 3:30 - 4:30

On Tue, Jun 14, 2016 at 5:07 PM, Gold, Jacqueline <[jacgold@doitt.nyc.gov](mailto:jacgold@doitt.nyc.gov)> wrote:  
Hi Stacey. Sorry for the delay in getting back to you. I am available tomorrow (Wednesday) from 1-2 pm and 4.30-5 pm. Let me know if that works or you would like more times for Thursday and Friday.  
Thanks and best,  
jackey

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Monday, June 13, 2016 5:53 PM  
**To:** Worman, Maya; Grybauskas, Natalie; Dan Levitan; Ruth Fasoldt; Shor, Stanley; Gold, Jacqueline  
**Subject:** Fiber / Deployment Announcement

Hi All,

I was wondering if we could all re-group and jump on a call over the next day or two to discuss the timing and approach for the fiber announcement?

Please let me know what works best for you.

Stacey

--

**Stacey Levine**  
Communications Director

T: [646-834-9657](tel:646-834-9657)  
M: [202-422-7558](tel:202-422-7558)  
[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

233 Broadway, 21st Floor, New York, NY 10279  
[intersection.com](http://intersection.com)

---

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**Stacey Levine**

Communications Director

T: 646-834-9657  
M: 202-422-7558  
[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

233 Broadway, 21st Floor, New York, NY 10279  
[intersection.com](http://intersection.com)

**From:** [Shor, Stanley](#)  
**To:** [Stacey Levine](#); [Gold, Jacqueline](#)  
**Cc:** [Worman, Maya](#); [Grybauskas, Natalie](#); [Dan Levitan](#); [Ruth Fasoldt](#)  
**Subject:** RE: Fiber / Deployment Announcement  
**Date:** Tuesday, June 14, 2016 5:46:23 PM  
**Attachments:** [image001.png](#)

---

I'm not available until Friday at 3:30.

Stanley Shor  
Assistant Commissioner, Franchise Administration  
**New York City Department of  
Information Technology & Telecommunications**  
2 MetroTech Center, 4th Floor  
Brooklyn, NY 11201

718-403-8024  
[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)



**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Tuesday, June 14, 2016 5:25 PM  
**To:** Gold, Jacqueline  
**Cc:** Worman, Maya; Grybauskas, Natalie; Dan Levitan; Ruth Fasoldt; Shor, Stanley  
**Subject:** Re: Fiber / Deployment Announcement

Thanks Jackey. Let's look to Thursday and Friday. Ruth and I are free:

Thur 1:00 - 2:00  
Thur 4:30 - 6:00  
Fri 9:00 - 9:30  
Fri 1:00 - 2:00  
Fri 3:30 - 4:30

On Tue, Jun 14, 2016 at 5:07 PM, Gold, Jacqueline <[jacgold@doitt.nyc.gov](mailto:jacgold@doitt.nyc.gov)> wrote:  
Hi Stacey. Sorry for the delay in getting back to you. I am available tomorrow (Wednesday) from 1-2 pm and 4.30-5 pm. Let me know if that works or you would like more times for Thursday and Friday.  
Thanks and best,  
jackey

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Monday, June 13, 2016 5:53 PM

**To:** Worman, Maya; Grybauskas, Natalie; Dan Levitan; Ruth Fasoldt; Shor, Stanley; Gold, Jacqueline  
**Subject:** Fiber / Deployment Announcement

Hi All,

I was wondering if we could all re-group and jump on a call over the next day or two to discuss the timing and approach for the fiber announcement?

Please let me know what works best for you.

Stacey

--

**Stacey Levine**

Communications Director

T: [646-834-9657](tel:646-834-9657)

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---

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--

**Stacey Levine**

Communications Director

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[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

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[intersection.com](http://intersection.com)

**From:** [Grybauskas, Natalie](#)  
**To:** [Jovana Rizzo](#)  
**Cc:** [Dan Levitan](#); [Stacey Levine](#); [Worman, Maya](#); [Ruth Fasoldt](#)  
**Subject:** Re: Media inquiry -- New York Post -- Messing  
**Date:** Friday, June 17, 2016 6:00:56 PM

---

Ugh can he just run it tomorrow??

Sent from mobile

On Jun 17, 2016, at 5:59 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Reporter says story probably not running tomorrow — possibly on Monday. Will keep you posted.

---

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Date:** Friday, June 17, 2016 5:38 PM  
**To:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Cc:** "Grybauskas, Natalie" <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>, "Worman, Maya" <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>, Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Subject:** Re: Media inquiry -- New York Post -- Messing

Per Natalie we are using previous statements, but we are avail to discuss.

- Sent from my Galaxy S6 -

On Jun 17, 2016, at 5:15 PM, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)> wrote:

Ruth and I are free,

On Fri, Jun 17, 2016 at 5:13 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Can you guys talk? We have an update.

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

@DanLevitan

**From:** Philip Messing [mailto:[pmessing@nypost.com](mailto:pmessing@nypost.com)]  
**Sent:** Friday, June 17, 2016 4:06 PM  
**To:** [media@link.nyc](mailto:media@link.nyc)  
**Subject:** Re: Media inquiry -- New York Post -- Messing

To whom it may concern,

My name is Philip Messing and I'm a reporter for The New York Post.

I am preparing a story for tomorrow's paper that deals with the LinkedNYC effort to provide kiosks to people in Manhattan so they can make free phone calls and use the Internet -- and I'm hoping to discuss a part of this effort with a LinkedNYC spokesman, or spokeswoman.

I am on deadline and I'm hoping that someone can contact me about this story that I'm working on.

I can be reached at this email address --  
[pmessing@nypost.com](mailto:pmessing@nypost.com)

I would also be appreciative if you also replied to my personal email -- [REDACTED].

Additionally, I can be reached at either of these phone numbers:

Work: [212-930-8633](tel:212-930-8633)

Cell: [REDACTED]

Thank you so much.

Best,  
Philip Messing  
New York Post reporter

--

You received this message because you are subscribed to the Google Groups "Media" group.  
To unsubscribe from this group and stop receiving emails from it, send an email to [media+unsubscribe@link.nyc](mailto:media+unsubscribe@link.nyc).

--

**Stacey Levine**

Communications Director

T: 646-834-9657

M: 202-422-7558

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[intersection.com](http://intersection.com)

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Date:** Friday, June 17, 2016 8:48:58 PM

---

Can you show me exactly what you sent Post just for awareness?

Sent from mobile



**From:** [Grybauskas, Natalie](#)  
**To:** [Phillips, Eric Falk](#)  
**Cc:** [Dan Levitan](#); [Worman, Maya](#); [Jovana Rizzo](#)  
**Subject:** Re: New York Post inquiry -- Messing  
**Date:** Sunday, June 19, 2016 5:34:00 PM

---

Got it

Disregard my email just now

Sent from mobile

On Jun 19, 2016, at 5:33 PM, Phillips, Eric Falk <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)> wrote:

Nobody knows what hearsay means. Keep first sentence and go. Make them prove it. And deal with any issue in the future.

On Jun 19, 2016, at 4:56 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

Eric?

Sent from mobile

On Jun 19, 2016, at 4:39 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

Seriously? There is no evidence. It's hearsay.

Happy to exchange that sentence for "this accusation is based on hearsay."

Sent from mobile

On Jun 19, 2016, at 4:34 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Would skip first sentence

- Sent from my Galaxy S6 -

On Jun 19, 2016, at 4:32 PM,  
Grybauskas, Natalie  
<[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
wrote:

Can we do:

There's  
no  
evidence  
anyone  
was  
watching  
porn.  
Link  
kiosks  
have  
the  
same  
content  
filtering  
systems  
in  
place  
as  
schools  
or  
libraries.  
And  
while  
the  
Post  
is  
interested  
in  
embarrassing  
homeless  
people,  
our  
goal  
is  
to  
help  
them.

Sent from mobile

On Jun 19, 2016, at 4:12  
PM, Grybauskas, Natalie  
<[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)  
> wrote:

There's no  
evidence anyone  
was watching  
porn - because  
people can't  
watch porn on

these kiosks.  
While the Post is  
interested in  
embarrassing  
homeless people,  
our goal is to  
help them.

**From:** [Jovana Rizzo](#)  
**To:** [Grybauskas, Natalie](#); [Dan Levitan](#)  
**Cc:** [Stacey Levine](#)  
**Subject:** Re: daily mail  
**Date:** Monday, June 20, 2016 10:46:54 AM

---

I'm reaching out w statement/background/corrections. Here's the reporter's info:

**Mia de Graaf**

Reporter

**Daily Mail** | 51 Astor Place, 9th Floor, New York, NY 10003

Phone: [REDACTED]  
Email: [mia.degraaf@dailymail.com](mailto:mia.degraaf@dailymail.com)  
Twitter: [@miadegraaf](#)

---

**From:** "Grybauskas, Natalie" <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Date:** Monday, June 20, 2016 10:37 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** RE: daily mail

Don't I know it! Let me know when you have a phone number or email. Thanks

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, June 20, 2016 10:33 AM  
**To:** Grybauskas, Natalie  
**Cc:** Jovana Rizzo; Stacey Levine  
**Subject:** RE: daily mail

We are reaching out. Inaccurately copied Post stories are the Mail's bread and butter.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, June 20, 2016 10:32 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** daily mail

Article says they reached out to citybridge. Completely inaccurate story here. Need to make a couple of corrections (including that there is no taxpayer money invested in this project)

<http://www.dailymail.co.uk/news/article-3650526/Homeless-men-school-boys-watching-PORN-free-internet-connected-tablets-Times-Square.html>

Can you let me know when you have contact info?

**From:** [Grybauskas, Natalie](#)  
**To:** [Jovana Rizzo](#)  
**Cc:** [Stacey Levine](#); [Dan Levitan](#)  
**Subject:** Re: daily mail  
**Date:** Monday, June 20, 2016 11:24:07 AM

---

Great. Thanks

Sent from mobile

On Jun 20, 2016, at 11:14 AM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Story has been updated w quotes and took out taxpayer  
\$ <http://www.dailymail.co.uk/news/article-3650526/Homeless-men-school-boys-watching-PORN-free-internet-connected-tablets-Times-Square.html>

---

**From:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Date:** Monday, June 20, 2016 10:40 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** "Grybauskas, Natalie" <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** Re: daily mail

This is so incredibly ridiculous.

On Mon, Jun 20, 2016 at 10:33 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

We are reaching out. Inaccurately copied Post stories are the Mail's bread and butter.

--

Dan Levitan

BerlinRosen Public Affairs

O: [646.200.5315](tel:646.200.5315)

C: [201.674.7475](tel:201.674.7475)

@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Monday, June 20, 2016 10:32 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:** daily mail

Article says they reached out to citybridge. Completely inaccurate story here. Need to make a couple of corrections (including that there is no taxpayer money invested in this project)

<http://www.dailymail.co.uk/news/article-3650526/Homeless-men-school-boys-watching-PORN-free-internet-connected-tablets-Times-Square.html>

Can you let me know when you have contact info?

--

**Stacey Levine**

Communications Director

T: 646-834-9657

M: 202-422-7558

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

233 Broadway, 21st Floor, New York, NY 10279

[intersection.com](http://intersection.com)

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** RE: NY Times  
**Date:** Wednesday, June 22, 2016 2:59:35 PM

---

Grt

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Wednesday, June 22, 2016 2:59 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: NY Times

3:30?

Sent from mobile

On Jun 22, 2016, at 2:58 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Can you talk for a quick sec?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan



**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** hesitant  
**Date:** Friday, June 24, 2016 11:41:55 AM

---

I just wonder if instead of dumping the story now we should wait until we have a better sense of how far off CB is going to be from the goal? Also maybe would rather see mcgeehan story come out and be a positive story before injecting worse news into the cycle?

**From:** [Dawsey, Joshua](#)  
**To:** [Phillips, Eric Falk](#); [Dan Levitan](#)  
**Subject:** Story  
**Date:** Monday, June 27, 2016 12:20:09 PM

---

I'm working on a story on what gov has already done/might do in upcoming months to affect the mayor's re-elect chances. I've got some material from reporting over last few days but welcome a chat with someone on record or on background (assuming you will send me the typical statement about crime being down, pre-K, affordable housing etc.)

Thanks, Dawsey

**From:** [Dan Levitan](#)  
**To:** [Rich Calder](#); [Phillips, Eric Falk](#)  
**Subject:** RE: Blog post  
**Date:** Monday, June 27, 2016 4:27:09 PM

---

Just tried you, can you talk by phone?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Rich Calder [mailto:rcalder@nypost.com]  
**Sent:** Monday, June 27, 2016 4:18 PM  
**To:** Dan Levitan <dan@berlinrosen.com>; Phillips, Eric Falk <EFPhillips@cityhall.nyc.gov>  
**Subject:** Fwd: Blog post

Our paper wants to see if the mayor's office and/or his campaign wants to comment about this blog post.

Thanks  
Rich Calder, staff reporter  
New York Post  
718-744-8304 (cell)

<http://citycouncilwatch.net/blog/2016/6/27/i6mtfh0pls67bcsilnczx9hcx722jq>

**From:** [Grybauskas, Natalie](#)  
**To:** ["Dan Levitan"](#)  
**Subject:** RE: Got a sec?  
**Date:** Thursday, June 30, 2016 12:41:40 PM

---

Just tried you back

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Thursday, June 30, 2016 12:32 PM  
**To:** Grybauskas, Natalie  
**Subject:** Got a sec?

--

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

**From:** [Dan Levitan](#)  
**To:** [Phillips, Eric Falk](#)  
**Cc:** [PhilWalzak \(gmail.com\)](#)  
**Subject:** Re: Later today  
**Date:** Wednesday, July 06, 2016 9:56:26 AM

---

Yup, thanks

- Sent from my Galaxy S6 -

On Jul 6, 2016, at 9:55 AM, Phillips, Eric Falk <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)> wrote:

FYI

Begin forwarded message:

**From:** "Phillips, Eric Falk" <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)>  
**Date:** July 6, 2016 at 9:54:54 AM EDT  
**To:** "Evans, Dave B." <[Dave.B.Evans@abc.com](mailto:Dave.B.Evans@abc.com)>  
**Cc:** "Finan, Austin" <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>  
**Subject:** Re: Later today

I'm the king of pith! Austin is widely known for his ability to put young children to sleep with his statements. But it will probably be the guys at BerlinRosen. Id check in with them.

On Jul 6, 2016, at 9:52 AM, Evans, Dave B.  
<[Dave.B.Evans@abc.com](mailto:Dave.B.Evans@abc.com)> wrote:

Good morning

Later today I'll be at campaign finance board. Will someone from Mayor's office be there--and be able to give us a pithy response?

Or a boring statement at least later?

Yours in news,

Dave

347-647-1251

Sent from my iPhone

**From:** [Phillips, Eric Falk](#)  
**To:** [Dan Levitan](#)  
**Subject:** Fwd: Campaign finance board announcement  
**Date:** Wednesday, July 06, 2016 3:26:48 PM

---

Begin forwarded message:

**From:** Samar Khurshid <[skhurshid@gothamgazette.com](mailto:skhurshid@gothamgazette.com)>  
**Date:** July 6, 2016 at 3:25:58 PM EDT  
**To:** <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Subject: Campaign finance board announcement**

Eric,

Does the Mayor have any comment about the Campaign Finance Board's advisory opinion and determination that were approved at their public meeting this afternoon?

thanks

Samar Khurshid  
City Government Reporter  
Gotham Gazette  
+1-347-784-8163

**From:** [Walzak, Phil](#)  
**To:** [Finan, Austin](#); [Dan Levitan](#); [Phillips, Eric Falk](#)  
**Subject:** FW: Trump comments  
**Date:** Wednesday, July 06, 2016 4:02:24 PM

---

**From:** Carl Campanile [mailto:[ccampanile@nypost.com](mailto:ccampanile@nypost.com)]  
**Sent:** Wednesday, July 06, 2016 4:02 PM  
**To:** Walzak, Phil  
**Subject:** Re: Trump comments

Post Edit Board.

On Wed, Jul 6, 2016 at 3:57 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:  
Thanks Carl  
Press ofc will be in touch though out of curiosity, what interview was this?

---

**From:** Finan, Austin  
**Sent:** Wednesday, July 06, 2016 3:55 PM  
**To:** 'Carl Campanile'; Walzak, Phil; Dan Levitan; Phillips, Eric Falk  
**Subject:** RE: Trump comments

+Eric Phillips

**From:** Carl Campanile [mailto:[ccampanile@nypost.com](mailto:ccampanile@nypost.com)]  
**Sent:** Wednesday, July 06, 2016 3:53 PM  
**To:** Walzak, Phil; Finan, Austin; Dan Levitan  
**Subject:** Trump comments

Hey there. Carl Campanile of the NY Post here. Can one of you folks get a comment from the mayor for me?

In an interview today, presumptive GOP presidential nominee Donald Trump teed off on Mayor de Blasio.

Trump called de Blasio "the single worst mayor in the history of New York City."

Asked about the investigations in de Blasio's fundraising activities, Trump said, "What he's done is really criminal."

Trump claimed the city's quality of life has declined under de Blasio.

"All of a sudden the squeegee guys are at the cars. All of a sudden you have homeless people living on streets you didn't see a few years ago, which is sad for the people."


He's letting a great deal go to hell. The city has a lot less spirit under him . . .

Trump even complained that he never got a phone call or a letter of thanks for completing and opening the Ferry Point golf course in The Bronx.

"We got it done in less than a year. It's open and it's very successful. I never a got a note of congratulations from this maniac. I never got a thank you letter," he said.

"I save the city's ass. I never got a phone call."

Let me know. Thanks. CC





**From:** [Walzak, Phil](#)  
**To:** [Finan, Austin](#); [Dan Levitan](#); [Phillips, Eric Falk](#)  
**Subject:** RE: Trump comments  
**Date:** Wednesday, July 06, 2016 4:08:00 PM

---

Just rip his face off

---

**From:** Walzak, Phil  
**Sent:** Wednesday, July 06, 2016 4:02 PM  
**To:** Finan, Austin; Dan Levitan; Phillips, Eric Falk  
**Subject:** FW: Trump comments

**From:** Carl Campanile [<mailto:ccampanile@nypost.com>]  
**Sent:** Wednesday, July 06, 2016 4:02 PM  
**To:** Walzak, Phil  
**Subject:** Re: Trump comments

Post Edit Board.

On Wed, Jul 6, 2016 at 3:57 PM, Walzak, Phil <[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:  
Thanks Carl  
Press ofc will be in touch though out of curiosity, what interview was this?

---

**From:** Finan, Austin  
**Sent:** Wednesday, July 06, 2016 3:55 PM  
**To:** 'Carl Campanile'; Walzak, Phil; Dan Levitan; Phillips, Eric Falk  
**Subject:** RE: Trump comments

+Eric Phillips

**From:** Carl Campanile [<mailto:ccampanile@nypost.com>]  
**Sent:** Wednesday, July 06, 2016 3:53 PM  
**To:** Walzak, Phil; Finan, Austin; Dan Levitan  
**Subject:** Trump comments

Hey there. Carl Campanile of the NY Post here. Can one of you folks get a comment from the mayor for me?

In an interview today, presumptive GOP presidential nominee Donald Trump teed off on Mayor de Blasio.

Trump called de Blasio "the single worst mayor in the history of New York City."

Asked about the investigations in de Blasio's fundraising activities, Trump said, "What he's done is really criminal."

Trump claimed the city's quality of life has declined under de Blasio.

"All of a sudden the squeegee guys are at the cars. All of a sudden you have homeless people living on streets you didn't see a few years ago, which is sad for the people."

He's letting a great deal go to hell. The city has a lot less spirit under him . . .

Trump even complained that he never got a phone call or a letter of thanks for completing and opening the Ferry Point golf course in The Bronx.

“We got it done in less than a year. It’s open and it’s very successful. I never a got a note of congratulations from this maniac. I never got a thank you letter,” he said.

"I save the city’s ass. I never got a phone call."

Let me know. Thanks. CC



**From:** [Dan Levitan](#)  
**To:** [Rosa Goldensohn](#); [Mayor's Press Office](#)  
**Subject:** RE: please send comment on CFB ruling if there is any  
**Date:** Wednesday, July 06, 2016 2:59:08 PM

---

“The Campaign for One New York was formed to advocate for New York City’s progressive policy agenda. It never engaged in any election campaign activity for any candidate and shut down more than a year and a half before next year’s election. We are pleased with today’s CFB decision.”

--

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

---

**From:** Rosa Goldensohn [mailto:[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)]  
**Sent:** Wednesday, July 06, 2016 2:54 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Mayor's Press Office <[pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov)>  
**Subject:** please send comment on CFB ruling if there is any

Thanks. RG

**From:** [Phillips, Eric Falk](#)  
**To:** [Dawsey, Joshua](#)  
**Cc:** [Dan Levitan](#); [Mike Vilensky](#)  
**Subject:** Re: Cuomo story  
**Date:** Saturday, July 09, 2016 2:58:42 PM

---

We'll get back to you today. Are you saying he's trying to help a specific oppo, or just undermining mayor generally?

On Jul 9, 2016, at 1:06 PM, Dawsey, Joshua <[joshua.dawsey@dowjones.com](mailto:joshua.dawsey@dowjones.com)> wrote:

FYI, this is scheduled to run in Monday's paper, so let me know if you guys want to add anything. I'm in Dallas but reachable by phone.

On Fri, Jul 8, 2016 at 11:28 AM, Dawsey, Joshua <[joshua.dawsey@dowjones.com](mailto:joshua.dawsey@dowjones.com)> wrote:

Eric, Dan:

We're doing a story on what gov is doing behind the scenes to shape 2017.

Want to offer you guys a chance to comment, if you'd like, on the following pieces:

- Do you expect the governor's support in the election, or do you think he will back someone else/encourage someone else to run?
- What do you say to the constant public comments by the governor that seem designed to undermine the mayor's competency?
- Are you aware of the governor's efforts behind the scenes to encourage other candidates, sew discord against the mayor?
- How do you think the feud shapes the re-election campaign? (We have many others weighing in on this but welcome any opinion from you.)
- Do you have a plan to combat any possible influence by the governor into the 2017 race, should he get fully involved?
- Has the governor and mayor chatted at all about the mayor's re-election? (I think I know the answer to this!)
- Do you see any downsides for the governor should he decide to get involved in the mayor's re-election effort?

I am not expecting a long or candid answer, necessarily, to all of these questions and imagine I'll get a statement saying pre-K, affordable housing is great, crime is down, etc. but want to give you a chance to address the points in our story - should you choose!

Best, Josh

**From:** [Phillips, Eric Falk](#)  
**To:** [Dawsey, Joshua](#); [Dan Levitan](#)  
**Cc:** [Mike Vilensky](#)  
**Subject:** Re: Cuomo story  
**Date:** Sunday, July 10, 2016 4:19:27 PM

---

NYC kids are 3 times less likely to be attacked by a shark since Mayor de Blasio's rolled out free, high-quality pre-k for all.

---

**From:** Joshua Dawsey <[joshua.dawsey@dowjones.com](mailto:joshua.dawsey@dowjones.com)>  
**Date:** Sunday, July 10, 2016 at 4:16 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** "Eric F. Phillips" <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>, Mike Vilensky <[Mike.Vilensky@dowjones.com](mailto:Mike.Vilensky@dowjones.com)>  
**Subject:** Re: Cuomo story

one day i want to ask you guys about a random topic, like a beached whale or shark attack on rockaway beach, and see if you can get pre-K in the statement!

On Sun, Jul 10, 2016 at 4:12 PM, Dawsey, Joshua <[joshua.dawsey@dowjones.com](mailto:joshua.dawsey@dowjones.com)> wrote:

On Sun, Jul 10, 2016 at 4:08 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

Here's a quote you can use from me:

"It would be pretty shocking to a lot of progressives and struggling New Yorkers if the Governor was trying to the undermine the progress the Mayor has made on crime, pre-k for everyone, affordable housing, and help for working families."

- Sent from my Galaxy S6 -

> On Jul 8, 2016, at 11:28 AM, Dawsey, Joshua <[joshua.dawsey@dowjones.com](mailto:joshua.dawsey@dowjones.com)> wrote:

>

> Eric, Dan:

> We're doing a story on what gov is doing behind the scenes to shape 2017.

> Want to offer you guys a chance to comment, if you'd like, on the following pieces:

> -- Do you expect the governor's support in the election, or do you think he will back someone else/encourage someone else to run?

> -- What do you say to the constant public comments by the governor that seem designed to undermine the mayor's competency?

> -- Are you aware of the governor's efforts behind the scenes to encourage other candidates, sew discord against the mayor?

> -- How do you think the feud shapes the re-election campaign? (We have many others weighing in on this but welcome any opinion from you.)

> -- Do you have a plan to combat any possible influence by the governor into the 2017 race, should he get fully involved?

> -- Has the governor and mayor chatted at all about the mayor's re-election? (I think I know the

answer to this!)

> -- Do you see any downsides for the governor should he decide to get involved in the mayor's re-election effort?

>

> I am not expecting a long or candid answer, necessarily, to all of these questions and imagine I'll get a statement saying pre-K, affordable housing is great, crime is down, etc. but want to give you a chance to address the points in our story - should you choose!

>

> Best, Josh

>

>

**From:** [Grybauskas, Natalie](#)  
**To:** [Dan Levitan](#)  
**Subject:** Re: Can you talk this afternoon?  
**Date:** Tuesday, July 12, 2016 12:59:45 PM

---

K

Sent from mobile

On Jul 12, 2016, at 12:23 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

2:15?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, July 12, 2016 12:23 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: Can you talk this afternoon?

Yeah 2 pm?

Sent from mobile

On Jul 12, 2016, at 12:20 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Restler, Lincoln](#)  
**To:** [Giselle Routhier](#)  
**Cc:** [Mary Brosnahan](#); [Dan Levitan](#)  
**Subject:** Re: Feminine Hygiene Bill Signing  
**Date:** Wednesday, July 13, 2016 10:57:55 AM

---

Great! Thanks so much

Written with my thumbs. Sorry for typos.

On Jul 13, 2016, at 10:56 AM, Giselle Routhier <[GRouthier@cfthomeless.org](mailto:GRouthier@cfthomeless.org)> wrote:

Lincoln -

You can submit this from me:

“Feminine hygiene products are a basic and critical need for homeless women. This new legislation will expand access and availability of feminine hygiene products across all types of New York City shelters, reducing one small stressor in the lives of homeless women.”

Giselle Routhier, Policy Director, Coalition for the Homeless

---

**From:** Restler, Lincoln <[lrestler@cityhall.nyc.gov](mailto:lrestler@cityhall.nyc.gov)>

**Sent:** Tuesday, July 12, 2016 7:02:08 PM

**To:** Mary Brosnahan; Giselle Routhier

**Subject:** Feminine Hygiene Bill Signing

Hi Mary and Giselle – Hope you are both well!

Mayor is signing new legislation that will make feminine hygiene products available in all DHS and HRA family with children, adult family, and single adult female shelters.

Would you be interested in including statement in the release? Would need by 11am tomorrow if so.

Thanks in advance for considering.

Lincoln

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



NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE: July 13, 2016**

**CONTACT: [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958**

**MAYOR DE BLASIO SIGNS LEGISLATION INCREASING ACCESS TO FEMININE HYGIENE PRODUCTS FOR STUDENTS, SHELTER RESIDENTS AND INMATES**

**NEW YORK**—Mayor Bill de Blasio today signed a package of legislation increasing access to feminine hygiene products for New York City’s shelter residents, students and inmates. With Intros 1122-A, 1123-A and 1128-A, New York City guarantees these essential products to all Department of Corrections inmates; any person residing in a City shelter or under the care of Children’s Services – including transgender, intersex and gender non-conforming New Yorkers; and all public school students. The Mayor signed the legislation at **XPLACE**, further solidifying NYC as a national leader in advocating for women and girls.

“There should be no stigma around something as fundamental as menstruation. These laws recognize that feminine hygiene products are a necessity – not a luxury,” said **Mayor Bill de Blasio**. “Students should be able to concentrate on their studies, New Yorkers in shelter should be able to focus on rebuilding their lives, and women in our Corrections Department should be able to work toward rehabilitation and release without the indignity of inadequate access to tampons and pads. As a father, husband and feminist, I am proud to sign these bills into law.”

**FLONYC**

**Azadeh Khalili, Executive Director of the Mayor’s Commission on Gender Equity**, said, “No one should have to worry about whether they have access to feminine hygiene products when they’re already worrying about an upcoming math final or finding a permanent and safe home for their family. The Commission on Gender Equity was formed to ensure City government creates policy supportive of women and girls, regardless of gender expression, and today’s laws are a great sign of more to come in increasing fairness and access for our city’s female-bodied residents.”

The first bill, Intro. 1122-A, requires the Department of Correction to ensure that all female inmates are guaranteed access to feminine hygiene products, codifying an existing practice into law. This bill reaffirms that everyone under the care of the City should have access to the hygiene products they need. In his remarks, the Mayor thanked the bill’s sponsors, Council Speaker Melissa Mark-Viverito and Council Member Julissa Ferreras-Copeland.

The second bill, Intro. 1123-A, requires the Department of Citywide Administrative Services to make feminine hygiene products available to agencies that operate temporary shelters or have oversight of providers operating temporary shelters. This includes the Department of Homeless Services family

shelters and single adult shelters; HIV/AIDS Services Administration shelters; and Human Resources Administration domestic violence shelters. The bill also requires DCAS to make such products available to youth in secure detention facilities, and youth awaiting placement with a licensed foster care agency in congregate care facilities, both of which are operated by the Administration for Children's Services.

By making feminine hygiene products available in all single-adult shelters – not just women's shelters – the bill guarantees that transgender, intersex and gender non-conforming New Yorkers will all have access to the products, regardless of their gender identity or expression. In his remarks, the Mayor thanked the bill's sponsors, Council Speaker Melissa Mark-Viverito and Council Member Stephen Levin.

The third bill, Intro. 1128-A, requires the Department of Education to make free feminine hygiene products available to students in the bathrooms of school buildings, making New York City's the largest program of its kind nationwide. This bill ensures that students have the support they need to focus on learning and feel comfortable in the classroom.

This policy will apply to school buildings in which there are students in grades 6 to 12, including charter schools in DOE controlled and operated spaces. To better educate New York City families on this program, schools will host parent workshops and student information sessions about feminine hygiene products during the 2015-2016 school year. In his remarks, the Mayor thanked the bill's sponsors, Council Speaker Melissa Mark-Viverito and Council Member Julissa Ferreras-Copeland.

Intro. 1128-A comes after a successful pilot program during the 2015-2016 school year. The City placed 380 dispensers across 25 middle and high schools and trained staff members in assisting students and parents in any concerns with the program. School principals responded positively to the pilot.

###

**From:** [Viguers, Jonathan](#)  
**To:** [Snyder, Thomas](#); [dkieve@hilltoppublicsolutions.com](mailto:dkieve@hilltoppublicsolutions.com); [O'Brien, Kevin](#); [nbaldick@hilltoppublicsolutions.com](mailto:nbaldick@hilltoppublicsolutions.com); [Collins-McNeil, Christopher](#); [Berger, Henry](#); [Walzak, Phil](#); [laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com); [Wolfe, Emma](#); [dan@berlinrosen.com](mailto:dan@berlinrosen.com); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Salazar-Rodriguez, Prisca](#)  
**Subject:** Private Call  
**Date:** Wednesday, July 13, 2016 3:05:32 PM

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Please dial in

**Private Call**

Scheduled: Wednesday, Jul 13, 2016 from 3:00 PM to 3:30 PM

Location: Call In#: [REDACTED] Code: [REDACTED]

Invitees: Snyder, Thomas , David Kieve , O'Brien, Kevin , Nick Baldick , Collins-McNeil, Christopher , Berger, Henry , Walzak, Phil , 'Laurence Laufer' , Wolfe, Emma , '[dan@berlinrosen.com](mailto:dan@berlinrosen.com)' , Jonathan Rosen , Salazar-Rodriguez, Prisca

sent from a mobile device.

**From:** [O'Brien, Kevin](#)  
**To:** [Viguers, Jonathan](#); [Snyder, Thomas](#); [dkieve@hilltoppublicsolutions.com](mailto:dkieve@hilltoppublicsolutions.com); [nbaldick@hilltoppublicsolutions.com](mailto:nbaldick@hilltoppublicsolutions.com); [Collins-McNeil, Christopher](#); [Berger, Henry](#); [Walzak, Phil](#); [laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com); [Wolfe, Emma](#); [dan@berlinrosen.com](mailto:dan@berlinrosen.com); [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com); [Salazar-Rodriguez, Prisca](#)  
**Subject:** RE: Private Call  
**Date:** Wednesday, July 13, 2016 3:08:00 PM

---

now

---

**From:** Viguers, Jonathan  
**Sent:** Wednesday, July 13, 2016 3:08 PM  
**To:** Snyder, Thomas; [dkieve@hilltoppublicsolutions.com](mailto:dkieve@hilltoppublicsolutions.com); O'Brien, Kevin; [nbaldick@hilltoppublicsolutions.com](mailto:nbaldick@hilltoppublicsolutions.com); Collins-McNeil, Christopher; Berger, Henry; Walzak, Phil; [laufer@kantordavidoff.com](mailto:laufer@kantordavidoff.com); Wolfe, Emma; [dan@berlinrosen.com](mailto:dan@berlinrosen.com); Jonathan@berlinrosen.com; Salazar-Rodriguez, Prisca  
**Subject:** Private Call

Please let me know when the mayor should dial in

**Private Call**

Scheduled: Wednesday, Jul 13, 2016 from 3:00 PM to 3:30 PM

Location: Call In#: [REDACTED] Code: [REDACTED]

Invitees: Snyder, Thomas , David Kieve , O'Brien, Kevin , Nick Baldick , Collins-McNeil, Christopher , Berger, Henry , Walzak, Phil , 'Laurence Laufer' , Wolfe, Emma , [dan@berlinrosen.com](mailto:dan@berlinrosen.com) , Jonathan Rosen , Salazar-Rodriguez, Prisca

sent from a mobile device.

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Aidinoff, Charles](#); [Berger, Henry](#); [O'Brien, Kevin](#); [Schnake Mahl, Gabriel](#); [Thornton, Demetrius](#); [Seignious, Sandy](#); [Markham, Max](#); [McMoore, Marvin](#); [Wolfe, Emma](#); [Walzak, Phil](#); [Williams, Dominic](#); [Snyder, Thomas](#); [Lauter, Rachel](#); [Darlington, Mandy \(OMB\)](#); [Gil, Claudia](#); [Lupo, Jon Paul](#); ["dkieve@hilltoppublicsolutions.com"](#); [Ryan, Kristine](#); [Viguers, Jonathan](#); ["nbaldick@hilltoppublicsolutions.com"](#); ["Laurence Laufer"](#); [Fuleihan, Dean \(OMB\)](#); [Collins-McNeil, Christopher](#); [Khanyile-Lynch, Celi](#); [Caquias, Paula](#); [Gonzalez, Melissa](#); [Jonathan Rosen](#)  
**Cc:** ["nbaldick@hilltoppublicsolutions.com"](#); [Fuleihan, Dean \(OMB\)](#)  
**Subject:** RE: MBDB: Reform Meeting  
**Date:** Thursday, July 14, 2016 4:23:22 PM

---

Apologies, But this meeting will be rescheduled.

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

**From:** Salazar-Rodriguez, Prisca

**Sent:** Thursday, July 07, 2016 7:59 AM

**To:** Salazar-Rodriguez, Prisca; Aidinoff, Charles; Berger, Henry; O'Brien, Kevin; Schnake Mahl, Gabriel; Thornton, Demetrius; Seignious, Sandy; Markham, Max; McMoore, Marvin; Wolfe, Emma; Walzak, Phil; Williams, Dominic; Snyder, Thomas; Lauter, Rachel; Darlington, Mandy (OMB); Gil, Claudia; Lupo, Jon Paul; 'dkieve@hilltoppublicsolutions.com'; Ryan, Kristine; Viguers, Jonathan;

'nbaldick@hilltoppublicsolutions.com'; 'Laurence Laufer'; Fuleihan, Dean (OMB); Collins-McNeil, Christopher; Khanyile-Lynch, Celi; Caquias, Paula; Gonzalez, Melissa; Jonathan Rosen

**Cc:** 'nbaldick@hilltoppublicsolutions.com'; Fuleihan, Dean (OMB)

**Subject:** MBDB: Reform Meeting

**When:** Thursday, July 14, 2016 3:30 PM-5:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** Gracie Mansion - Call In # [REDACTED] Code: [REDACTED]

**From:** [Grybauskas, Natalie](mailto:Grybauskas.Natalie)  
**To:** [Worman, Maya](mailto:Worman.Maya)  
**Cc:** [Stacey Levine](mailto:Stacey.Levine); [Dan Levitan](mailto:Dan.Levitan); [Jovana Rizzo](mailto:Jovana.Rizzo); [Shor, Stanley](mailto:Shor.Stanley)  
**Subject:** Re: WSJ Request  
**Date:** Wednesday, July 20, 2016 10:24:02 AM

---

m.o

> On Jul 20, 2016, at 10:11 AM, Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)> wrote:  
>  
> Added Natalie so she is aware.  
>  
> On Jul 20, 2016, at 10:10 AM, Stacey Levine  
<[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>>> wrote:  
>  
> Maya/Stanley, See below.  
>  
> BR can give him a call to get more info before we respond.  
>  
>  
> ----- Forwarded message -----  
> From: Kanno-Youngs, Zolan <[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)<<mailto:zolan.kanno-youngs@wsj.com>>>  
> Date: Wed, Jul 20, 2016 at 10:04 AM  
> Subject: WSJ Request  
> To: [Media@link.nyc](mailto:Media@link.nyc)<<mailto:Media@link.nyc>>  
>  
>  
> Hello,  
>  
> I'm writing a follow up story to the rolling out of Link NYC kiosks and I'm hoping I can speak to an official to get comments about some reactions I've gotten from residents on the Upper East side. Residents have said they either don't use the kiosks, they congest sidewalks or they've seen homeless people camp out around them for hours. The one person I saw using the kiosk yesterday was homeless.  
>  
> Many residents also wondered why the beta phase was rolling out in the Upper East Side when other neighborhoods might have a greater need for internet access. Is it because of the exposure of advertisements?  
>  
>  
> I would love to have a graphic go along with story that shows the number of kiosks that are working, the number of kiosks installed and the number of kiosks that are planned to be installed in the city. Could someone please send me that data and info?  
>  
> Feel free to give me a call.  
>  
> Zolan Kanno-Youngs  
> REPORTER  
> [The Wall Street Journal]<<http://www.wsj.com/>>  
> O: 212-416-2695<tel:212-416-2695> M:617-233-9507<tel:617-233-9507>  
> E: [zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)<<mailto:zolan.kanno-youngs@wsj.com>>  
> @kannoyoungs<<mailto:zolan.kanno-youngs@wsj.com>>  
> A: 1211 Avenue of the Americas, New York, NY 10036  
> [Dow Jones]<<http://www.dowjones.com/>>  
>  
>  
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media+unsubscribe@link.nyc<<mailto:media+unsubscribe@link.nyc>>.

>

>

>

> --

> Stacey Levine

> Communications Director

>

> T: 646-834-9657

> M: 202-422-7558

> stacey.levine@intersection.com<<mailto:stacey.levine@intersection.com>>

>

> Intersection

> 233 Broadway, 21st Floor, New York, NY 10279

> intersection.com<<http://www.intersection.com/>>

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**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); "[Worman, Maya](#)"; [Stacey Levine](#)  
**Cc:** [Jovana Rizzo](#); [Shor, Stanley](#)  
**Subject:** RE: WSJ Request  
**Date:** Wednesday, July 20, 2016 10:38:08 AM

---

The reporter is calling us back in one hour.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
Sent: Wednesday, July 20, 2016 10:25 AM  
To: 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
Cc: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
Subject: RE: WSJ Request

Do we know when he's writing for?

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

From: Worman, Maya [<mailto:mworman@doitt.nyc.gov>]  
Sent: Wednesday, July 20, 2016 10:12 AM  
To: Stacey Levine  
Cc: Dan Levitan; Jovana Rizzo; Shor, Stanley; Grybauskas, Natalie  
Subject: Re: WSJ Request

Added Natalie so she is aware.

On Jul 20, 2016, at 10:10 AM, Stacey Levine  
<[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>>> wrote:

Maya/Stanley, See below.

BR can give him a call to get more info before we respond.

----- Forwarded message -----

From: Kanno-Youngs, Zolan <[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)<<mailto:zolan.kanno-youngs@wsj.com>>>  
Date: Wed, Jul 20, 2016 at 10:04 AM  
Subject: WSJ Request  
To: [Media@link.nyc](mailto:Media@link.nyc)<<mailto:Media@link.nyc>>

Hello,

I'm writing a follow up story to the rolling out of Link NYC kiosks and I'm hoping I can speak to an official to get comments about some reactions I've gotten from residents on the Upper East side. Residents have said they either don't use the kiosks, they congest sidewalks or they've seen homeless people camp out around them for hours. The one person I saw using the kiosk yesterday was homeless.

Many residents also wondered why the beta phase was rolling out in the Upper East Side when other



neighborhoods might have a greater need for internet access. Is it because of the exposure of advertisements?

I would love to have a graphic go along with story that shows the number of kiosks that are working, the number of kiosks installed and the number of kiosks that are planned to be installed in the city. Could someone please send me that data and info?

Feel free to give me a call.

Zolan Kanno-Youngs

REPORTER

[The Wall Street Journal] <<http://www.wsj.com/>>

O: 212-416-2695 <tel:212-416-2695> M: 617-233-9507 <tel:617-233-9507>

E: zolan.kanno-youngs@wsj.com <<mailto:zolan.kanno-youngs@wsj.com>>

@kannoyoungs <<mailto:zolan.kanno-youngs@wsj.com>>

A: 1211 Avenue of the Americas, New York, NY 10036 [Dow Jones] <<http://www.dowjones.com/>>

--

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--

Stacey Levine

Communications Director

T: 646-834-9657

M: 202-422-7558

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com) <<mailto:stacey.levine@intersection.com>>

Intersection

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**From:** [Dan Levitan](#)  
**To:** [Worman, Maya](#)  
**Cc:** [Grybauskas, Natalie](#); [Stacey Levine](#); [Jovana Rizzo](#); [Shor, Stanley](#)  
**Subject:** RE: WSJ Request  
**Date:** Wednesday, July 20, 2016 11:05:59 AM

---

Anne may be the right person, he had it in his head to ask for Maya, but what he really wants is an articulation of why the city is doing this.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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

From: Worman, Maya [<mailto:mworman@doitt.nyc.gov>]  
Sent: Wednesday, July 20, 2016 11:04 AM  
To: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
Cc: Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
Subject: Re: WSJ Request

Do you mean Anne Roest?

> On Jul 20, 2016, at 11:01 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

>

> Believe an interview with Maya Wiley or someone else who can talk about the City's big picture goals for the project

>

> --

> Dan Levitan  
> BerlinRosen Public Affairs  
> O: 646.200.5315  
> C: 201.674.7475  
> @DanLevitan

>

>

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

> From: Worman, Maya [<mailto:mworman@doitt.nyc.gov>]  
> Sent: Wednesday, July 20, 2016 10:57 AM  
> To: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
> Cc: Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
> Subject: Re: WSJ Request

>

> Great. Any sense of what they need/are looking for from us?

>

>> On Jul 20, 2016, at 10:53 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

>>

>> Also, just heard NY Times is going to circle back to DoITT today and wrap up the story this week. Think we should try to help them as much as possible

>>

>> --

>> Dan Levitan  
>> BerlinRosen Public Affairs  
>> O: 646.200.5315  
>> C: 201.674.7475  
>> @DanLevitan  
>>  
>>  
>> -----Original Message-----  
>> From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
>> Sent: Wednesday, July 20, 2016 10:25 AM  
>> To: 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
>> Cc: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
>> Subject: RE: WSJ Request  
>>  
>> Do we know when he's writing for?  
>>  
>> -----Original Message-----  
>> From: Worman, Maya [<mailto:mworman@doitt.nyc.gov>]  
>> Sent: Wednesday, July 20, 2016 10:12 AM  
>> To: Stacey Levine  
>> Cc: Dan Levitan; Jovana Rizzo; Shor, Stanley; Grybauskas, Natalie  
>> Subject: Re: WSJ Request  
>>  
>> Added Natalie so she is aware.  
>>  
>> On Jul 20, 2016, at 10:10 AM, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>>> wrote:  
>>  
>> Maya/Stanley, See below.  
>>  
>> BR can give him a call to get more info before we respond.  
>>  
>>  
>> ----- Forwarded message -----  
>> From: Kanno-Youngs, Zolan <[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)<<mailto:zolan.kanno-youngs@wsj.com>>>  
>> Date: Wed, Jul 20, 2016 at 10:04 AM  
>> Subject: WSJ Request  
>> To: Media@link.nyc<<mailto:Media@link.nyc>>  
>>  
>>  
>> Hello,  
>>  
>> I'm writing a follow up story to the rolling out of Link NYC kiosks and I'm hoping I can speak to an official to get comments about some reactions I've gotten from residents on the Upper East side. Residents have said they either don't use the kiosks, they congest sidewalks or they've seen homeless people camp out around them for hours. The one person I saw using the kiosk yesterday was homeless.  
>>  
>> Many residents also wondered why the beta phase was rolling out in the Upper East Side when other neighborhoods might have a greater need for internet access. Is it because of the exposure of advertisements?  
>>  
>>  
>> I would love to have a graphic go along with story that shows the number of kiosks that are working, the number of kiosks installed and the number of kiosks that are planned to be installed in the city. Could someone please send me that data and info?  
>>  
>> Feel free to give me a call.  
>>

>> Zolan Kanno-Youngs  
>> REPORTER  
>> [The Wall Street Journal]<<http://www.wsj.com/>>  
>> O: 212-416-2695<tel:212-416-2695> M:617-233-9507<tel:617-233-9507>  
>> E: zolan.kanno-youngs@wsj.com<<mailto:zolan.kanno-youngs@wsj.com>>  
>> @kannoyoungs<<mailto:zolan.kanno-youngs@wsj.com>>  
>> A: 1211 Avenue of the Americas, New York, NY 10036 [Dow Jones]<<http://www.dowjones.com/>>

>>

>>

>> --

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>>

>>

>>

>> --

>> Stacey Levine  
>> Communications Director

>>

>> T: 646-834-9657

>> M: 202-422-7558

>> stacey.levine@intersection.com<<mailto:stacey.levine@intersection.com>>

>>

>> Intersection

>> 233 Broadway, 21st Floor, New York, NY 10279 intersection.com<<http://www.intersection.com/>>

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**From:** [Grybauskas, Natalie](#)  
**To:** "[Worman, Maya](#)"; "[dan@berlinrosen.com](#)"; "[stacey.levine@intersection.com](#)"  
**Cc:** "[jovana@berlinrosen.com](#)"; [Shor, Stanley](#)  
**Subject:** RE: WSJ Request  
**Date:** Wednesday, July 20, 2016 12:05:24 PM

---

Yes

---

**From:** Worman, Maya [<mailto:mworman@doitt.nyc.gov>]  
**Sent:** Wednesday, July 20, 2016 12:04 PM  
**To:** '[dan@berlinrosen.com](#)'; Grybauskas, Natalie; '[stacey.levine@intersection.com](#)'  
**Cc:** '[jovana@berlinrosen.com](#)'; Shor, Stanley  
**Subject:** Re: WSJ Request

I'm available

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, July 20, 2016 12:03 PM  
**To:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; 'Stacey Levine' <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Worman, Maya  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley  
**Subject:** RE: WSJ Request

Just spoke to them. Stacey is headed into a meeting but can I call you guys and catch you up?

--

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

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, July 20, 2016 11:57 AM  
**To:** 'Stacey Levine' <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; 'Shor, Stanley' <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
**Subject:** RE: WSJ Request

Pls let us know how WSJ call goes.

---

**From:** Grybauskas, Natalie  
**Sent:** Wednesday, July 20, 2016 11:13 AM  
**To:** 'Stacey Levine'; Worman, Maya  
**Cc:** Dan Levitan; Jovana Rizzo; Shor, Stanley  
**Subject:** RE: WSJ Request

Brittney Saunders is interim counsel to the mayor now that Maya has left. She has worked on Maya's

team throughout this whole process and is very familiar with Link.

**From:** Stacey Levine [<mailto:stacey.levine@intersection.com>]  
**Sent:** Wednesday, July 20, 2016 11:11 AM  
**To:** Worman, Maya  
**Cc:** Grybauskas, Natalie; Dan Levitan; Jovana Rizzo; Shor, Stanley  
**Subject:** Re: WSJ Request

Who is Brittny and what is her role?

On Wed, Jul 20, 2016 at 11:07 AM, Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)> wrote:  
I can make Anne available but have no visibility into Brittny's availability. I prefer Anne speak for big picture at this point.

> On Jul 20, 2016, at 11:05 AM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

>

> Brittny is the new Maya for now, I'm going to flag this for her too.

>

>

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

> From: Worman, Maya [<mailto:mworman@doitt.nyc.gov>]

> Sent: Wednesday, July 20, 2016 11:04 AM

> To: Dan Levitan

> Cc: Grybauskas, Natalie; Stacey Levine; Jovana Rizzo; Shor, Stanley

> Subject: Re: WSJ Request

>

> Do you mean Anne Roest?

>

>> On Jul 20, 2016, at 11:01 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

>>

>> Believe an interview with Maya Wiley or someone else who can talk about the City's big picture goals for the project

>>

>> --

>> Dan Levitan

>> BerlinRosen Public Affairs

>> O: [646.200.5315](tel:646.200.5315)

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

>> @DanLevitan

>>

>>

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

>> From: Worman, Maya [<mailto:mworman@doitt.nyc.gov>]

>> Sent: Wednesday, July 20, 2016 10:57 AM

>> To: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

>> Cc: Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>

>> Subject: Re: WSJ Request

>>

>> Great. Any sense of what they need/are looking for from us?

>>

>>> On Jul 20, 2016, at 10:53 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

>>>

>>> Also, just heard NY Times is going to circle back to DoITT today and wrap up the story this week. Think we should try to help them as much as possible

>>>

>>> --

>>> Dan Levitan

>>> BerlinRosen Public Affairs

>>> O: [646.200.5315](tel:646.200.5315)

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

>>> @DanLevitan

>>>

>>>

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

>>> From: Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]

>>> Sent: Wednesday, July 20, 2016 10:25 AM

>>> To: 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>

>>> Cc: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>

>>> Subject: RE: WSJ Request

>>>

>>> Do we know when he's writing for?

>>>

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

>>> From: Worman, Maya [mailto:[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)]

>>> Sent: Wednesday, July 20, 2016 10:12 AM

>>> To: Stacey Levine

>>> Cc: Dan Levitan; Jovana Rizzo; Shor, Stanley; Grybauskas, Natalie

>>> Subject: Re: WSJ Request

>>>

>>> Added Natalie so she is aware.

>>>

>>> On Jul 20, 2016, at 10:10 AM, Stacey Levine

>>> <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)><mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>> wrote:

>>>

>>> Maya/Stanley, See below.

>>>

>>> BR can give him a call to get more info before we respond.

>>>

>>>

>>> ----- Forwarded message -----

>>> From: Kanno-Youngs, Zolan <[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)><mailto:[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)>>

>>> Date: Wed, Jul 20, 2016 at 10:04 AM

>>> Subject: WSJ Request

>>> To: Media@link.nyc<mailto:[Media@link.nyc](mailto:Media@link.nyc)>

>>>

>>>

>>> Hello,

>>>

>>> I'm writing a follow up story to the rolling out of Link NYC kiosks and I'm hoping I can speak to an official to get comments about some reactions I've gotten from residents on the Upper East side. Residents have said they either don't use the kiosks, they congest sidewalks or they've seen homeless people camp out around them for hours. The one person I saw using the kiosk yesterday was homeless.

>>>

>>> Many residents also wondered why the beta phase was rolling out in the Upper East Side when other neighborhoods might have a greater need for internet access. Is it because of the exposure of advertisements?

>>>

>>>

>>> I would love to have a graphic go along with story that shows the number of kiosks that are working, the number of kiosks installed and the number of kiosks that are planned to be installed in the city. Could someone please send me that data and info?

>>>

>>> Feel free to give me a call.

>>>

>>> Zolan Kanno-Youngs

>>> REPORTER

>>> [The Wall Street Journal]<<http://www.wsj.com/>>

>>> O: [212-416-2695](tel:212-416-2695)<tel:[212-416-2695](tel:212-416-2695)> M: [617-233-9507](tel:617-233-9507)<tel:[617-233-9507](tel:617-233-9507)>

>>> E: [zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)<mailto:[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)>

>>> @kannoyoungs<mailto:[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)>

>>> A: 1211 Avenue of the Americas, New York, NY 10036 [Dow Jones]<<http://www.dowjones.com/>>

>>>

>>>

>>> --

>>> You received this message because you are subscribed to the Google Groups "Media" group.

>>> To unsubscribe from this group and stop receiving emails from it, send an email to [media+unsubscribe@link.nyc](mailto:media+unsubscribe@link.nyc)<mailto:[media+unsubscribe@link.nyc](mailto:media+unsubscribe@link.nyc)>.

>>>

>>>

>>>

>>> --

>>> Stacey Levine

>>> Communications Director

>>>

>>> T: [646-834-9657](tel:646-834-9657)

>>> M: [202-422-7558](tel:202-422-7558)

>>> [stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>

>>>

>>> Intersection

>>> 233 Broadway, 21st Floor, New York, NY 10279



[intersection.com](http://www.intersection.com)<<http://www.intersection.com>>

>>>

>>> \_\_\_\_\_

>>>

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--

**Stacey Levine**

Communications Director

T: 646-834-9657

M: 202-422-7558

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

233 Broadway, 21st Floor, New York, NY 10279

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

**From:** [Shor, Stanley](#)  
**To:** [Worman, Maya](#); "[dan@berlinrosen.com](#)"; [Grybauskas, Natalie](#); "[stacey.levine@intersection.com](#)"  
**Cc:** "[jovana@berlinrosen.com](#)"  
**Subject:** RE: WSJ Request  
**Date:** Wednesday, July 20, 2016 12:10:34 PM

---

So am I.

Sent Via DoITT Mobile Device

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

**From:** "Worman, Maya" <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Date:** 07/20/2016 12:04 PM (GMT-05:00)  
**To:** "'[dan@berlinrosen.com](mailto:dan@berlinrosen.com)'" <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>, "'[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)'" <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>, "'[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)'" <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Cc:** "'[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)'" <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>, "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
**Subject:** Re: WSJ Request

I'm available

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, July 20, 2016 12:03 PM  
**To:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; 'Stacey Levine' <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Worman, Maya  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley  
**Subject:** RE: WSJ Request

Just spoke to them. Stacey is headed into a meeting but can I call you guys and catch you up?

--

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

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, July 20, 2016 11:57 AM  
**To:** 'Stacey Levine' <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; 'Shor, Stanley' <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
**Subject:** RE: WSJ Request

Pls let us know how WSJ call goes.

**From:** Grybauskas, Natalie  
**Sent:** Wednesday, July 20, 2016 11:13 AM  
**To:** 'Stacey Levine'; Worman, Maya  
**Cc:** Dan Levitan; Jovana Rizzo; Shor, Stanley  
**Subject:** RE: WSJ Request

Brittney Saunders is interim counsel to the mayor now that Maya has left. She has worked on Maya's team throughout this whole process and is very familiar with Link.

**From:** Stacey Levine [<mailto:stacey.levine@intersection.com>] <[mailto:\[mailto:stacey.levine@intersection.com\]](mailto:[mailto:stacey.levine@intersection.com])>  
**Sent:** Wednesday, July 20, 2016 11:11 AM  
**To:** Worman, Maya  
**Cc:** Grybauskas, Natalie; Dan Levitan; Jovana Rizzo; Shor, Stanley  
**Subject:** Re: WSJ Request

Who is Brittany and what is her role?

On Wed, Jul 20, 2016 at 11:07 AM, Worman, Maya

<mworman@doitt.nyc.gov<<mailto:mworman@doitt.nyc.gov>>> wrote:

I can make Anne available but have no visibility into Brittany's availability. I prefer Anne speak for big picture at this point.

> On Jul 20, 2016, at 11:05 AM, Grybauskas, Natalie

<NGrybauskas@cityhall.nyc.gov<<mailto:NGrybauskas@cityhall.nyc.gov>>> wrote:

>

> Brittany is the new Maya for now, I'm going to flag this for her too.

>

>

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

> From: Worman, Maya [<mailto:mworman@doitt.nyc.gov><<mailto:mworman@doitt.nyc.gov>>]

> Sent: Wednesday, July 20, 2016 11:04 AM

> To: Dan Levitan

> Cc: Grybauskas, Natalie; Stacey Levine; Jovana Rizzo; Shor, Stanley

> Subject: Re: WSJ Request

>

> Do you mean Anne Roest?

>

>> On Jul 20, 2016, at 11:01 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)<<mailto:dan@berlinrosen.com>>> wrote:

>>

>> Believe an interview with Maya Wiley or someone else who can talk about the City's big picture goals for the project

>>

>> --

>> Dan Levitan

>> BerlinRosen Public Affairs

>> O: 646.200.5315<tel:646.200.5315>

>> C: 201.674.7475<tel:201.674.7475>

>> @DanLevitan

>>

>>

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

>> From: Worman, Maya [<mailto:mworman@doitt.nyc.gov><<mailto:mworman@doitt.nyc.gov>>]

>> Sent: Wednesday, July 20, 2016 10:57 AM

>> To: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)<<mailto:dan@berlinrosen.com>>>

>> Cc: Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)<<mailto:NGrybauskas@cityhall.nyc.gov>>>; Stacey

Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>>>; Jovana Rizzo

<[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)<<mailto:jovana@berlinrosen.com>>>; Shor, Stanley

<[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)<<mailto:SShor@doitt.nyc.gov>>>

>> Subject: Re: WSJ Request

>>

>> Great. Any sense of what they need/are looking for from us?

>>

>>> On Jul 20, 2016, at 10:53 AM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)<<mailto:dan@berlinrosen.com>>> wrote:

>>>

>>> Also, just heard NY Times is going to circle back to DoITT today and wrap up the story this week. Think we should try to help them as much as possible

>>>

>>> --

>>> Dan Levitan

>>> BerlinRosen Public Affairs

>>> O: 646.200.5315<tel:646.200.5315>

>>> C: 201.674.7475<tel:201.674.7475>

>>> @DanLevitan

>>>

>>>

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

>>> From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov><<mailto:NGrybauskas@cityhall.nyc.gov>>]

>>> Sent: Wednesday, July 20, 2016 10:25 AM

>>> To: 'Worman, Maya' <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)<<mailto:mworman@doitt.nyc.gov>>>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>>>

>>> Cc: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)<<mailto:dan@berlinrosen.com>>>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)<<mailto:jovana@berlinrosen.com>>>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)<<mailto:SShor@doitt.nyc.gov>>>

>>> Subject: RE: WSJ Request

>>>

>>> Do we know when he's writing for?

>>>

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

>>> From: Worman, Maya [<mailto:mworman@doitt.nyc.gov><<mailto:mworman@doitt.nyc.gov>>]

>>> Sent: Wednesday, July 20, 2016 10:12 AM

>>> To: Stacey Levine

>>> Cc: Dan Levitan; Jovana Rizzo; Shor, Stanley; Grybauskas, Natalie

>>> Subject: Re: WSJ Request

>>>

>>> Added Natalie so she is aware.

>>>

>>> On Jul 20, 2016, at 10:10 AM, Stacey Levine

>>> <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>><<mailto:stacey.levine@intersection.com>>  
<A>>>> wrote:

>>>

>>> [Maya/Stanley. See below.](#)

>>>

>>> [BR can give him a call to get more info before we respond.](#)

>>>

>>>

>>> ----- Forwarded message -----

>>> From: Kanno-Youngs, Zolan <[zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)<<mailto:zolan.kanno-youngs@wsj.com>><<mailto:zolan.kanno-youngs@wsj.com><A>>>>

>>> Date: Wed, Jul 20, 2016 at 10:04 AM

>>> Subject: WSJ Request

>>> To: [Media@link.nyc](mailto:Media@link.nyc)<<mailto:Media@link.nyc><A>>>

>>>

>>>

>>> Hello.

>>>

>>> [I'm writing a follow up story to the rolling out of Link NYC kiosks and I'm hoping I can speak to an official to get comments about some reactions I've gotten from residents on the Upper East side. Residents have said they either don't use the kiosks, they congest sidewalks or they've seen homeless people camp out around them for hours. The one person I saw using the kiosk yesterday was homeless.](#)

>>>

>>> [Many residents also wondered why the beta phase was rolling out in the Upper East Side when other neighborhoods might have a greater need for internet access. Is it because of the exposure of advertisements?](#)

>>>

>>>

>>> [I would love to have a graphic go along with story that shows the number of kiosks that are working, the number of kiosks installed and the number of kiosks that are planned to be installed in the city. Could someone please send me that data and info?](#)

>>>

>>> [Feel free to give me a call.](#)

>>>

>>> [Zolan Kanno-Youngs](#)

>>> [REPORTER](#)

>>> [\[The Wall Street Journal\]](http://www.wsj.com/)<<http://www.wsj.com/>>

>>> O: 212-416-2695<<tel:212-416-2695>><<tel:212-416-2695>><<tel:212-416-2695>>> M:617-233-9507<<tel:617-233-9507>><<tel:617-233-9507>><<tel:617-233-9507>>>

>>> E: [zolan.kanno-youngs@wsj.com](mailto:zolan.kanno-youngs@wsj.com)<<mailto:zolan.kanno-youngs@wsj.com>><<mailto:zolan.kanno-youngs@wsj.com><A>>>

>>> [@kannoyoungs](mailto:zolan.kanno-youngs@wsj.com)<<mailto:zolan.kanno-youngs@wsj.com><A>>>

>>> A: 1211 Avenue of the Americas, New York, NY 10036 [[Dow Jones](http://www.dowjones.com/)]<<http://www.dowjones.com/>>

>>>

>>>

>>> --

>>> You received this message because you are subscribed to the Google Groups "Media" group.

>>> To unsubscribe from this group and stop receiving emails from it, send an email to

media+unsubscribe@link.nyc< <mailto:media+unsubscribe@link.nyc>< A>>>.

>>>

>>>

>>>

>>> --

>>> [Stacey Levine](mailto:Stacey.Levine@intersection.com)

>>> [Communications Director](mailto:Stacey.Levine@intersection.com)

>>>

>>> T: [646-834-9657](tel:646-834-9657)<tel:646-834-9657>

>>> M: [202-422-7558](tel:202-422-7558)<tel:202-422-7558>

>>>

>>> [stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>><<mailto:stacey.levine@intersection.com>>  
< A>>>

>>>

>>> [Intersection](http://www.intersection.com/)

>>> [233 Broadway, 21st Floor, New York, NY 10279](http://www.intersection.com/)

>>> [intersection.com](http://www.intersection.com/)<<http://www.intersection.com/>><<http://www.intersection.com/>>

>>>

>>> \_\_\_\_\_

>>>

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--

Stacey Levine

Communications Director

T: [646-834-9657](tel:646-834-9657)

M: [202-422-7558](tel:202-422-7558)

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)<<mailto:stacey.levine@intersection.com>>

Intersection

233 Broadway, 21st Floor, New York, NY 10279

[intersection.com](http://www.intersection.com/)<<http://www.intersection.com/>>

<><><><><><><><>

**From:** [Grybauskas, Natalie](#)  
**To:** ["Dan Levitan"](#); [Shor, Stanley](#); [Worman, Maya](#)  
**Cc:** [Stacey Levine \(stacey.levine@intersection.com\)](#); [Jovana Rizzo](#)  
**Subject:** RE: News 12  
**Date:** Thursday, July 21, 2016 12:18:23 PM

---

Thanks dan

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Thursday, July 21, 2016 12:18 PM  
**To:** Shor, Stanley; Worman, Maya; Grybauskas, Natalie  
**Cc:** Stacey Levine ([stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)); Jovana Rizzo  
**Subject:** News 12

As discussed, we approached News 12 about the Per Scholas story. They swung by a Link today to meet our Per Scholas street team, though the story seems to be also focused on excitement on how the Bronx got to get Links before the other outerboroughs.

Clip should air shortly, we'll send around when it does.

--

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

**From:** [Michael Gartland](#)  
**To:** [Dan Levitan](#)  
**Cc:** [Phillips, Eric Falk](#)  
**Subject:** Re: Trump Jr.  
**Date:** Sunday, July 24, 2016 5:09:10 PM

---

Nice. Thanks.

On Sun, Jul 24, 2016 at 5:00 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

From a campaign spox:

"It's a free country, and assuming his dad loses it will still be in 2017."

- Sent from my Galaxy S6 -

On Jul 24, 2016, at 3:45 PM, Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)> wrote:

Trump Jr. is telling us he would "love to run for mayor" in NYC.

Not sure who'd field this, but would one of you like to comment?

--

Michael Gartland  
NY Post  
[551-208-6570](tel:551-208-6570)  
[mgartland@nypost.com](mailto:mgartland@nypost.com)  
[@michaelgartland](#)

--

Michael Gartland  
NY Post  
551-208-6570  
[mgartland@nypost.com](mailto:mgartland@nypost.com)  
[@michaelgartland](#)

**From:** [Jonathan Rosen](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Jeremy Soffin](#)  
**Subject:** Draft SLG press release  
**Date:** Tuesday, August 09, 2016 7:03:15 PM  
**Attachments:** [Ex B - Press Release.docx](#)  
[ATT00001.txt](#)

---

Wiley,

Per your request attached please find draft press release from SL Green announcing their settlement of litigation w Midtown Trackage. While some wording and details may change this is far enough along to share. As of now the plan is to announce this tomorrow but that is not yet final.

Let me know any questions or concerns.

Thanks,

Jonathan



## SL Green Announces ~~Settlement Agreement~~ with Midtown TDR Ventures to ~~End Withdraw~~ One Vanderbilt Litigation

NEW YORK – SL Green Realty Corp. (NYSE: SLG) today announced an agreement with Midtown TDR Ventures to settle their litigation regarding SL Green’s One Vanderbilt, an iconic new office tower under construction adjacent to Grand Central Terminal. The settlement resolves the legal claims that Midtown TDR Ventures asserted to invalidate the Vanderbilt Corridor rezoning amendment and the One Vanderbilt special permit, thereby eliminating uncertainty surrounding the building.

“This is a major milestone for the future of East Midtown, clearing the way for One Vanderbilt to deliver state-of-the-art Class A office space and unprecedented investment in Grand Central’s transit infrastructure,” said Marc Holliday, CEO of SL Green Realty Corp. “We’re pleased ~~are grateful~~ that the new ownership of Midtown TDR Ventures shares our commitment to development in East Midtown and worked with us to quickly reach this ~~settlement agreement~~. ~~With demolition nearly complete and work already underway on public improvements, progress can now continue without delay being~~ tweaked! One Vanderbilt is well on the way to becoming a reality.”

One Vanderbilt is bounded by Vanderbilt Avenue and Madison Avenue between East 42<sup>nd</sup> and East 43<sup>rd</sup> Streets in Manhattan’s East Midtown business district. The 63-story skyscraper will be 1,501 feet tall and contain 1.6 million square feet of Class A commercial space. Designed by Kohn Pedersen Fox (KPF), One Vanderbilt’s architecture and building materials pay homage to the landmarked Terminal and the surrounding East Midtown business district. One Vanderbilt features open floor plans, efficient use of space, and the highest level of sustainable design in New York City. As part of the development, SL Green will invest \$220 million in public infrastructure in and around Grand Central Terminal.

**From:** [Jonathan Rosen](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Jeremy Soffin](#)  
**Subject:** Look at this version  
**Date:** Tuesday, August 09, 2016 7:22:09 PM  
**Attachments:** [Ex B - Press Release.v5.docx](#)  
[ATT00001.txt](#)

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## **SL Green Announces Agreement with Midtown TDR Ventures to Resolve One Vanderbilt Litigation**

NEW YORK – SL Green Realty Corp. (NYSE: SLG) today announced an agreement with Midtown TDR Ventures whereby the litigation regarding SL Green’s One Vanderbilt, an iconic new office tower under construction adjacent to Grand Central Terminal, was withdrawn. The settlement will resolve the legal claims that Midtown TDR Ventures asserted to invalidate the Vanderbilt Corridor rezoning amendment and the One Vanderbilt special permit, thereby eliminating uncertainty surrounding the building.

“This is a major milestone for the future of East Midtown, clearing the way for One Vanderbilt to deliver state-of-the-art Class A office space and unprecedented investment in Grand Central’s transit infrastructure,” said Marc Holliday, CEO of SL Green Realty Corp. “We’re pleased that the new ownership of Midtown TDR Ventures shares our commitment to development in East Midtown and worked with us to quickly reach this agreement. With demolition nearly complete and work already underway on public improvements, One Vanderbilt is well on the way to becoming a reality.”

One Vanderbilt is bounded by Vanderbilt Avenue and Madison Avenue between East 42<sup>nd</sup> and East 43<sup>rd</sup> Streets in Manhattan’s East Midtown business district. The 63-story skyscraper will be 1,501 feet tall and contain 1.6 million square feet of Class A commercial space. Designed by Kohn Pedersen Fox (KPF), One Vanderbilt’s architecture and building materials pay homage to the landmarked Terminal and the surrounding East Midtown business district. One Vanderbilt features open floor plans, efficient use of space, and the highest level of sustainable design in New York City. As part of the development, SL Green will invest \$220 million in public infrastructure in and around Grand Central Terminal.

**From:** [Norvell, Wiley](#)  
**To:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** release w/tracked changes  
**Date:** Tuesday, August 09, 2016 10:02:13 PM  
**Attachments:** [Ex B - Press Release.v5.docx](#)

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This work?

And here's the quote from AG we will provide to incoming inquiries:

"We are pleased the two parties could resolve the litigation, and that work can proceed as planned on the new office tower and major transit upgrades to Grand Central. This is a promising development as we move ahead with our comprehensive East Midtown plan."

## SL Green Announces Agreement with Midtown TDR Ventures to Resolve One Vanderbilt Litigation

NEW YORK – SL Green Realty Corp. (NYSE: SLG) today announced an agreement with Midtown TDR Ventures whereby the litigation regarding SL Green’s One Vanderbilt, an iconic new office tower under construction adjacent to Grand Central Terminal, was withdrawn. The settlement will resolve the legal claims [against SL Green and the City of New York](#) that Midtown TDR Ventures asserted to invalidate the Vanderbilt Corridor rezoning amendment and the One Vanderbilt special permit, thereby eliminating uncertainty surrounding the building. [The new office tower and \\$220 million in planned transit improvements will move forward as planned.](#)

“This is a major milestone for the future of East Midtown, clearing the way for One Vanderbilt to deliver state-of-the-art Class A office space and [unprecedented \\$220 million](#) investment in Grand Central’s transit infrastructure,” said Marc Holliday, CEO of SL Green Realty Corp. “We’re pleased that the new ownership of Midtown TDR Ventures shares our commitment to development in East Midtown and worked with us to quickly reach this agreement. With demolition nearly complete and work already underway on public improvements, One Vanderbilt is well on the way to becoming a reality.”

One Vanderbilt is bounded by Vanderbilt Avenue and Madison Avenue between East 42<sup>nd</sup> and East 43<sup>rd</sup> Streets in Manhattan’s East Midtown business district. The 63-story skyscraper will be 1,501 feet tall and contain 1.6 million square feet of Class A commercial space. Designed by Kohn Pedersen Fox (KPF), One Vanderbilt’s architecture and building materials pay homage to the landmarked Terminal and the surrounding East Midtown business district. One Vanderbilt features open floor plans, efficient use of space, and the highest level of sustainable design in New York City. As part of the development, SL Green will invest \$220 million in public infrastructure in and around Grand Central Terminal.

**From:** [Norvell, Wiley](#)  
**To:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** Re: release w/tracked changes  
**Date:** Tuesday, August 09, 2016 10:04:24 PM  
**Attachments:** [Ex B - Press Release.v5.docx](#)

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Sorry—one more. Attached.

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**From:** <Norvell>, Wiley Norvell <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Date:** Tuesday, August 9, 2016 at 10:02 PM  
**To:** "[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)" <[jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)>  
**Subject:** release w/tracked changes

This work?

And here's the quote from AG we will provide to incoming inquiries:

"We are pleased the two parties could resolve the litigation, and that work can proceed as planned on the new office tower and major transit upgrades to Grand Central. This is a promising development as we move ahead with our comprehensive East Midtown plan."

## SL Green Announces Agreement with Midtown TDR Ventures to Resolve One Vanderbilt Litigation

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“This is a major milestone for the future of East Midtown, clearing the way for One Vanderbilt to deliver state-of-the-art Class A office space and [unprecedented \\$220 million](#) investment in Grand Central’s transit infrastructure,” said Marc Holliday, CEO of SL Green Realty Corp. “We’re pleased that the new ownership of Midtown TDR Ventures shares our commitment to development in East Midtown and worked with us to quickly reach this agreement. With demolition nearly complete and work already underway on public improvements, One Vanderbilt is well on the way to becoming a reality.”

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**From:** [Jonathan Rosen](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** Re: your rls out?  
**Date:** Wednesday, August 10, 2016 7:25:25 AM

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Not yet

> On Aug 10, 2016, at 7:24 AM, Norvell, Wiley <WNorvell@cityhall.nyc.gov> wrote:  
>  
>



**From:** [Jonathan Rosen](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** Re: your rls out?  
**Date:** Wednesday, August 10, 2016 7:25:51 AM

---

Shortly

> On Aug 10, 2016, at 7:24 AM, Norvell, Wiley <WNorvell@cityhall.nyc.gov> wrote:  
>  
>

**From:** [Norvell, Wiley](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** you aware Bagli is digging around?  
**Date:** Wednesday, August 10, 2016 11:48:29 AM

---

Wiley Norvell  
Communications Advisor for Housing and Economic Development  
Office of Mayor Bill de Blasio  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
212-788-8491

**From:** [Norvell, Wiley](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** Bagli went as planned  
**Date:** Wednesday, August 10, 2016 2:38:13 PM

---

Emphasized the two points/topics we discussed.

Wiley Norvell  
Communications Advisor for Housing and Economic Development  
Office of Mayor Bill de Blasio  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
212-788-8491

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** 1 in 5  
**Date:** Wednesday, August 10, 2016 4:57:16 PM

---

From OneNYC progress report: "Twenty-one percent of New York City households do not have broadband at home, according to the 2014 American Community Survey. That figure jumps to 35 percent for those living in poverty, according to an analysis by the City's Commission on Economic Opportunity."

**From:** [Dan Levitan](#)  
**To:** [Worman, Maya](#)  
**Cc:** [Shor, Stanley](#); [Stacey Levine](#); [Jennifer Hensley](#); [ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com); [Grybauskas, Natalie](#)  
**Subject:** Re: AP Story  
**Date:** Friday, August 12, 2016 10:48:07 AM  
**Attachments:** [image001.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)

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We will send this over. There is nothing new we haven't said before.

- Sent from my Galaxy S6 -

On Aug 12, 2016, at 10:28 AM, Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)> wrote:

Can you send any information you plan to share or use during the AP interview we discussed this morning?

Thank you!

Maya

<image001.png>

Maya Worman

Assistant Commissioner for External Affairs and Communications

**New York City Department of  
Information Technology & Telecommunications**

2 Metro Tech Center, 5<sup>th</sup> Floor

Brooklyn, NY 11201

**Direct Line: 718-403-8247 or 646-745-0577**

[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)

<image002.jpg>

[<image003.png>](#) [<image004.png>](#) [<image005.png>](#)

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This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by replying to this e-mail and delete the e-mail from your system.

**From:** [Grybauskas, Natalie](mailto:Grybauskas.Natalie)  
**To:** "[Dan Levitan](mailto:Dan.Levitan)"  
**Subject:** RE: Got a sec?  
**Date:** Wednesday, August 17, 2016 5:32:43 PM

---

Ok. let's touch base closer to that week

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, August 17, 2016 3:09 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: Got a sec?

I am out next week – week after?

Not until this weekend at the earliest.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, August 17, 2016 3:08 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Got a sec?

Can we do next week instead?

Also when is that AP story running? I think I need to make sure she gets a comment

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, August 16, 2016 1:09 PM  
**To:** Grybauskas, Natalie  
**Subject:** RE: Got a sec?

Lunch Friday?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475

@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 16, 2016 1:03 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: Got a sec?

I'm back tomorrow- can it wait?

Sent from mobile

On Aug 16, 2016, at 12:22 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Browne, Chris](#)  
**To:** [Norvell, Wiley](#); "[Dani Simons](#)"  
**Cc:** [Gastel, Scott](#); [Finan, Austin](#); [Madeline Kaye](#)  
**Subject:** RE: citibike milestone  
**Date:** Thursday, September 08, 2016 2:57:38 PM

---

We at DOT put together Mayoral release as long as we know the specifics. Assume it was new daily ridership record?

Christopher Browne  
Chief Communications Officer  
NYC Department of Transportation  
55 Water Street, 9<sup>th</sup> Floor  
New York, NY 10041  
212-839-4853  
[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Thursday, September 08, 2016 2:56 PM  
**To:** 'Dani Simons'  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris; Madeline Kaye  
**Subject:** RE: citibike milestone

Looking for 1 paragraph on breaking records, and then short quotes from Mayor, Polly and Jay.

**From:** Dani Simons [<mailto:danisimons@motivateco.com>]  
**Sent:** Thursday, September 08, 2016 2:55 PM  
**To:** Norvell, Wiley  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)); Madeline Kaye  
**Subject:** Re: citibike milestone

Hey there,

We've gotten some interest from print so far, amNY and potentially NYPost. We'd love to do a release, let me know if you need help from us. I am looping in Madeline from Berlin Rosen, she's up to speed. I am tied up with a big announcement in SF that's happening first thing tomorrow.

Best,

Dani

On Thu, Sep 8, 2016 at 11:34 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:  
Heard we broke a record today. Can we pump out a short and sweet release for tomorrow AM? Would be great for TV!

Wiley Norvell  
Communications Advisor for Housing and Economic Development  
Office of Mayor Bill de Blasio  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)



[212-788-8491](tel:212-788-8491)

--

Dani Simons  
Director of Communications & External Affairs

**Motivate**

347-916-0215 direct

203-980-8820 mobile

5202 3rd Ave. Brooklyn, NY 11220

[email](#) | [offices](#) | [website](#)

**From:** [Norvell, Wiley](#)  
**To:** "Madeline Kaye"; "Dani Simons"  
**Cc:** [Gastel, Scott](#); [Finan, Austin](#); [Browne, Chris \(cbrowne@dot.nyc.gov\)](#); [Jeremy Soffin](#); [Cathy Rought](#)  
**Subject:** RE: citibike milestone  
**Date:** Thursday, September 08, 2016 2:59:10 PM

---

DOT can draft, but needs you to provide the metrics/records we are making news with.

---

**From:** Madeline Kaye [mailto:Madeline.Kaye@berlinrosen.com]  
**Sent:** Thursday, September 08, 2016 2:58 PM  
**To:** Norvell, Wiley; 'Dani Simons'  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris (cbrowne@dot.nyc.gov); Jeremy Soffin; Cathy Rought  
**Subject:** Re: citibike milestone

Hi Wiley;

Do you want me to put something together or will the city? Up to you, I can do this afternoon if you want.  
CC'ing my team for FYI.

--

Madeline Kaye  
BerlinRosen Public Affairs  
O: (646) 200-5297 C: (646) 369-8226

---

**From:** <Norvell>, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Date:** Thursday, September 8, 2016 2:55 PM  
**To:** Dani Simons <[danisimons@motivateco.com](mailto:danisimons@motivateco.com)>  
**Cc:** "Gastel, Scott" <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>, "Finan, Austin" <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>, "Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov))" <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>  
**Subject:** RE: citibike milestone

Looking for 1 paragraph on breaking records, and then short quotes from Mayor, Polly and Jay.

**From:** Dani Simons [mailto:[danisimons@motivateco.com](mailto:danisimons@motivateco.com)]  
**Sent:** Thursday, September 08, 2016 2:55 PM  
**To:** Norvell, Wiley  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)); Madeline Kaye  
**Subject:** Re: citibike milestone

Hey there,

We've gotten some interest from print so far, amNY and potentially NYPost. We'd love to do a release, let me know if you need help from us. I am looping in Madeline from Berlin Rosen, she's up to speed. I am tied up with a big announcement in SF that's happening first thing tomorrow.

Best,

Dani

On Thu, Sep 8, 2016 at 11:34 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:  
Heard we broke a record today. Can we pump out a short and sweet release for tomorrow AM? Would be great for TV!

Wiley Norvell  
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[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
[212-788-8491](tel:212-788-8491)

--

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[email](#) | [offices](#) | [website](#)

**From:** [Norvell, Wiley](#)  
**To:** "[Dani Simons](#)"  
**Cc:** [Gastel, Scott](#); [Finan, Austin](#); [Browne, Chris \(cbrowne@dot.nyc.gov\)](#); [Madeline Kaye](#)  
**Subject:** RE: citibike milestone  
**Date:** Thursday, September 08, 2016 3:01:54 PM

---

Cool. Our previous daily ridership record would also be helpful for context. As well as how our annual ridership is looking so far this year compared to last, current size of the system, etc...

**From:** Dani Simons [mailto:[danisimons@motivateco.com](mailto:danisimons@motivateco.com)]  
**Sent:** Thursday, September 08, 2016 2:59 PM  
**To:** Norvell, Wiley  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)); Madeline Kaye  
**Subject:** Re: citibike milestone

Maybe something like this for starters?

Citi Bike continues to break records both at home and abroad, and it saw it's first day over 60,000 trips on Wednesday. Citi Bike is the busiest bike share system in North America and one of the busiest in the world. London's program which is larger and older has only beaten 60,000 trips twice in their history.

On Thu, Sep 8, 2016 at 11:55 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:  
Looking for 1 paragraph on breaking records, and then short quotes from Mayor, Polly and Jay.

**From:** Dani Simons [mailto:[danisimons@motivateco.com](mailto:danisimons@motivateco.com)]  
**Sent:** Thursday, September 08, 2016 2:55 PM  
**To:** Norvell, Wiley  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)); Madeline Kaye  
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Dani

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[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)

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5202 3rd Ave. Brooklyn, NY 11220  
[email](#) | [offices](#) | [website](#)

--

Dani Simons  
Director of Communications & External Affairs  
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[203-980-8820](tel:203-980-8820) mobile  
5202 3rd Ave. Brooklyn, NY 11220  
[email](#) | [offices](#) | [website](#)

**From:** [Browne, Chris](#)  
**To:** [Madeline Kaye](#); [Norvell, Wiley](#)  
**Cc:** [Finan, Austin](#); [Gastel, Scott](#)  
**Subject:** Re: citibike milestone  
**Date:** Friday, September 09, 2016 8:07:03 AM

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Our current draft of release. Would be great if you all could please update stats and perhaps add some of your latest boiler plate at end?

#### CITI BIKE SETS NEW DAILY RIDERSHIP RECORDS

Mayor Bill de Blasio today announced that Citi Bike, New York City's bike-share system had set new daily ridership records this week. For the first time, more than 60,000 Citi Bike rides were taken on both Wednesday and Thursday. With more than 9 million rides taken so far in 2016, Citi Bike should exceed the annual record of 10 million rides it achieved during 2015 sometime within the next month.

"Now that it is reaching even more and more diverse neighborhoods of New York City, Citi Bikes are now being ridden in record numbers – breaking 60,000 rides for the first time on Wednesday and then hitting a new daily record of XXXXX yesterday," said Mayor de Blasio. "With 565 stations and counting in Manhattan, Queens and Brooklyn, Citi Bike is growing and we remain committed to bringing this great transit alternative to even more New Yorkers in the years ahead."

"In Brooklyn neighborhoods like Park Slope, where Citi Bikes arrived only in the last two weeks, they have become so well-used and popular, it's already hard to remember what it was like without them," said DOT Commissioner Trottenberg. "Getting around brownstone Brooklyn -- along with other new Citi Bike neighborhoods like East Harlem and Red Hook -- has never been so easy, convenient and affordable."

"With this new 60,000 trip milestone, Citi Bike is the busiest bike share system in North America and one of the busiest across the globe," said Jay Walder, the CEO of Motivate, which operates Citi Bike. "The system is becoming not just a leader in bike share internationally, but a leader in transit right here in New York— on par with green cabs or the Staten Island Ferry. It is a useful part of our city's transit network, and we encourage everyone to strap on a helmet and give it a try."

[Insert Motivate Citi Bike boilerplate...]

On Thu, Sep 8, 2016 at 5:13 PM -0400, "Madeline Kaye" <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)> wrote:

Quote from Jay, approved by Dani & Jay:

"With this new 60,000 trip milestone, Citi Bike is the busiest bike share system in North America and one of the busiest across the globe. The system is becoming not just a leader in bike share internationally, but a leader in transit right here in New York— on par with green cabs or the Staten Island Ferry. It is a useful part of our city's transit network, and we encourage everyone to strap on a helmet and give it a try."

--

Madeline Kaye  
BerlinRosen Public Affairs  
O: (646) 200-5297 C: (646) 369-8226

---

**From:** <Browne>, Chris <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>  
**Date:** Thursday, September 8, 2016 4:45 PM  
**To:** Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Norvell, Wiley" <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Cc:** "Finan, Austin" <[afinan@cityhall.nyc.gov](mailto:afinan@cityhall.nyc.gov)>, "Gastel, Scott" <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>  
**Subject:** Re: citibike milestone

Thanks Madeline. Since I am going to bet that the Thursday number will exceed yesterday's record, will keep that as a placeholder in the release. Please send along as soon as you have.

Please also send quote from Jay.

Many thanks, cb

---

From: Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>  
Sent: Thursday, September 8, 2016 4:22 PM  
Subject: Re: citibike milestone  
To: Norvell, Wiley <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>, Browne, Chris <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>  
Cc: Finan, Austin <[afinan@cityhall.nyc.gov](mailto:afinan@cityhall.nyc.gov)>, Gastel, Scott <[sgastel@dot.nyc.gov](mailto:sgastel@dot.nyc.gov)>

Hi guys;

Here are some answers to your questions:

**Did today's record break yesterday's?** -- will not know until the end of the day

**What was our previous daily ridership record?** 23 Aug 2016, 58665 trips

**How is our annual ridership looking so far this year as compared to last**

5,936,430 as of 9/7/15;

8,949,075 as of 9/7/16

(and for what it's worth, on that date last year there were just over 30,000 rides— so the day more than doubled)

**Current size of the system**-- 565 stations and growing daily

Let me know if you have others.

Thanks!

Madeline

--

Madeline Kaye  
BerlinRosen Public Affairs  
O: (646) 200-5297 C: (646) 369-8226

---

**From:** Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>  
**Date:** Thursday, September 8, 2016 3:04 PM  
**To:** "Browne, Chris" <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>, "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
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**Subject:** Re: citibike milestone

I'll find out. In the interest of saving Dani a million emails during a crazy day for her I'm going to move her to BCC for now— Dani I'll let you know if anything pops that we need your guidance on.

--

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**From:** <Browne>, Chris <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>  
**Date:** Thursday, September 8, 2016 3:02 PM  
**To:** Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, Dani Simons <[danisimons@motivateco.com](mailto:danisimons@motivateco.com)>, "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
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That is Wednesday's record number? Might today's be even higher?

Christopher Browne  
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NYC Department of Transportation  
55 Water Street, 9<sup>th</sup> Floor  
New York, NY 10041  
212-839-4853  
[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)

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**Sent:** Thursday, September 08, 2016 3:01 PM  
**To:** Dani Simons; Norvell, Wiley  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris  
**Subject:** Re: citibike milestone

Exact number: 60,278



--

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**From:** Dani Simons <[danisimons@motivateco.com](mailto:danisimons@motivateco.com)>  
**Date:** Thursday, September 8, 2016 2:59 PM  
**To:** "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** "Gastel, Scott" <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>, "Finan, Austin" <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>, "Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov))" <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>  
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**To:** Norvell, Wiley  
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Dani

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Communications Advisor for Housing and Economic Development  
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212-788-8491

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Dani Simons  
Director of Communications & External Affairs

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Thank you.

NYC – Department of Transportation

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\*\*\*\*\*

**From:** [Norvell, Wiley](#)  
**To:** [Dani Simons](#); [Browne, Chris](#)  
**Cc:** [Madeline Kaye](#); [Gastel, Scott](#); [Finan, Austin](#); [Bennett, Rob](#)  
**Subject:** Re: citibike milestone  
**Date:** Friday, September 09, 2016 9:23:43 AM

---

Nice. Adding rob from our digital team. Rob, we hit a new citibike ridership record yesterday. 2nd record this week. We're doing short rls but might be best to announce via mbdb tweet a few min before.

Sent from my BlackBerry 10 smartphone.

---

**From:** Dani Simons  
**Sent:** Friday, September 9, 2016 8:10 AM  
**To:** Browne, Chris  
**Cc:** Madeline Kaye; Norvell, Wiley; Gastel, Scott; Finan, Austin  
**Subject:** Re: citibike milestone

---

Chris FTW!

We broke the record again yesterday (Thursday) - 61,266

On Thu, Sep 8, 2016 at 12:02 PM, Browne, Chris <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)> wrote:

That is Wednesday's record number? Might today's be even higher?

Christopher Browne

Chief Communications Officer

NYC Department of Transportation

55 Water Street, 9<sup>th</sup> Floor

New York, NY 10041

[212-839-4853](tel:212-839-4853)

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**Sent:** Thursday, September 08, 2016 3:01 PM  
**To:** Dani Simons; Norvell, Wiley  
**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris  
**Subject:** Re: citibike milestone

Exact number: 60,278

--

Madeline Kaye

BerlinRosen Public Affairs

O: [\(646\) 200-5297](tel:6462005297) C: [\(646\) 369-8226](tel:6463698226)

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**From:** Dani Simons <[danisimons@motivateco.com](mailto:danisimons@motivateco.com)>

**Date:** Thursday, September 8, 2016 2:59 PM

**To:** "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

**Cc:** "Gastel, Scott" <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>, "Finan, Austin" <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>, "Browne, Chris" ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov))" <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>

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**From:** Dani Simons [mailto:[danisimons@motivateco.com](mailto:danisimons@motivateco.com)]

**Sent:** Thursday, September 08, 2016 2:55 PM

**To:** Norvell, Wiley

**Cc:** Gastel, Scott; Finan, Austin; Browne, Chris ([cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)); Madeline Kaye

**Subject:** Re: citibike milestone

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Best,

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Thank you.

NYC – Department of Transportation

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**From:** [Madeline Kaye](#)  
**To:** [Browne, Chris](#); [Norvell, Wiley](#)  
**Cc:** [Finan, Austin](#); [Gastel, Scott](#); [Jeremy Soffin](#)  
**Subject:** Re: citibike milestone  
**Date:** Friday, September 09, 2016 9:37:26 AM

---

Boiler plate & new stat in red below.

Thanks,  
Madeline

--

Madeline Kaye  
BerlinRosen Public Affairs  
O: (646) 200-5297 C: (646) 369-8226

---

**From:** <Browne>, Chris <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>  
**Date:** Friday, September 9, 2016 8:07 AM  
**To:** Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Norvell, Wiley" <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Cc:** "Finan, Austin" <[afinan@cityhall.nyc.gov](mailto:afinan@cityhall.nyc.gov)>, "Gastel, Scott" <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>  
**Subject:** Re: citibike milestone

Our current draft of release. Would be great if you all could please update stats and perhaps add some of your latest boiler plate at end?

#### CITI BIKE SETS NEW DAILY RIDERSHIP RECORDS

Mayor Bill de Blasio today announced that Citi Bike, New York City's bike-share system had set new daily ridership records this week. For the first time, more than 60,000 Citi Bike rides were taken on both Wednesday and Thursday. With more than 9 million rides taken so far in 2016, Citi Bike should exceed the annual record of 10 million rides it achieved during 2015 sometime within the next month.

“Now that it is reaching even more and more diverse neighborhoods of New York City, Citi Bikes are now being ridden in record numbers – breaking 60,000 rides for the first time on Wednesday and then hitting a new daily record of **61,266 rides** yesterday,” said Mayor de Blasio. “With 565 stations and counting in Manhattan, Queens and Brooklyn, Citi Bike is growing and we remain committed to bringing this great transit alternative to even more New Yorkers in the years ahead.”

“In Brooklyn neighborhoods like Park Slope, where Citi Bikes arrived only in the last two weeks, they have become so well-used and popular, it’s already hard to remember what it was like without them,” said DOT Commissioner Trottenberg. “Getting around brownstone Brooklyn -- along with other new Citi Bike neighborhoods like East Harlem and Red Hook -- has never been so easy, convenient and affordable.”

"With this new 60,000 trip milestone, Citi Bike is the busiest bike share system in North America and one of

the busiest across the globe,” said Jay Walder, the CEO of Motivate, which operates Citi Bike. “The system is becoming not just a leader in bike share internationally, but a leader in transit right here in New York— on par with green cabs or the Staten Island Ferry. It is a useful part of our city's transit network, and we encourage everyone to strap on a helmet and give it a try.”

**About Citi Bike:** The Citi Bike program is New York’s bike share system. It will have 10,000 bikes at over 600 stations by the end of 2016. Stations are located in Manhattan below 86<sup>th</sup> Street and in the Brooklyn neighborhoods of Downtown Brooklyn, DUMBO, Brooklyn Heights, Fort Greene, Clinton Hill, Bedford-Stuyvesant, Williamsburg, and Greenpoint and in Long Island City, Queens, with stations located every few blocks, and the program is expanding this year – into Harlem, Park Slope, Boerum Hill, Cobble Hill, Carroll Gardens, Gowanus, and Red Hook. Annual members receive an electronic key to undock a bike from any station, allowing unlimited trips up to 45 minutes without incurring any additional costs. Twenty-four-hour passes are available for purchase at any Citi Bike station or through the Citi Bike app and provide unlimited 30-minute trips. Reduced cost memberships are available for NYCHA residents and members of select credit unions throughout the city, and for IDNYC holders in their first year of membership. For more info visit: [www.citibikenyc.com/expansion](http://www.citibikenyc.com/expansion).

On Thu, Sep 8, 2016 at 5:13 PM -0400, "Madeline Kaye" <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)> wrote:

Quote from Jay, approved by Dani & Jay:

"With this new 60,000 trip milestone, Citi Bike is the busiest bike share system in North America and one of the busiest across the globe. The system is becoming not just a leader in bike share internationally, but a leader in transit right here in New York— on par with green cabs or the Staten Island Ferry. It is a useful part of our city's transit network, and we encourage everyone to strap on a helmet and give it a try."

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**From:** <Browne>, Chris <[cbrowne@dot.nyc.gov](mailto:cbrowne@dot.nyc.gov)>  
**Date:** Thursday, September 8, 2016 4:45 PM  
**To:** Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Norvell, Wiley" <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
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**Subject:** Re: citibike milestone

Thanks Madeline. Since I am going to bet that the Thursday number will exceed yesterday's record,



will keep that as a placeholder in the release. Please send along as soon as you have.

Please also send quote from Jay.

Many thanks, cb

---

From: Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>  
Sent: Thursday, September 8, 2016 4:22 PM  
Subject: Re: citibike milestone  
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I'll find out. In the interest of saving Dani a million emails during a crazy day for her I'm going to move her to BCC for now— Dani I'll let you know if anything pops that we need your guidance on.

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Thank you.

NYC – Department of Transportation

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\*\*\*\*\*

**From:** [Valerie Berlin](#)  
**To:** [Hatch, Peter](#)  
**Subject:** FW: Thank you + Resume  
**Date:** Friday, September 09, 2016 10:21:01 AM  
**Attachments:** [REDACTED] [Resume.pdf](#)

---

Hey Peter – was lovely to see you, Hillary and the kids out east!  
Sending this resume along – thought you might be interested given the work he did at [REDACTED]  
Hope all is well!  
Talk soon.  
Valerie

Valerie Berlin  
BerlinRosen Public Affairs  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
646.452.5637  
[www.berlinrosen.com](http://www.berlinrosen.com)

---

**From:** [REDACTED]  
**Reply-To:** [REDACTED]  
**Date:** Friday, September 9, 2016 12:07 AM  
**To:** Valerie <[valerie@berlinrosen.com](mailto:valerie@berlinrosen.com)>  
**Subject:** Thank you + Resume

Hi Valerie,

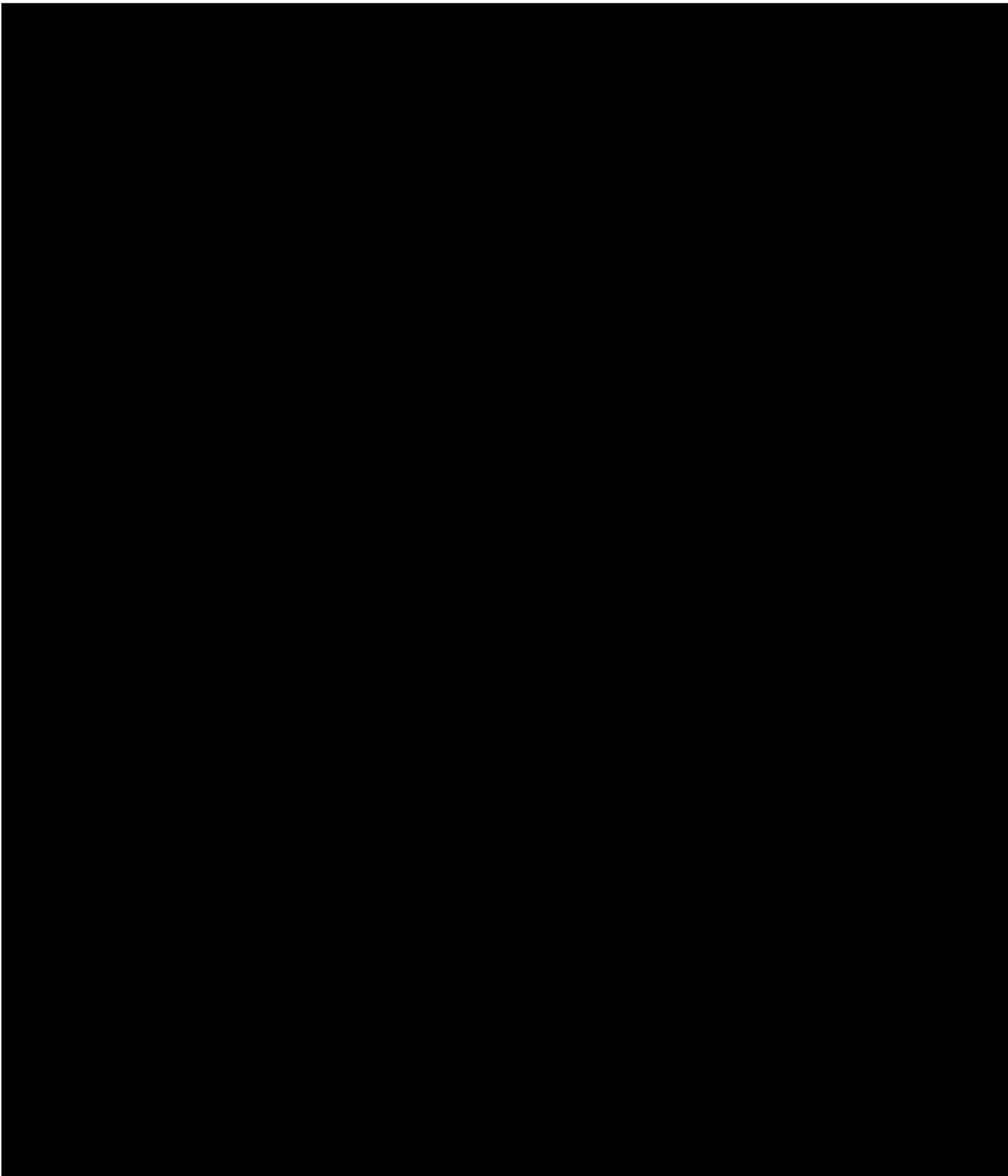
Thank you so much for speaking with me today and offering assistance as I execute my job search. It was a real pleasure to finally talk to you as Evan speaks of you and Amy often.

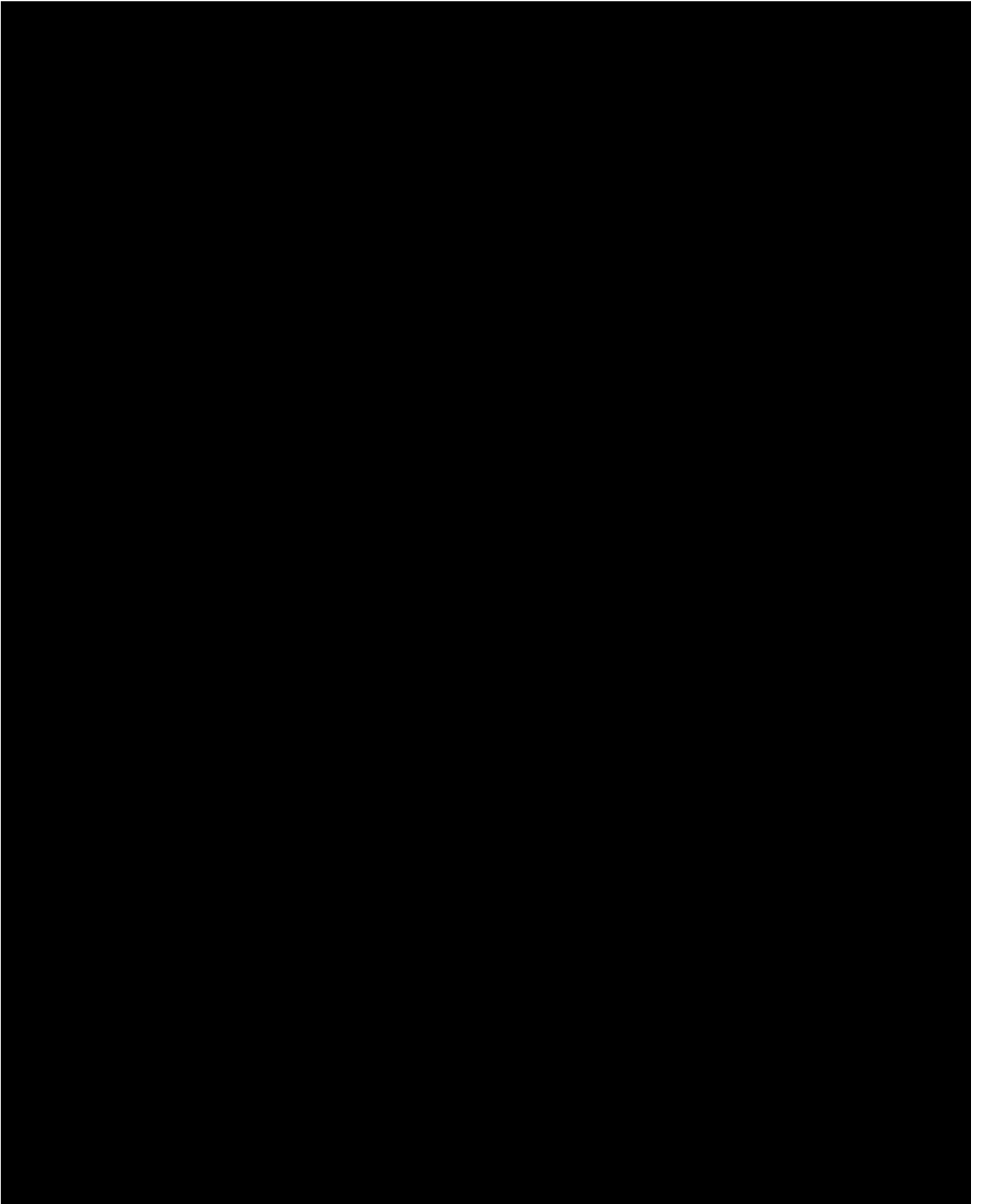
As promised, attached is my resume. Please feel free to share it as you see fit. The position I applied for at DYCD is Deputy Director of Employer Engagement and Partnerships; the NYCHA role is Executive Vice President for Community Programs and Development. Both opportunities match my desire for a leadership role in a city agency committed to serving the highest need communities. I would like to capitalize on my experience building relationships with a diverse group of stakeholders, and designing and managing systems and programs that help disenfranchised families access vital resources. If you become aware of other positions you think would be a fit for someone with my background and experience, please let me know.

Thank you again for all your help.

Have a great evening!

[REDACTED]





**From:** [Hagelgans, Andrea](#)  
**To:** "[Alison Hirsh](#)"; [Elaine Kim](#)  
**Cc:** [Walzak, Phil](#); [Rachel Cohen](#); [Daniel Massey](#); [Autumn Weintraub \(SEIU\)](#); [Phillips, Eric Falk](#)  
**Subject:** RE: Sept. 15th  
**Date:** Monday, September 12, 2016 9:58:33 AM

---

We can do between 2-3. Thanks

---

**From:** Alison Hirsh [mailto:[alisonh@seiu32bj.org](mailto:alisonh@seiu32bj.org)]  
**Sent:** Sunday, September 11, 2016 3:48 PM  
**To:** Elaine Kim  
**Cc:** Hagelgans, Andrea; Walzak, Phil; Rachel Cohen; Daniel Massey; Autumn Weintraub (SEIU); Phillips, Eric Falk  
**Subject:** Re: Sept. 15th

I may be able to join 2-3

Alison Hirsh  
32BJ SEIU  
[alisonh@seiu32bj.org](mailto:alisonh@seiu32bj.org)  
917-254-5597

Sent from my iPhone

On Sep 11, 2016, at 3:42 PM, Elaine Kim <[EKim@seiu32bj.org](mailto:EKim@seiu32bj.org)> wrote:

I can do anytime between noon and 3.

Sent from my iPhone

On Sep 11, 2016, at 1:01 PM, Alison Hirsh <[alisonh@seiu32bj.org](mailto:alisonh@seiu32bj.org)> wrote:

I can talk at 5. If others are available earlier you should go ahead without me

Alison Hirsh  
32BJ SEIU  
[alisonh@seiu32bj.org](mailto:alisonh@seiu32bj.org)  
917-254-5597

Sent from my iPhone

On Sep 11, 2016, at 12:44 PM, Hagelgans, Andrea  
<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Hi- can we set up a time to connect tomorrow? We're available  
early afternoon and on. Thanks!

Sent from my BlackBerry 10 smartphone.

---

**From:** Elaine Kim  
**Sent:** Sunday, September 11, 2016 10:42 AM  
**To:** Walzak, Phil  
**Cc:** Hagelgans, Andrea; Rachel Cohen; Daniel Massey; Alison Hirsh; Autumn  
Weintraub (SEIU); Phillips, Eric Falk  
**Subject:** Re: Sept. 15th

Morning all -- any thoughts on this? Would love to be able to hit the  
ground running tomorrow morning.



Elaine

Sent from my iPhone

On Sep 9, 2016, at 3:47 PM, Walzak, Phil  
<[PWalzak@cityhall.nyc.gov](mailto:PWalzak@cityhall.nyc.gov)> wrote:

We will huddle here and get back to you  
+efp

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Elaine Kim  
**Sent:** Friday, September 9, 2016 3:32 PM  
**To:** Hagegans, Andrea; Walzak, Phil; Rachel Cohen; Daniel Massey  
**Cc:** Alison Hirsh; Autumn Weintraub (SEIU)  
**Subject:** Sept. 15th

Hi -- wanted to follow up with the communications folks from our call yesterday; adding Danny Massey from Berlin Rosen. We're really excited about the scheduling legislation and want to get the biggest splash we can from the announcement next week. A few things:

- It'd be powerful to be able to frame the scheduling issue as the Mayor's cutting edge response to a serious, widespread problem that deeply affects the lives of fast food workers across the country, and that the Mayor in partnership with 32BJ is responding to a call from workers as part of a national movement and finding a way to change the lives of thousands in NYC.

- With that in mind, we'd love to be able to pitch an advance exclusive to a reporter who'd understand and respect the worker aspect of this, as opposed to focusing on the politics. Some ideas are Noam Scheiber or Patty Cohen at the Times, and Steve Greenhouse.

- We know it gets dicey for you all to pitch exclusives, so we'd be happy to have the pitch come from us, and of course work collaboratively on the substance of it.

Let me know what you think. Thanks,

Elaine

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); [Worman, Maya \(mworman@doitt.nyc.gov\)](#)  
**Subject:** RE: INCO: Inquiry RE: WiFi Kiosks from WCBS Channel 2  
**Date:** Monday, September 12, 2016 3:45:16 PM

---

Thanks, we'll reach out.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Monday, September 12, 2016 3:43 PM  
**To:** Worman, Maya ([mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)) <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** FW: INCO: Inquiry RE: WiFi Kiosks from WCBS Channel 2

Hey. I think CB needs to talk about filtering here. I also think we should encourage people to call police (instead of NY Post) when they see something illegal.

Maya, do we have an old comment on filtering too?

---

**From:** Mayor's Press Office  
**Sent:** Monday, September 12, 2016 3:41 PM  
**To:** Grybauskas, Natalie; [@JustPressOffice](#); Walzak, Phil; Hagelgans, Andrea  
**Subject:** INCO: Inquiry RE: WiFi Kiosks from WCBS Channel 2

NG -

---

**From:** Layton, Jessica [<mailto:jlayton@cbs.com>]  
**Sent:** Monday, September 12, 2016 3:19 PM  
**To:** Mayor's Press Office  
**Subject:** Inquiry RE: WiFi Kiosks from WCBS Channel 2

Good afternoon,

I wanted to reach out to learn a bit more about the filters used at the WiFi kiosks around the city. After an incident in front of Third & 31<sup>st</sup> this weekend, families in that area are concerned (They say a man was watching pornography and masturbating). They say this is not the first instance of people using the wifi for inappropriate things.

How is it possible that inappropriate videos are being accessed? What time of controls are in place to prevent this? Is there a way to implement stricter controls at this kiosks?

I appreciate your help. We are going to be looking into the problems parents have presented, however I have no exact deadline for when we'd like to air the piece. I would like to receive comment from the city before we decide and move forward.

Best,  
Jessica Layton  
CBS 2 News Reporter  
347-461-0908

**From:** [Grybauskas, Natalie](#)  
**To:** ["Dan Levitan"; "Worman, Maya"](#)  
**Cc:** ["Stacey Levine"](#)  
**Subject:** RE: Press updates  
**Date:** Wednesday, September 14, 2016 1:42:05 PM

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Also pls send mcgeehan's email address?

---

**From:** Grybauskas, Natalie  
**Sent:** Wednesday, September 14, 2016 1:42 PM  
**To:** 'Dan Levitan'; Worman, Maya  
**Cc:** Stacey Levine  
**Subject:** RE: Press updates

Is mcgeehan the one who's asking around with electeds? Did he already know about this? someone from times is talking to ppl

---

**From:** Dan Levitan [\[mailto:dan@berlinrosen.com\]](mailto:dan@berlinrosen.com)  
**Sent:** Wednesday, September 14, 2016 1:41 PM  
**To:** Worman, Maya; Grybauskas, Natalie  
**Cc:** Stacey Levine  
**Subject:** Press updates

We are talking to McGeehan at 1:45 and CBS is coming in at 2:30.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); [Worman, Maya](#)  
**Cc:** [Stacey Levine](#)  
**Subject:** RE: Press updates  
**Date:** Wednesday, September 14, 2016 1:43:24 PM

---

'McGeehan, Patrick' [mcgeehan@nytimes.com](mailto:mcgeehan@nytimes.com)

He could be.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, September 14, 2016 1:42 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** RE: Press updates

Is mcgeehan the one who's asking around with electeds? Did he already know about this? someone from times is talking to ppl

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, September 14, 2016 1:41 PM  
**To:** Worman, Maya; Grybauskas, Natalie  
**Cc:** Stacey Levine  
**Subject:** Press updates

We are talking to McGeehan at 1:45 and CBS is coming in at 2:30.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Jordan Fitzgerald](#)  
**To:** [Hagelgans, Andrea](#); [Becca Rueble](#); [Vivien Labaton](#); [Heidi Overbeck](#)  
**Cc:** [Kletter, Joni](#); [Goldstein, Freddi](#)  
**Subject:** Re: Follow up  
**Date:** Wednesday, September 14, 2016 2:04:18 PM

---

Hi Andrea,

Thanks again for thinking of us; what a great push for family friendly policies!

I'm looping in our comms team who are already working on a quote from Vivien. We will send an update shortly.

Best,  
Jordan

On Wed, Sep 14, 2016 at 1:49 PM, Hagelgans, Andrea  
<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Hey Jordan,  
Hope Nevada is going well!

Here's more info. We'd love a quote for our release. We will need it by 9am tomorrow. Copied colleagues in case you need more info. Cheers! Would love to see you soon when you are in nyc!

On Thursday, Mayor de Blasio will be making an announcement about the City's next big policy push: fair scheduling. As you know, hourly employees too often have very little control over their work schedules, particularly in the fast food industry. They are typically not asked for input during scheduling and their hours can change with very little notice. This makes it very hard for workers to plan ahead for childcare and eldercare.

My colleague Joni, ccd here, can brief you on the announcement more specifically if desired.

Sent from my BlackBerry 10 smartphone.

--

**Jordan Fitzgerald**

*Organizing and Political Director, Make It Work Campaign*  
[jordan@makeitworkcampaign.org](mailto:jordan@makeitworkcampaign.org)  
202-550-5887

*Make it Work is a campaign working to advance economic security for women, men and families across the country, specifically equal pay, paid family and sick leave, and childcare issues. For more information or to get involved visit <http://www.makeitworkcampaign.org>.*

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** FW: WCBS Radio / service changes  
**Date:** Wednesday, September 14, 2016 2:23:32 PM

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--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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**From:** Silverman, Alex [mailto:asilverman@wcbs880.com]  
**Sent:** Wednesday, September 14, 2016 2:19 PM  
**To:** media@link.nyc  
**Subject:** WCBS Radio / service changes

Hello, is anyone available for a brief phone interview re the changes announced today? This would be recorded, not live, and no more than 5 minutes. Please let me know - I'm at 212-524-2910. Thanks!

----

**Alex Silverman**  
Anchor/Reporter | WCBS Newsradio 880  
212.524.2910 (o) | 646.580.6397 (c)  
[@AlexSilverman](#) | [CBSNewYork.com](#)

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You received this message because you are subscribed to the Google Groups "Media" group. To unsubscribe from this group and stop receiving emails from it, send an email to [media+unsubscribe@link.nyc](mailto:media+unsubscribe@link.nyc).

**From:** [Goldstein, Freddi](#)  
**To:** [Hagelgans, Andrea](#); [Jordan Fitzgerald](#)  
**Cc:** [Kletter, Joni](#); [Heidi Overbeck](#); [Becca Rueble](#); [Vivien Labaton](#)  
**Subject:** RE: Follow up  
**Date:** Wednesday, September 14, 2016 6:32:28 PM

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Thank you!

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**From:** Hagelgans, Andrea  
**Sent:** Wednesday, September 14, 2016 6:30 PM  
**To:** Jordan Fitzgerald  
**Cc:** Kletter, Joni; Goldstein, Freddi; Heidi Overbeck; Becca Rueble; Vivien Labaton  
**Subject:** Re: Follow up

Thank you!

Sent from my BlackBerry 10 smartphone.

---

**From:** Jordan Fitzgerald  
**Sent:** Wednesday, September 14, 2016 6:22 PM  
**To:** Hagelgans, Andrea  
**Cc:** Kletter, Joni; Goldstein, Freddi; Heidi Overbeck; Becca Rueble; Vivien Labaton  
**Subject:** Re: Follow up

Hi Andrea, Joni and Freddi -

Below is our statement on the Mayor's fair scheduling policy; please let us know if you would like us to make any changes or additions.

"Every worker deserves a family friendly workplace," said Vivien Labaton, co-director of Make It Work. "It doesn't matter who you work for, what you do, or how much you're paid — none of us should have to choose between earning a paycheck and caring for our loved ones. Mayor de Blasio's proposal to ensure fair scheduling is not only an important move toward a more stable workforce and a stronger economy, but also in strengthening families and communities in New York City."

Thanks again for the opportunity to be part of this effort! If you have social media assets you would like us to promote, please let us know.

Best,  
Jordan

On Wed, Sep 14, 2016 at 1:49 PM, Hagelgans, Andrea <[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Hey Jordan,

Hope Nevada is going well!

Here's more info. We'd love a quote for our release. We will need it by 9am tomorrow. Copied colleagues in case you need more info. Cheers! Would love to see you soon when you



are in nyc!

On Thursday, Mayor de Blasio will be making an announcement about the City's next big policy push: fair scheduling. As you know, hourly employees too often have very little control over their work schedules, particularly in the fast food industry. They are typically not asked for input during scheduling and their hours can change with very little notice. This makes it very hard for workers to plan ahead for childcare and eldercare.

My colleague Joni, ccd here, can brief you on the announcement more specifically if desired.

Sent from my BlackBerry 10 smartphone.

--

**Jordan Fitzgerald**

*Organizing and Political Director, Make It Work Campaign*

[jordan@makeitworkcampaign.org](mailto:jordan@makeitworkcampaign.org)

202-550-5887

***Make it Work** is a campaign working to advance economic security for women, men and families across the country, specifically equal pay, paid family and sick leave, and childcare issues. For more information or to get involved visit <http://www.makeitworkcampaign.org>.*

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); [Worman, Maya](#)  
**Subject:** TV Hits  
**Date:** Wednesday, September 14, 2016 8:14:54 PM

---

These are mostly pretty good / accurate:

[Eyewitness News on WABC-NY](#)

WABC, 9.14.16

[Eyewitness News First at 4 on WABC-NY](#)

WABC, 9.14.16

[News 4 New York at 4 on WNBC-NY](#)

WNBC, 9.15.16

[CBS 2 News at 5 on WCBS-NY](#)

WCBS, 9.14.16

[FOX 5 News at 5 on WNYW-NY](#)

WNYW, 9.14.16

[PIX News at 6P on WPIX-TV](#)

WPIX, 9.14.16

[News All Evening on NY1](#)

NY1, 9.14.16

[New York Minute on NY1](#)

NY1, 9.14.16

[News 12 Bronx](#)

News12 Bronx, 9.14.16

[WCBS-NY \(Radio\)](#)

WBCS 880, 9.14.16

[WINS-AM](#)

1010 WINS, 9.14.16

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315

C: 201.674.7475  
@DanLevitan

**From:** [Schnake Mahl, Gabriel](#)  
**To:** [Elaine Kim](#)  
**Cc:** [Rachel Cohen](#); [Ramos, Jessica](#); [Hagelgans, Andrea](#); [Jack Temple](#); [Andy McDonald](#); [Alison Hirsh](#); [Autumn Weintraub \(SEIU\)](#)  
**Subject:** Re: Hector's quote  
**Date:** Wednesday, September 14, 2016 9:38:00 PM

---

Thanks for suggestions!

- 1) Definitely
- 2) hmm.. Other municipalities (sf, Seattle) have leg that covers ff workers + others, no?
- 3) let me see. We'll definitely put hector quote high up and big appreciation for leadership/partnership in mayor remarks + the op ed

Sent from my iPhone

On Sep 14, 2016, at 8:54 PM, Elaine Kim <[EKim@seiu32bj.org](mailto:EKim@seiu32bj.org)> wrote:

And Alison and Autumn. Few things:

-- It'd be powerful to locate this action by the Mayor as part of the movement of fast food workers that started right here in NYC and has grown nationally and even internationally. Their courage and perseverance has been and continues to be the heart of this fight.

-- seems like an opportunity to recognize that this scheduling bill for fast food workers would be the first of its kind (specifically for these workers) in the country. The Mayor and his administration are making a bold move here that will hopefully reverberate around the country; he is leading the way on an issue workers feel passionately about and will literally change lives.

-- we'd like Hector and 32BJ to be mentioned specifically -- we've been key to the growth and successes of the fast food movement in New York, will continue to do so in an increasingly public way and have been an important partner to the administration over the years.

Thanks,

Elaine

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**From:** Elaine Kim  
**Sent:** Wednesday, September 14, 2016 8:28 PM  
**To:** Schnake Mahl, Gabriel  
**Cc:** Rachel Cohen; Ramos, Jessica; Hagelgans, Andrea; Jack Temple; Andy McDonald  
**Subject:** RE: Hector's quote

Thanks. Adding our colleagues from Berlin Rosen.

---

**From:** Schnake Mahl, Gabriel [[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)]  
**Sent:** Wednesday, September 14, 2016 8:26 PM  
**To:** Elaine Kim  
**Cc:** Rachel Cohen; Ramos, Jessica; Hagelgans, Andrea  
**Subject:** Re: Hector's quote

Folks still working on but here's a draft of rls. At end will include some info about OLPS + list of other admin policies to help working New Yorkers.

**MAYOR DE BLASIO, COUNCILMEMBERS, ADVOCATES ANNOUNCE PLAN TO ENSURE  
NEW YORK CITY'S FAST FOOD WORKERS ARE PROTECTED BY FAIR WORK WEEK  
LEGISLATION**

*Tens of thousands of hourly workers in NYC lack predictable, stable, and transparent work hours  
Absence of fair scheduling makes planning for days and months ahead nearly impossible for  
working families*

*Mayor calls for advance notice and public posting of schedules; additional compensation for  
working unscheduled hours; addressing problems caused by "clopenings"*

**NEW YORK** — Today, standing outside of a McDonald's in Brooklyn, Mayor Bill de Blasio was joined by elected officials, labor leaders, workers, clergy and community members to announce support for "Fair Work Week" legislation to ensure that 65,000 hourly employees in the fast food industry receive fair notification on their work hours. Currently, employers aren't required to provide their hourly employees with advance notice of upcoming shifts. As a result, too many families cannot budget in advance, plan for education or family care, or secure a necessary second job.

Across the country, nearly one in five Americans has an unstable work schedule and about 40 percent of early career workers, defined as workers aged 26-32, have less than one week advance notice of their schedules. We know this is particularly an issue with fast food workers, whose national average age is 29 and more than a quarter of whom are parents raising children. Too many of New York City's 65,000 fast food workers can't make the necessary arrangements for child care or the care of elderly parents. Unpredictable schedules make it nearly impossible to budget expenses or plan for the future.

In the coming months, Mayor de Blasio will work with members of the City Council, advocates, labor groups, and the business community and to draft specific legislation to support hardworking fast food hourly employees who are currently hit hardest by these practices.

Specifically, Fair Work Week legislation would:

- Require employers, beginning with the fast food industry, to schedule a majority of expected shifts and publicly post a workplace schedule two weeks in advance;
- Protect workers by requiring employers to provide additional compensation when workers are required to accommodate last-minute changes to their schedules for reasons within employers' ability to plan or control;
- Address problems created by the practice of "clopenings," or shifts that require employees to consecutively work closing and opening shifts with fewer than ten hours between them.

These measures will give hourly fast food employees more stability and predictability, while preventing employers from deliberately under scheduling workers and forcing them to remain "on call," a state in which employees do not know if they will be called into work or not. These measures will also allow employers and employees flexibility to adjust schedules when unforeseen issues arise outside of either party's control.

By knowing their schedules ahead of time, employees will have more certainty over their income and finances, and a greater ability to accommodate extra work if it's available. Most importantly, this proposal means employees will now have more flexibility: flexibility to take classes, care for their children, accompany an ailing parent to a doctor's appointment, or work a second job.

Sent from my iPhone

On Sep 14, 2016, at 8:15 PM, Elaine Kim <[EKim@seiu32bj.org](mailto:EKim@seiu32bj.org)> wrote:

Any sense of when we'll get to take look at Q&A & release?

---

**From:** Schnake Mahl, Gabriel [[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)]  
**Sent:** Wednesday, September 14, 2016 8:02 PM  
**To:** Rachel Cohen  
**Cc:** Elaine Kim; Ramos, Jessica; Hagelgans, Andrea  
**Subject:** Re: Hector's quote

Great quote. Thx

Sent from my iPhone

On Sep 14, 2016, at 8:01 PM, Rachel Cohen <[RCohen@seiu32bj.org](mailto:RCohen@seiu32bj.org)> wrote:

"Fast food workers won the fight for a \$15 minimum wage in New York but their fight continues for a union and a voice on the job," said 32BJ President Hector Figueroa. "When I talk

to fast food workers they say that, along with fair pay, fair scheduling is one of the most pressing issues they face. Being able to plan your time, your education, your childcare and your life is something that all working people should be able to do. We're glad Mayor de Blasio is tackling this important issue that will help tens of thousands of New Yorkers plan their work time and family time. We look forward to working with him and the members of City Council to pass legislation that will lead to a better quality of life and a more powerful voice for these men and women in their workplaces.”

---

**From:** Schnake Mahl, Gabriel  
[<mailto:GSchnakeMahl@cityhall.nyc.gov>]  
**Sent:** Wednesday, September 14, 2016 6:51 PM  
**To:** Elaine Kim  
**Cc:** Ramos, Jessica; Hagelgans, Andrea; Rachel Cohen  
**Subject:** RE: Oped for review

thanks!

---

**From:** Elaine Kim [<mailto:EKim@seiu32bj.org>]  
**Sent:** Wednesday, September 14, 2016 6:51 PM  
**To:** Schnake Mahl, Gabriel  
**Cc:** Ramos, Jessica; Hagelgans, Andrea; Rachel Cohen  
**Subject:** Re: Oped for review

We'll send one over soon

Sent from my iPhone

On Sep 14, 2016, at 6:12 PM, Schnake Mahl, Gabriel  
<[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)> wrote:

have we received quote for rls from you guys yet?  
thanks

---

**From:** Schnake Mahl, Gabriel  
**Sent:** Wednesday, September 14, 2016 6:12 PM  
**To:** Ramos, Jessica; 'Elaine Kim'; Hagelgans, Andrea  
**Cc:** Rachel Cohen  
**Subject:** RE: Oped for review

Confirmed: CMs Lander, Ferreras-Copeland, Johnson;  
PA James

Will update if others attending

---

**From:** Schnake Mahl, Gabriel  
**Sent:** Wednesday, September 14, 2016 4:00 PM  
**To:** Ramos, Jessica; 'Elaine Kim'; Hagelgans, Andrea  
**Cc:** Rachel Cohen  
**Subject:** RE: Oped for review

Will share confirmed electeds later today. Will have

Brad + some other CMs and maybe BP Adams / Tish

---

**From:** Ramos, Jessica  
**Sent:** Wednesday, September 14, 2016 3:46 PM  
**To:** 'Elaine Kim'; Hagelgans, Andrea  
**Cc:** Rachel Cohen; Schnake Mahl, Gabriel  
**Subject:** RE: Oped for review

+ Gabe

---

**From:** Elaine Kim [<mailto:EKim@seiu32bj.org>]  
**Sent:** Wednesday, September 14, 2016 3:41 PM  
**To:** Ramos, Jessica; Hagelgans, Andrea  
**Cc:** Rachel Cohen  
**Subject:** RE: Oped for review

Who are the other electeds?

---

**From:** Ramos, Jessica  
[\[mailto:JRamos@cityhall.nyc.gov\]](mailto:JRamos@cityhall.nyc.gov)  
**Sent:** Wednesday, September 14, 2016 3:25 PM  
**To:** Elaine Kim; Hagelgans, Andrea  
**Cc:** Rachel Cohen  
**Subject:** RE: Oped for review

This is our run of show:

- ? Alvin Major delivers remarks, introduces Mayor Bill de Blasio
- ? MBdB delivers remarks, introduces Hector Figueroa
- ? Hector Figueroa delivers remarks
- ? Mayor introduces electeds
- ? Electeds deliver remarks
- ? On-Topic Q&A

---

**From:** Elaine Kim [<mailto:EKim@seiu32bj.org>]  
**Sent:** Wednesday, September 14, 2016 3:04 PM  
**To:** Hagelgans, Andrea  
**Cc:** Ramos, Jessica; Rachel Cohen  
**Subject:** RE: Oped for review

Could someone also send us run of show? Thanks.

---

**From:** Elaine Kim  
**Sent:** Wednesday, September 14, 2016 8:04 AM  
**To:** Hagelgans, Andrea  
**Cc:** Ramos, Jessica; Rachel Cohen  
**Subject:** Re: Oped for review

Great, thanks. We will review and get back to you. Could you also send along the Q and A? And I assume you all are putting together a press release? We would love to take a look at that as well and give you a quote from Hector.

Sent from my iPhone

On Sep 14, 2016, at 7:30 AM, Hagelgans, Andrea  
<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)> wrote:

Here is a draft of the joint oped we discussed. Could you all review and send edits by noon? We then will show the Mayor and pitch to daily news for Friday

When Flavia Cabral leaves her first job at XXpm to head to her second job at a McDonald's in WHERE?, she doesn't know when she's coming home. She doesn't know when she'll see her family or even when she'll get a full night's sleep next.

That's because Flavia's schedule, like that of so many of her fellow 65,000 fast food workers in New York City, is at the mercy of her employer. McDonald's and other similar fast food chains country aren't currently required to provide hourly workers with sufficiently advance notice of upcoming shifts – how many they're getting or even when those shifts are. A manager can call a worker who's just gotten home and tell them they have to be back at work in an hour.

And if that short-notice assignment conflicts with a long-scheduled doctor's appointment for an elderly parent or a parent-teacher conference, or if the number of hours you get isn't enough to pay the rent or buy groceries, there's not much you can do. Often, if you can't or don't agree to the assigned hours, your hours could be cut or you could lose their job altogether.

All this adds up to hardworking New Yorkers being forced into untenable situations. While they're taking care of growing kids or aging parents, they have to deal with an arbitrary schedule at a job where they still don't necessarily make ends meet.

Every worker in our city has the right to a stable, healthy life, whether they go to work at a burger joint, the local coffee shop, a favorite take-out spot, or



anywhere else.

Unsurprisingly, when fair scheduling practices aren't in place, there's a negative impact on children and families.

Kids in homes where parents have unpredictable schedules tend to have poorer health, don't do as well in school, and have challenges developing memory and communications skills.

It makes it much harder to find a second job because working in fast food isn't enough to keep food on the table.

And it hurts the workers themselves, whose health suffers.

Perhaps most importantly, it prevents the next generation from breaking the cycle that can lead to working in fast food in the first place. [We can't tie affordability to fluctuating hours]. Many of Flavia's college-age coworkers face the same fate, unable to afford or commit to attending classes when they never know in advance how much they're going to take home or even when they can go home.

As Flavia says, without an education our young people are much more likely to get and stay in the same job she has now. "It won't be a successful country," she says, "if so many families can't send people to go to school."

She's right.

That is why today, we begin to create change for our families, our communities, our city, and our country.

In the months ahead, we're going to work together with our partners in the City Council, advocates, and the business community to craft a law that helps make sure that fast food employees have fair and transparent scheduling practices. This law will require employers to publicly post a schedule two weeks in advance, and, if hours need to be changed on short notice, require employers to appropriately compensate employees.

We're also going to address the problem of "clopenings," or shifts that require employees to consecutively work closing

and opening shifts with fewer than 10 hours between them.

Making our fellow New Yorkers in the fast food industry and healthier and stronger will lift our economy, too.

Since January 2014, the City of New York has expanded Paid Sick Leave to more than half a million more New Yorkers. Employers with 20 or more employees are now required to provide pre-tax benefits you can use to buy your monthly Metrocard. There's even a new City office – the Office of Labor Policy and Standards, the first of its kind in New York, focused on protecting workers.

And while we've been working on this, our city has added more than 290,000 private sector jobs and the number of people employed in our city is at an all-time high of 4.3 million.

Flavia says, "we don't want to be rich... we just want to have a decent salary and educate our children."

By creating a fair work week, we're not just doing right by Flavia. Treating workers with respect and fairness lifts up all our communities, our city, and our country.

[Sent from my BlackBerry 10 smartphone.](#)

**From:** Ramos, Jessica  
**Sent:** Wednesday, September 14, 2016 5:09 AM  
**To:** Hagelgans, Andrea; Rachel Cohen  
**Cc:** Elaine Kim; Adams Baker, Marti  
**Subject:** Re: updates on workers

Rachel, can you share with us the mother's name and info so we can start vetting, just in case?

And yes, let's sked that 1030 with



Thank you.

[Sent from my BlackBerry 10 smartphone.](#)

**From:** Hagelgans, Andrea  
**Sent:** Tuesday, September 13, 2016

10:59 PM  
**To:** Rachel Cohen  
**Cc:** Ramos, Jessica; Elaine Kim; Adams  
Baker, Marti  
**Subject:** Re: updates on workers

These are great!

Sent from my BlackBerry 10 smartphone.

**From:** Rachel Cohen  
**Sent:** Tuesday, September 13, 2016  
10:51 PM  
**To:** Hagelgans, Andrea  
**Cc:** Ramos, Jessica; Elaine Kim  
**Subject:** Re: updates on workers

Ok so we have a single mom with a young child who wants to do it but is scheduled to work Thursday and trying to get someone to switch shifts with her. She's making calls tonight to try to arrange it.

As back-up I have [REDACTED] confirmed. He's already been vetted. He has 2 kids in hS and 2 in college. His wife has health problems and can't work right now so he is sole support of his family. His schedule is changed all the time the day before/day of and his hours are often cut by these changes. So not only does this make it hard to meet commitments with his kids but he doesn't even know how much money he'll earn each week. [REDACTED] is also available to do a call at 10:30 tomorrow morning if you want to get more details from him.

We're still connecting with more workers so I hope to have a few more options by the morning.

Sent from my iPhone

On Sep 13, 2016, at 8:15 PM,  
Hagelgans, Andrea  
<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)>  
wrote:

Thank you! That's the  
type of story we're  
hoping for. Appreciate

all your help and  
flexibility!

Sent from my BlackBerry 10 smartphone.

**From:** Rachel Cohen  
**Sent:** Tuesday, September  
13, 2016 8:04 PM  
**To:** Hagelgans, Andrea  
**Cc:** Ramos, Jessica; Elaine  
Kim  
**Subject:** Re: updates on  
workers

We do have some of  
those stories but we're  
still trying to confirm if  
there's a mom who can  
make it on Thursday.  
Organizers are talking to  
more workers tonight.  
Hope to have more info  
shortly.

Sent from my iPhone

On Sep 13, 2016, at 7:09  
PM, Hagelgans, Andrea  
<[AHagelgans@cityhall.nyc.gov](mailto:AHagelgans@cityhall.nyc.gov)  
> wrote:

Thanks,  
Rachel. Are  
there any  
stories of  
working  
moms?  
While he  
obviously is  
very  
compelling, I  
think we  
want to  
make this  
issue  
relatable to  
a broader  
audience  
and I worry  
it may make

media too  
focused on  
homeless  
issues.  
Thanks so  
much

Sent from my BlackBerry 10 smartphone.

**From:** Rachel  
Cohen  
**Sent:**  
Tuesday,  
September  
13, 2016 7:06  
PM  
**To:**  
Hagelgans,  
Andrea;  
Ramos,  
Jessica  
**Cc:** Elaine  
Kim  
**Subject:**  
updates on  
workers

I am trying to  
confirm  
another  
worker who  
has a very  
compelling  
story and  
should be  
available at  
11:30 on  
Thursday. The  
issue for him  
is that he  
doesn't have  
a cell phone  
so he is very  
hard to reach.  
One of our  
organizers is  
reaching out  
to his family  
members and  
will also try to  
meet him at  
his job tonight  
to talk to him.  
He usually  
starts work  
around 11pm  
so I may not  
have  
confirmation  
until then but  
the organizers

think that this  
should work  
for his  
schedule.

Info so far:

[REDACTED]

lives in a  
shelter

[REDACTED]

in Brooklyn  
He is a  
student-- but  
recently had  
to drop out  
because of  
scheduling  
issues that  
made it too  
difficult for  
him to keep  
up with his  
classes.

When  
organizer  
confirms with  
[REDACTED]  
she'll also ask  
him for the  
shelter  
address and  
his DOB.

We are still  
working on  
getting in  
touch with  
[REDACTED] as a  
back-up but  
he also  
doesn't have  
a cell phone  
and his work  
schedule is  
not very fixed  
so he's harder  
to find at  
work but I'm  
hoping to  
have more  
news this  
evening.

I will keep  
you all  
posted.

Thanks,

Rachel

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** FW: Still need a quote from me?  
**Date:** Thursday, September 15, 2016 4:38:21 PM

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Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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**From:** Fermino, Jennifer [mailto:jfermino@nydailynews.com]  
**Sent:** Thursday, September 15, 2016 4:37 PM  
**To:** Dan Levitan <dan@berlinrosen.com>  
**Subject:** RE: Still need a quote from me?

Yes, sorry. Really the lead is people fear it won't stop homeless from congregating at the hot spots.

Carmine Soprano, manager of Iron Bar on the corner of 45th Street and 8th Avenue, said the kiosk has been an issue ever since the city put one up on 8th right in front of the restaurant.

"They've become these little homeless hubs. They come in groups of six or seven people, they bring all their friends, and they camp out, start smoking weed, and are just having a little party out. They'll take up half the sidewalk and just hang out. For a place that's open like this, it's very disruptive for us and our customers."

"I've seen drug deals happening through it. They'll (a homeless person) will contact someone through the phone on there and the person with the drugs will come and meet them (the caller) right out front."

Also, head of Garment District BID said shes happy, but worried hoomless with cell phones will congregagate with their own phones

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

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**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Thursday, September 15, 2016 4:20 PM



**To:** Fermino, Jennifer  
**Subject:** Still need a quote from me?

Didn't see anything come through from you?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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

**From:** [Valerie Berlin](#)  
**To:** [Hatch, Peter](#)  
**Subject:** Re: Thank you + Resume  
**Date:** Sunday, September 18, 2016 7:53:22 PM

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Thanks much!

Sent from my iPhone

On Sep 18, 2016, at 1:50 PM, Hatch, Peter <[PHatch@cityhall.nyc.gov](mailto:PHatch@cityhall.nyc.gov)> wrote:

Thanks. Have shared around, including w Appointments Office.

---

**From:** Valerie Berlin [<mailto:Valerie@berlinrosen.com>]  
**Sent:** Friday, September 09, 2016 10:21 AM  
**To:** Hatch, Peter  
**Subject:** FW: Thank you + Resume

Hey Peter – was lovely to see you, Hillary and the kids out east!

Sending this resume along – thought you might be interested given the work he did at [REDACTED]

[REDACTED]  
Hope all is well!

Talk soon.

Valerie

Valerie Berlin  
BerlinRosen Public Affairs  
15 Maiden Lane, Suite 1600  
New York, NY 10038  
646.452.5637  
[www.berlinrosen.com](http://www.berlinrosen.com)

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**From:** [REDACTED]  
**Reply-To:** [REDACTED]  
**Date:** Friday, September 9, 2016 12:07 AM  
**To:** Valerie <[valerie@berlinrosen.com](mailto:valerie@berlinrosen.com)>  
**Subject:** Thank you + Resume

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

Hi Valerie,

Thank you so much for speaking with me today and offering assistance as

I execute my job search. It was a real pleasure to finally talk to you as Evan speaks of you and Amy often.

As promised, attached is my resume. Please feel free to share it as you see fit. The position I applied for at DYCD is Deputy Director of Employer Engagement and Partnerships; the NYCHA role is Executive Vice President for Community Programs and Development. Both opportunities match my desire for a leadership role in a city agency committed to serving the highest need communities. I would like to capitalize on my experience building relationships with a diverse group of stakeholders, and designing and managing systems and programs that help disenfranchised families access vital resources. If you become aware of other positions you think would be a fit for someone with my background and experience, please let me know.

Thank you again for all your help.

Have a great evening!



**From:** [Kenneth Londono](#)  
**Subject:** Interested? Children's Defense Fund Releases New Recommendations For School-Based Health Centers  
**Date:** Monday, September 26, 2016 10:34:04 AM  
**Attachments:** [Key Details- Children's Defense Fund.pdf](#)

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Hello,

The Children's Defense Fund- New York has released its policy recommendations on how school-based health centers can stay afloat in a political landscape in flux.

School-based health centers are critical lifelines for New York City's underserved children. Today, these comprehensive service providers serve thousands of children in 345 schools throughout New York City. **However, in a few short months, many of these school-based health centers could find themselves in financial jeopardy. A mandate that school-based health centers transition to a Medicaid managed care reimbursement model by July 1, 2017 could threaten their viability.**

CDF-NY's recommendations will help ensure that existing school-based health centers keep their doors open, and high-need schools aren't deterred from opening these much-needed centers. Recommendations include:

- Creating a transition to Medicaid managed care
- Developing a pathway for SBHCs to bill for services delivered to children covered by Child Health Plus
- Building the necessary infrastructure to claim Medicaid reimbursement for non-SBHC services

To watch a webinar on the recommendations, please click [here](#). The briefs discussed in the film can be found at [www.cdfny.org](http://www.cdfny.org); you can also refer to the one-pager attached to this email.

Let us know if you plan to cover this.

Thanks,  
Ken

Kenneth Londono  
BerlinRosen Public Affairs  
Office: 646.335.0420 | Cell: 917.574.8756  
[Kenneth.Londono@berlinrosen.com](mailto:Kenneth.Londono@berlinrosen.com)



## Children's Defense Fund

A strong, effective, independent voice for all the children of America

### Key Information on School-Based Health Centers: Keeping Students Healthy, Keeping School-Based Care Financially Sound

**Summary:** New York City educates 1.1 million students across roughly 1,800 schools. Schools are now recognized as critical health care access points, ones that uniquely bridge the city's health and education systems by reaching children who would otherwise go without medical care. Over the past several years, New York City has created a number of school-based health centers (SBHCs) aimed at expanding the delivery of health services in schools. While SBHCs are proven to be incredibly effective in improving health outcomes, schools must take requisite steps to ensure these valuable institutions remain financially sound.

#### Children must be healthy in order to learn:

- Research has proven that children with unmet health needs are far less likely to succeed in school:
  - New York City children who are considered to be in excellent or very good health are more likely to receive mostly As and Bs than children who are in fair or poor health.
  - In New York City, neighborhoods with the highest rates of chronic elementary school absenteeism are communities where both child and adult residents continue to face overwhelming health disparities.
- In many New York City neighborhoods, children face significant barriers accessing high-quality primary care.
  - While in New York City the percentage of children under 18 with health insurance is approximately 97 percent, only about 60 percent of adolescents received the recommended number of well child visits.

#### School-based health centers provide students with much-needed care:

- As of March 2016, 145 SBHCs were serving 345 schools throughout New York City:
  - SBHCs, which are located within schools and deliver health care to children at no cost, offer students, primary and preventative care, chronic disease management and treatment of urgent care needs.
  - For many underserved children, SBHCs are the first and only place in which they are able to access health care services.
- We know that SBHCs are effective:
  - Research has shown that these clinics have helped secure significant gains to children's physical health, weight and nutrition, dental and vision care, mental health and reproductive health.
  - SBHCs have improved attendance rates and decreased tardiness, in many cases improving educational outcomes as well.

#### Recommendations to keep SBHCs solvent:

SBHCs are cost-intensive, and schools must work to maximize available funds to keep these institutions afloat, especially in light of recent NYS policy changes. Steps to maximize funds include:

- Creating a transition to Medicaid managed care:
  - NYS' Department of Health has scheduled school-based health center providers to transition into a Medicaid-managed care reimbursement model by July 1, 2017. This could potentially weaken the financial viability of SBHCs.
  - SBHCs will need to secure guaranteed reimbursement for services delivered to students. SBHCs must also be able to provide chronic disease, urgent, behavioral and reproductive care without first securing authorization.
- Developing a pathway for SBHCs to bill for services delivered to children covered by [Child Health Plus](#):
  - As SBHCs transition into Medicaid managed care, they will need to develop the capacity to bill multiple managed care organizations.
  - More complete billing will enable SBHCs to secure a greater amount of revenue and decrease the amount of uncompensated care delivered.
- Building the necessary infrastructure to claim Medicaid reimbursement for non-SBHC services:
  - Since 2009, the New York City DOE has claimed only a small portion of the Medicaid reimbursement for which it is eligible. A recent study from the City Comptroller reports that DOE has lost \$356 million in potential Medicaid reimbursement because of insufficient data collection and overly burdensome federal and state regulations.
  - The DOE can better position itself to generate the Medicaid dollars for which it is eligible by improving its data collections systems and investing in administrative support to appropriately claim this reimbursement.
- Implementing the free care policy change in New York State:
  - In December 2014, the Centers for Medicare and Medicaid Services (CMS) reversed a longstanding policy that heavily restricted school districts' ability to bill Medicaid for preventative, evaluative and medically necessary health and mental health services offered to all students at no cost.
  - The free care policy change is the opportunity for the New York City Department of Education to more broadly bill Medicaid for preventative, evaluative and medically necessary health and mental health services.

**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#); [Patchett, James](#); ["Cotton, Ashley"](#)  
**Subject:** RE: Modular sale  
**Date:** Tuesday, October 04, 2016 2:00:07 PM

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Gotcha. Think we'll sit out release.

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

From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
Sent: Tuesday, October 04, 2016 1:42 PM  
To: Patchett, James; 'Cotton, Ashley'; Norvell, Wiley  
Subject: RE: Modular sale

Update: Bagli is writing on this, embargoed to mid-morning tomorrow.

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

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

From: Jeremy Soffin  
Sent: Tuesday, October 04, 2016 11:53 AM  
To: 'Patchett, James'; 'Cotton, Ashley'; Norvell, Wiley  
Subject: RE: Modular sale

Release is below, with quotes still being added.

Full Stack Modular LLC Purchases Core Assets of FC Modular, LLC from Forest City Ratner Companies

Leading Member of FC Modular and Award-Winning Inventor of High-Rise Modular Technology Acquires Company's Core Assets, Launches Full Stack Modular

Full Stack Modular to Build on the Success of 461 Dean Street, The World's Tallest Modular Residential High Rise

Brooklyn, NY – October 5, 2016 – Full Stack Modular, LLC announced today that it has purchased the core assets of FC Modular from Forest City Ratner Companies (FCRC), a wholly owned subsidiary of Forest City Realty Trust, Inc., (NYSE: FCEA and FCEB). Full Stack Modular will offer turn-key modular solutions for developers of new multi-family buildings, hotels and dormitories and will continue to operate out of the 100,000+ square foot factory in the Brooklyn Navy Yard.

Full Stack Modular's CEO and founder, Roger Krulak, was formerly Senior Vice President of Modular Construction at FCRC where he was a leading member of the team that built the modular business that formed the foundation of FCRC's flagship project, 461 Dean Street, the tallest modular building in the world. 461 Dean is now leasing and will welcome its first tenants this fall to breathtaking views and amenities made possible by its modular construction.

The deal includes the long-term lease at the Brooklyn Navy Yard, all equipment and Intellectual Property, as well as the bespoke technology created for this manufacturing process. Full Stack Modular will also maintain the groundbreaking collective bargaining agreement with the Building and Construction Trades Council of New York and its members, and anticipates rehiring much of the original workforce responsible for 461 Dean Street.

"I am very proud to own a company that will continue to build upon our original mission at Forest City,

and further grow the valuable relationships with the community, the unions and the talented workers who help bring our vision to life," said Krulak. "Modular is the future of multifamily construction and Full Stack Modular will be at the forefront of innovation in our industry. Our systems are not only more efficient and cost effective than conventional building, but also more sustainable and community-friendly."

"We have always been firm believers in modular construction and we are incredibly proud of the breakthroughs we've made that will soon be seen at 461 Dean Street," said MaryAnne Gilmartin, President and CEO of Forest City Ratner Companies. "The sale allows us to put our focus on our core strengths – management of our assets and our incredible pipeline of development. We are thrilled that the high-rise residential modular industry we launched will continue its ground-breaking innovations in the skilled hands of Roger Krulak at Full Stack Modular. We know it will be a great success."

An internationally recognized expert in modular construction and innovation, Roger Krulak was the recipient of the 2014 Popular Mechanics 'Breakthrough Award' for his work on the creation of the high-rise modular process, has been appointed to the Building Innovation Panel for the Country of Singapore and regularly speaks all over the world.

#### About Full Stack Modular

Full Stack Modular provides turn-key modular solutions for developers of new multi-family buildings, hotels and dormitories. Full Stack Modular is dedicated to the innovation and creation of environmentally-conscious, cost-effective and labor-friendly development of multi-family housing. The company is located in New York City, in the Brooklyn Navy Yard.

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

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

From: Patchett, James [<mailto:JPatchett@cityhall.nyc.gov>]  
Sent: Tuesday, October 04, 2016 11:05 AM  
To: 'Cotton, Ashley'; Norvell, Wiley  
Cc: Jeremy Soffin  
Subject: RE: Modular sale

Thank you! Who is the buyer? Are they committing to the below?

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

From: Cotton, Ashley [<mailto:acotton@frc.com>]  
Sent: Tuesday, October 04, 2016 9:55 AM  
To: Norvell, Wiley; Patchett, James  
Cc: Jeremy Soffin  
Subject: Modular sale

Good news, we have sold the business and will be announcing tomorrow. The DM mentioned her desire to be helpful - perhaps she wants to put a quote in the new buyers release? Keeping factory, rehiring workers, union jobs

Ashley

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**From:** [Phillips, Eric Falk](#)  
**To:** [Rich Calder](#)  
**Cc:** [Dan Levitan](#)  
**Subject:** Re:  
**Date:** Monday, October 10, 2016 1:10:35 PM

---

No thanks

On Oct 10, 2016, at 12:08 PM, Rich Calder <[rcalder@nypost.com](mailto:rcalder@nypost.com)> wrote:

I have to write for web. Either of you want to comment on Huma's Dec. 2014 email on Hillary's relationship with de Blasio?

Bill de Blasio: I stay in touch with him and his team a lot. He has recently asked to have increased direct access to her so he can tell his progressive partners what she thinks about issues important to them. He also thinks he can be most helpful to her if he has that kind of relationship. He wants to be seen as the loudest progressive voice for her and in order to do that he needs access. In the next 6 months, someone else will have to inherit this relationship because it will not be tenable for HRC.

<https://wikileaks.org/podesta-emails/emailid/3577>

**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"  
**Subject:** RE: give a shout?  
**Date:** Tuesday, October 11, 2016 4:03:40 PM

---

Yep. On a call. Call you after

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, October 11, 2016 4:03 PM  
**To:** Grybauskas, Natalie  
**Subject:** give a shout?

--

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

**From:** [Worman, Maya](#)  
**To:** [Dan Levitan](#)  
**Cc:** [Grybauskas, Natalie](#); [Jovana Rizzo](#)  
**Subject:** RE: DNAinfo incoming  
**Date:** Thursday, October 13, 2016 10:14:39 AM  
**Attachments:** [image001.png](#)

---

Great. Thank you.

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Thursday, October 13, 2016 10:11 AM  
**To:** Worman, Maya <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Cc:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** RE: DNAinfo incoming

We can reach out to her and give her date the first ones were turned on, we don't have an estimate for the others.

--

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

---

**From:** Worman, Maya [mailto:[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)]  
**Sent:** Thursday, October 13, 2016 10:07 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** DNAinfo incoming

Good morning!

DNAinfo looking for exact date of activation in Jamaica and when others in the immediate area will be activated.

Do you have this info?

[ekern@dnainfo.com](mailto:ekern@dnainfo.com)

Maya

---

Maya Worman  
Assistant Commissioner for External Affairs and Communications

**New York City Department of  
Information Technology & Telecommunications**

2 Metro Tech Center, 5<sup>th</sup> Floor  
Brooklyn, NY 11201

**Direct Line: 718-403-8247 or 646-745-0577**

[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)



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**From:** [Jovana Rizzo](#)  
**To:** [Dan Levitan](#); [Worman, Maya](#)  
**Cc:** [Grybauskas, Natalie](#); [Stacey Levine](#)  
**Subject:** Re: DNAinfo incoming  
**Date:** Thursday, October 13, 2016 10:47:54 AM  
**Attachments:** [image001.png](#)

---

+Stacey. DNAinfo doing a quick "Link live in Jamaica" story, we'll provide the Jamaica activation date (Sept 23) and some background (replacing city's pay phones, 7500 to be installed throughout NYC over next several years).

Reporter covered when Link went live in Kew Gardens/Forest Hills - <https://www.dnainfo.com/new-york/20160810/forest-hills/forest-hills-kew-gardens-get-first-free-wi-fi-hotspots-queens>

Thanks,  
Jovana

--

Jovana Rizzo  
BerlinRosen Public Affairs  
O: 646-200-5329  
C: 917-836-0618  
[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)

---

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Date:** Thursday, October 13, 2016 10:11 AM  
**To:** "Worman, Maya" <[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)>  
**Cc:** Natalie Grybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** RE: DNAinfo incoming

We can reach out to her and give her date the first ones were turned on, we don't have an estimate for the others.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Worman, Maya [<mailto:mworman@doitt.nyc.gov>]  
**Sent:** Thursday, October 13, 2016 10:07 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

**Subject:** DNAinfo incoming

Good morning!

DNAinfo looking for exact date of activation in Jamaica and when others in the immediate area will be activated.

Do you have this info?

[ekern@dnainfo.com](mailto:ekern@dnainfo.com)



Maya

---

Maya Worman  
Assistant Commissioner for External Affairs and Communications  
**New York City Department of  
Information Technology & Telecommunications**  
2 Metro Tech Center, 5<sup>th</sup> Floor  
Brooklyn, NY 11201

**Direct Line: 718-403-8247 or 646-745-0577**

[mworman@doitt.nyc.gov](mailto:mworman@doitt.nyc.gov)



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This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** voting line  
**Date:** Thursday, October 13, 2016 12:52:46 PM

---

We have a voting reg related release going out – I want to add one bullet point under voting reg efforts re: link. Can you send a line?

**From:** [Rich Calder](#)  
**To:** [Phillips, Eric Falk](#); [Dan Levitan](#); [Finan, Austin](#)  
**Subject:** worst landlords list  
**Date:** Thursday, October 13, 2016 2:41:41 PM

---

We are writing an article off Tish's James' worst landlord list. The No. 3 person on list, Efstathios Valiotis, was also a key contributor to Mayor de Blasio's Campaign for One New York and to his 2013 campaign. Records show that his firm Alma Realty gave \$5,000 to the non-profit and his employees donated another \$5,525 to de Blasio's 2013 campaign as the company was trying to get zoning changes approved in the Rockaways and its Astoria Cove plan approved by the city.

Please let me know if you'd like to comment.

Thanks  
Rich Calder, staff reporter  
New York Post  
[718-744-8304](tel:718-744-8304) (cell)



**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Grace, Melissa](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Thursday, October 13, 2016 5:14:23 PM

---

Emails just crossed. Probably worth talking for a minute if you can, site plan not 100% self-explanatory.

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

---

**From:** Norvell, Wiley [mailto:[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)]  
**Sent:** Thursday, October 13, 2016 5:13 PM  
**To:** Jeremy Soffin  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Hey—sorry, was swamped today. Meeting about this with senior team at 9am tomorrow, so looking for details tonight on Run of Show, what visuals would look like, staging, etc...

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Thursday, October 13, 2016 12:00 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

I'll put a package together for you today. Will probably be EOD when I'll have release, would be happy to talk through ROS and setup before that if helpful.

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

---

**From:** Norvell, Wiley [mailto:[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)]  
**Sent:** Thursday, October 13, 2016 11:41 AM  
**To:** Jeremy Soffin  
**Cc:** Grace, Melissa  
**Subject:** can you send me whatever you have on 1 Vanderbilt groundbreaking?

Visuals, ROS, draft release, etc...

Wiley Norvell

Communications Advisor for Housing and Economic Development

Office of Mayor Bill de Blasio

[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)

212-788-8491

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Grace, Melissa](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Thursday, October 13, 2016 5:14:43 PM  
**Attachments:** [OVA Groundbreaking Overview Packet.pdf](#)

---

Attached please find a pdf that has the site plan, visual for the stage and ROS. We should have a release to share in the morning.

Please let me know if you want to talk through, since the site plan may not be completely clear (especially re the shovel shot, for instance).

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

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**Sent:** Thursday, October 13, 2016 11:41 AM  
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**Cc:** Grace, Melissa  
**Subject:** can you send me whatever you have on 1 Vanderbilt groundbreaking?

Visuals, ROS, draft release, etc...

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212-788-8491

# SITE PLAN

A

B

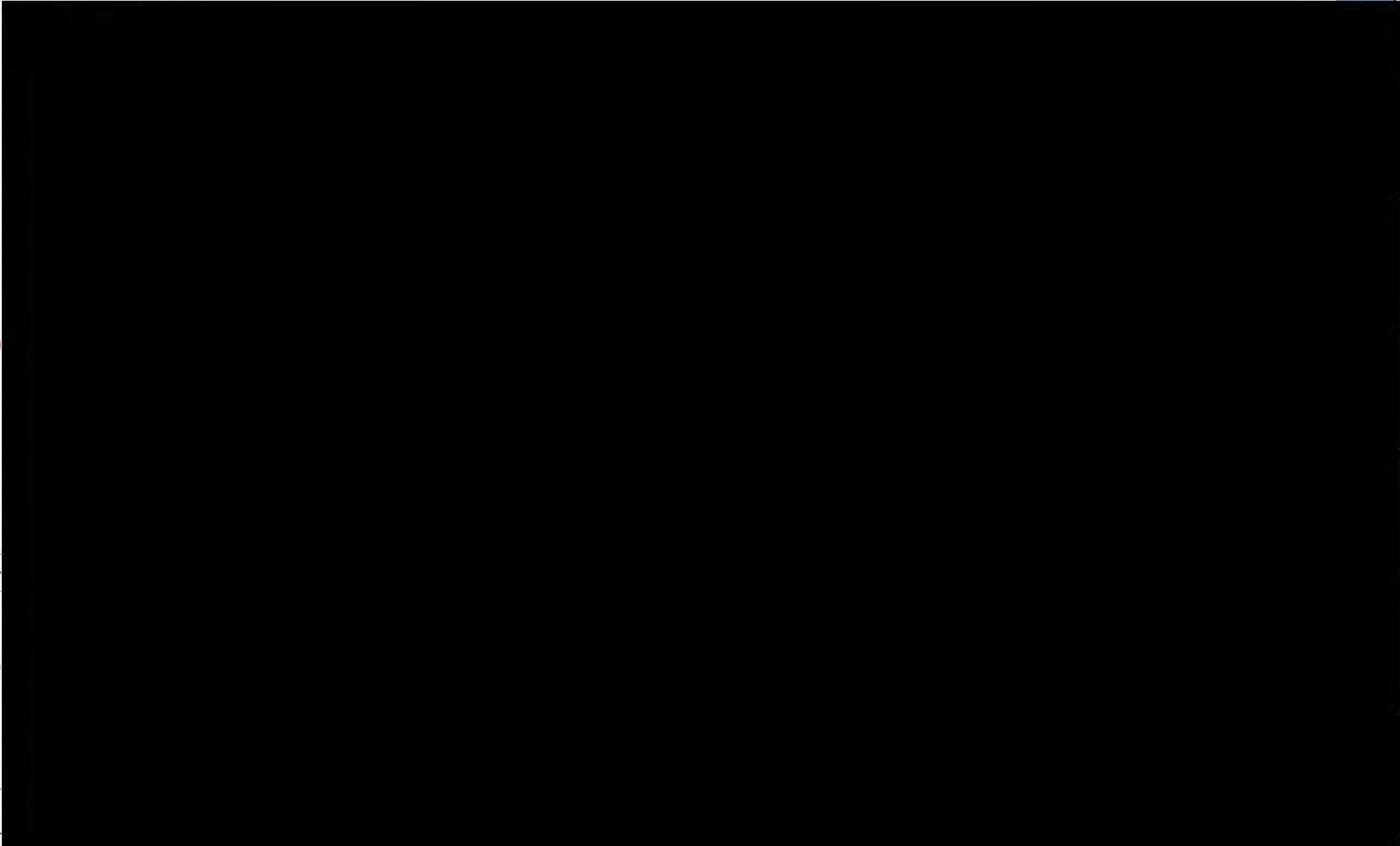
C

D

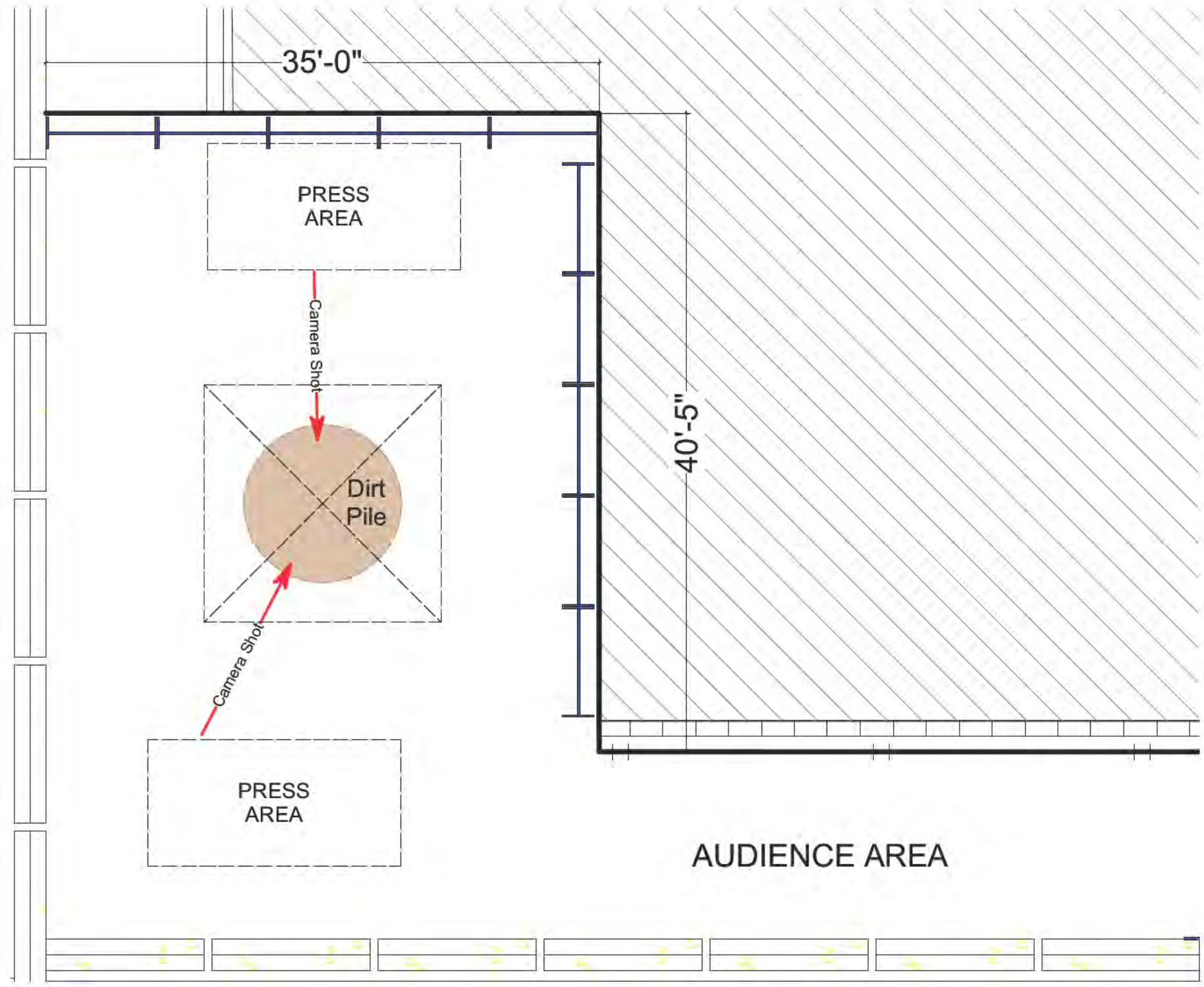
E

F

G



# PHOTO OP PLAN



Scale: 1/8" = 1'-0"

PROJECT IN CHARGE  
www.professionalengineer.com

bs

NORTH

Ashley Capner  
607.336.7366  
ashley@brookstonepa.com

Bryan Frywes  
607.336.7367  
bryan@brookstonepa.com

**DRAFT**  
**DO NOT BUILD**

VERSION 2.0  
11.17.17 NATIVE  
DATE: October 12, 2016  
FILE: BR Groundbreaking ver  
JOB CODE: 80216-88PA-Groundbreaking

Photo Op Plan  
One Vanderbilt - Groundbreaking  
One Vanderbilt  
1 Vanderbilt Ave.  
New York, NY

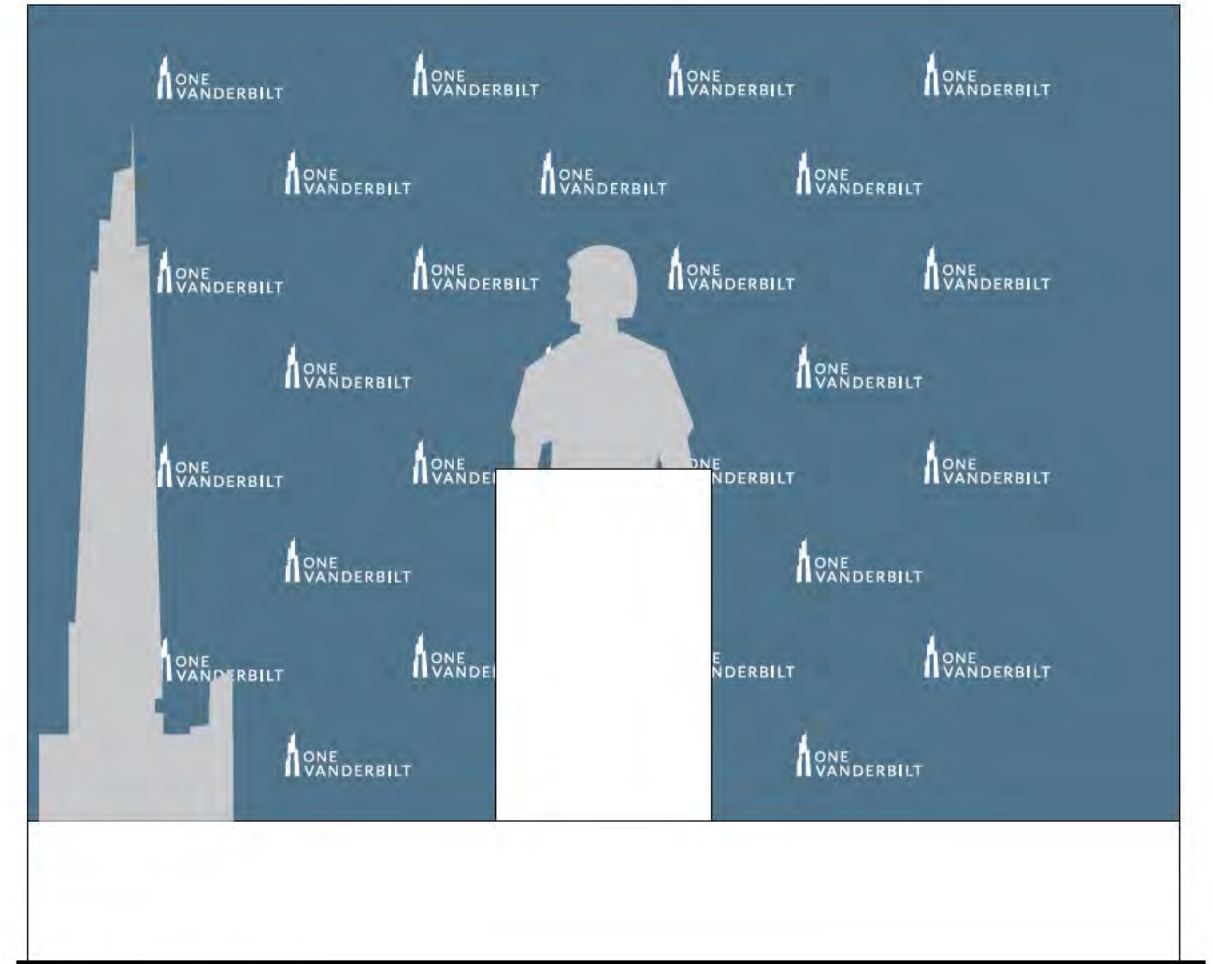
October 18, 2016  
Load Date

PG-05

# STAGE



LAYOUT - STEP AND REPEAT  
SCALE: 3/4" = 1'



ELEVATION - STAGE  
SCALE: 1/2" = 1'

OVA Groundbreaking: Run of Show

08:00 – 09:45	Event team walkthrough and trouble shooting
09:45 – 10:00	Team members report to stations
10:00 – 10:30	Guests and media arrive, check in and pick up gifts in reception area
10:20 – 10:30	Brand ambassadors direct unseated guests to seats
10:30 – 10:38	Marc Holliday gives opening remarks and introduces Mayor de Blasio
10:38 – 10:48	New York City Mayor de Blasio*
10:48 – 10:53	Congresswoman Carolyn Maloney*
10:53 – 10:58	Manhattan Borough President Gale Brewer*
10:58 – 11:03	City Councilman Dan Garodnick*
11:03 – 11:08	Marc Holliday thanks guests and invites them to watch ceremonial groundbreaking along Vanderbilt; Brand ambassadors escort VIPs and press to photo area, and direct guests to Vanderbilt Ave viewing section
11:08	Shovel shot #1
11:13	Shovel shot #2
11:20	Photo shoot concludes and brand ambassadors direct guests to exit

\*During opening remarks, Marc Holliday will acknowledge each guest. Brand ambassadors will escort each speaker to stage as previous speaker concludes.

**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#)  
**Cc:** [Grace, Melissa](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Thursday, October 13, 2016 5:16:03 PM

---

Makes sense.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Thursday, October 13, 2016 5:14 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Attached please find a pdf that has the site plan, visual for the stage and ROS. We should have a release to share in the morning.

Please let me know if you want to talk through, since the site plan may not be completely clear (especially re the shovel shot, for instance).

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

---

**From:** Norvell, Wiley [mailto:[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)]  
**Sent:** Thursday, October 13, 2016 11:41 AM  
**To:** Jeremy Soffin  
**Cc:** Grace, Melissa  
**Subject:** can you send me whatever you have on 1 Vanderbilt groundbreaking?

Visuals, ROS, draft release, etc...

Wiley Norvell  
Communications Advisor for Housing and Economic Development  
Office of Mayor Bill de Blasio  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
212-788-8491



**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Thursday, October 13, 2016 5:50:33 PM

---

Give me another quick call?

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

---

**From:** Norvell, Wiley [mailto:WNorvell@cityhall.nyc.gov]  
**Sent:** Thursday, October 13, 2016 5:28 PM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

How bout this:

\$220 Million for Better Commutes

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Thursday, October 13, 2016 5:14 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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646-200-5318  
917-860-9076

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**Sent:** Thursday, October 13, 2016 11:41 AM  
**To:** Jeremy Soffin  
**Cc:** Grace, Melissa  
**Subject:** can you send me whatever you have on 1 Vanderbilt groundbreaking?

Visuals, ROS, draft release, etc...

Wiley Norvell  
Communications Advisor for Housing and Economic Development  
Office of Mayor Bill de Blasio  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
212-788-8491

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Thursday, October 13, 2016 6:58:50 PM

---

We're moving forward on a solution here, will keep you posted.  
We're also planning to put out an advisory tomorrow, which won't list any of the speakers.

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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Thursday, October 13, 2016 5:28 PM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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**Sent:** Thursday, October 13, 2016 5:14 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa  
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[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)

212-788-8491

**From:** [Norvell, Wiley](#)  
**To:** "[Jeremy Soffin](#)"  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Friday, October 14, 2016 11:52:59 AM

---

Great.

On release, we may actually do our own alongside yours. Will know later today. Would focus on zoning, transit, keeping East Midtown competitive.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 11:28 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

“\$220 Million for Better Commutes”

(Advisory going out momentarily...)

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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 11:25 AM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Got it. With the \$220 million message?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 11:05 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

We’re looking at doing a kickstand that will sit in front of the dirt and be about 6 feet long, ensures the whole message gets in every shot. There wasn’t a good way to do something overhead that would be in all the shots and look nice.

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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 11:03 AM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Your good with text I sent? Will it be big? Like 10-15 feet long?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 10:59 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Going to production on this shortly so please confirm it's good, and also that we're okay to send out an advisory today that doesn't mention the mayor or any other speakers.

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

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Thursday, October 13, 2016 11:41 AM

**To:** Jeremy Soffin

**Cc:** Grace, Melissa

**Subject:** can you send me whatever you have on 1 Vanderbilt groundbreaking?

Visuals, ROS, draft release, etc...

Wiley Norvell

Communications Advisor for Housing and Economic Development

Office of Mayor Bill de Blasio

[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)

212-788-8491

**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Friday, October 14, 2016 2:54:54 PM

---

Can you help me quickly fact check/add in missing pieces?

People served by area transit:

- **154,000 commuters use the Grand Central Lexington Line stop—2<sup>nd</sup> busiest in city**

Transit Improvements at Grand Central: \$220 million, paid for by SL Green

- Refurbish Grand Central's crumbling subway mezzanine
- New exits at ends of both 4-5-6 platforms
- More room on 4-5-6 platforms, by narrowing obstructions
  - Narrowed staircases
  - Narrowed columns
- More turnstiles
- More connections from mezzanine directly to streets (reducing crowding at existing exits)
- **Reduced overcrowding will allow for 1 extra train per hour—making room for 1,100 more riders each hour**
- Direct connections from the new tower to subway, MetroNorth and future LIRR
- 4,000 s/f transit hall/waiting room in ground floor of tower
- Vanderbilt between 42<sup>nd</sup> and 43<sup>rd</sup> closed to traffic, becomes pedestrian plaza—more room to breathe in crowded heart of Midtown
- Completed January 2020
- **New building CANNOT be occupied until transit work is complete**

-  
**About the Building: 1 Vanderbilt**

- 65-story
- New headquarters for TD Bank
- TKTK temporary jobs
- TKTK permanent jobs

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Friday, October 14, 2016 2:08 PM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yes, attending not speaking. I'll get you a name.

Jeremy Soffin



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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 2:06 PM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Hey—will someone from TD Bank be there that we should recognize?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 11:28 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

“\$220 Million for Better Commutes”

(Advisory going out momentarily...)

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Visuals, ROS, draft release, etc...

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Communications Advisor for Housing and Economic Development  
Office of Mayor Bill de Blasio  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
212-788-8491

**From:** [Norvell, Wiley](#)  
**To:** "[Jeremy Soffin](#)"  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Friday, October 14, 2016 3:35:33 PM

---

Awesome. Thanks bud.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Friday, October 14, 2016 3:08 PM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Edits in CAPS or highlights.

People served by area transit:

- **154,000 commuters use the Grand Central Lexington Line stop—2<sup>nd</sup> busiest in city**

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- Refurbish Grand Central's crumbling subway mezzanine
- New exits at ends of both 4-5-6 platforms
- More room on 4-5-6 platforms, by narrowing obstructions
  - Narrowed staircases
  - Narrowed columns
- More turnstiles  
**(NONE OF OUR STUFF TALKS ABOUT TURNSTILES, NOT SURE ABOUT THIS, ASSUME NEW ENTRANCES MEANS MORE TURNSTILES)**
- More connections from mezzanine directly to streets (reducing crowding at existing exits)
- **Reduced overcrowding will allow for 1 extra train per hour—making room for 1,100 more riders each hour**
- Direct connections from the new tower to subway, MetroNorth and future LIRR
- 4,000 s/f transit hall/waiting room in ground floor of tower
- Vanderbilt between 42<sup>nd</sup> and 43<sup>rd</sup> closed to traffic, becomes pedestrian plaza—more room to breathe in crowded heart of Midtown
- **Completed January 2020**
- **New building CANNOT be occupied until transit work is complete**  
**THIS IS ONLY TRUE FOR THE BONUSABLE SPACE.**

**About the Building: 1 Vanderbilt**

- 65-story  
**1,401 FEET TALL, 58 STORIES**
  - New headquarters for TD Bank
-

TD BANK IS ANCHOR COMMERCIAL AND RETAIL TENANT BUT IT IS NOT THEIR HQ

- TKTk temporary jobs
- TKTk permanent jobs
- 8,000 workers
- 5,200 construction jobs
- 190 permanent union jobs
- Desperately needed modern office space adjacent to Grand Central Terminal
- Significantly increased tax revenues

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 2:08 PM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yes, attending not speaking. I'll get you a name.

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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 2:06 PM  
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“\$220 Million for Better Commutes”

(Advisory going out momentarily...)

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**To:** Norvell, Wiley

**Cc:** Grace, Melissa

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Wiley Norvell

Communications Advisor for Housing and Economic Development

Office of Mayor Bill de Blasio

[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)

212-788-8491

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Friday, October 14, 2016 3:39:36 PM

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Gregg Gerken, Head of Commercial Real Estate

Jeremy Soffin  
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**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Sunday, October 16, 2016 10:34:40 PM  
**Attachments:** [OVA Groundbreaking Press Release Draft 101416.docx](#)

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Visuals, ROS, draft release, etc...

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212-788-8491

**Contact:**

BerlinRosen

Josh Berkman

646-616-6768

joshua.berkman@berlinrosen.com

Draft:10/14/16

## **SL Green Breaks Ground on One Vanderbilt Avenue**

*Cutting-edge, 1,401-foot-tall skyscraper at doorstep of Grand Central Terminal to reshape city skyline and transform the 21<sup>st</sup> century workplace*

**New York, NY (October 18, 2016)** – SL Green Realty Corp. (NYSE: SLG) today broke ground on [One Vanderbilt Avenue](#), a state-of-art office skyscraper that will anchor the modernization of the East Midtown business district and stand as the second tallest tower in New York City. Rising adjacent to Grand Central Terminal, One Vanderbilt will include direct connections to its network of mass transit, improved by \$220 million in upgrades SL Green is implementing as part of the project.

To mark the construction milestone, SL Green Chief Executive Officer Marc Holliday was joined by elected officials and partners, including New York City Mayor Bill de Blasio, Congresswoman Carolyn Maloney, Manhattan Borough President Gale Brewer, Councilmember Dan Garodnick and Gregg Gerken, Head of Commercial Real Estate at TD Bank, at an on-site groundbreaking ceremony.

“One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world,” said **SL Green CEO Marc Holliday**. “As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure.”

Insert Mayor de Blasio quote

Insert Rep. Maloney quote

Insert BP Brewer quote

Insert CM Garodnick quote

Designed by Kohn Pedersen Fox (KPF) Associates, One Vanderbilt will encompass an entire city block, bounded by Madison and Vanderbilt Avenues to the west and east, and East 43rd and East 42nd Streets to the north and south. Standing 1,401 feet tall,

the building's tapered form will pay tribute to New York's iconic skyscrapers, while its sharp lines and bold angles will punctuate Manhattan's skyline with an elegant, 21<sup>st</sup>-century articulation. At its base along 42nd Street, the building will set back at an angle to permanently reveal Grand Central's majestic Vanderbilt cornice – a view which has been obstructed for nearly a century.

Expected to achieve the highest possible LEED certification, the trophy tower will offer 1.6 million rentable square feet of Class A office space across 58 floors, featuring column-free floors and stunning views through floor-to-ceiling windows. One Vanderbilt will also offer tenants floor to ceiling slab heights ranging from 14'6" to 20', a 30,000 square foot tenant-only amenity floor and world-class dining.

Insert KPF quote

Through SL Green's unprecedented \$220 million public infrastructure investment, One Vanderbilt will transform the commuting experience for hundreds of thousands of travelers commuting through Grand Central each day. Specifically, this package of infrastructure upgrades will create a new jewel box transit hall in the base of One Vanderbilt, a new 14,000 square foot pedestrian plaza on Vanderbilt Avenue, and enhanced access into and out of the Grand Central complex for riders of the city subway system, Metro-North and future Long Island Railroad East Side Access.

SL Green has secured TD Bank as an anchor tenant set to occupy approximately 200,000 square feet of office and retail space in One Vanderbilt, including a flagship store at the corner of 42nd Street and Madison Avenue. Hines is SL Green's development manager and AECOM's Tishman Construction is the construction manager. Construction is expected to be complete in 2020.

Insert quote from TD Bank

Insert quotes from Hines, Tishman and REBNY.

Learn more about One Vanderbilt at [www.onevanderbilt.com](http://www.onevanderbilt.com) and follow its progress at @one\_vanderbilt on [Instagram](#) and [Twitter](#). High-resolution images of One Vanderbilt can be downloaded at [xxx](#).

### **About SL Green Realty Corp.**

*SL Green Realty Corp., an S&P 500 company and New York City's largest commercial landlord, is a fully integrated real estate investment trust, or REIT, that is focused primarily on acquiring, managing and maximizing value of Manhattan commercial properties. As of June 30, 2016, the Company held interests in 119 Manhattan buildings totaling 44.7 million square feet. This included ownership interests in 28.0 million square feet of commercial buildings and debt and preferred equity investments secured by 16.7*



*million square feet of buildings. In addition, the Company held ownership interests in 31 suburban buildings totaling 4.9 million square feet in Brooklyn, Long Island, Westchester County, Connecticut and New Jersey. To be added to the Company's distribution list or to obtain the latest news releases and other Company information, please visit our website at [www.slgreen.com](http://www.slgreen.com) or contact Investor Relations at (212) 594-2700.*

SLG-FIN

DRAFT

**From:** [Norvell, Wiley](#)  
**To:** [Jeremy Soffin \(jeremy@berlinrosen.com\)](mailto:jeremy@berlinrosen.com); [Schwartz, Regina](#); [DeLoach, Michael](#)  
**Cc:** [Grace, Melissa](#)  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 9:55:50 AM  
**Attachments:** [OVA Groundbreaking Press Release Draft 101416.docx](#)

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Jeremy, looping you with our team. We are going to write up our own rls on this to blast from CH. Let's share quotes from electeds/notables. Want to put you on same thread with our IGA folks who will do outreach from here to make sure we have all bases covered.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Sunday, October 16, 2016 10:35 PM  
**To:** Norvell, Wiley  
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**Contact:**

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Josh Berkman

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Expected to achieve the highest possible LEED certification, the trophy tower will offer 1.6 million rentable square feet of Class A office space across 58 floors, featuring column-free floors and stunning views through floor-to-ceiling windows. One Vanderbilt will also offer tenants floor to ceiling slab heights ranging from 14'6" to 20', a 30,000 square foot tenant-only amenity floor and world-class dining.

Insert KPF quote

Through SL Green's unprecedented \$220 million public infrastructure investment, One Vanderbilt will transform the commuting experience for hundreds of thousands of travelers commuting through Grand Central each day. Specifically, this package of infrastructure upgrades will create a new jewel box transit hall in the base of One Vanderbilt, a new 14,000 square foot pedestrian plaza on Vanderbilt Avenue, and enhanced access into and out of the Grand Central complex for riders of the city subway system, Metro-North and future Long Island Railroad East Side Access.

SL Green has secured TD Bank as an anchor tenant set to occupy approximately 200,000 square feet of office and retail space in One Vanderbilt, including a flagship store at the corner of 42nd Street and Madison Avenue. Hines is SL Green's development manager and AECOM's Tishman Construction is the construction manager. Construction is expected to be complete in 2020.

Insert quote from TD Bank

Insert quotes from Hines, Tishman and REBNY.

Learn more about One Vanderbilt at [www.onevanderbilt.com](http://www.onevanderbilt.com) and follow its progress at @one\_vanderbilt on [Instagram](#) and [Twitter](#). High-resolution images of One Vanderbilt can be downloaded at [xxx](#).

### **About SL Green Realty Corp.**

*SL Green Realty Corp., an S&P 500 company and New York City's largest commercial landlord, is a fully integrated real estate investment trust, or REIT, that is focused primarily on acquiring, managing and maximizing value of Manhattan commercial properties. As of June 30, 2016, the Company held interests in 119 Manhattan buildings totaling 44.7 million square feet. This included ownership interests in 28.0 million square feet of commercial buildings and debt and preferred equity investments secured by 16.7*

*million square feet of buildings. In addition, the Company held ownership interests in 31 suburban buildings totaling 4.9 million square feet in Brooklyn, Long Island, Westchester County, Connecticut and New Jersey. To be added to the Company's distribution list or to obtain the latest news releases and other Company information, please visit our website at [www.slgreen.com](http://www.slgreen.com) or contact Investor Relations at (212) 594-2700.*

SLG-FIN

DRAFT



**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#); [Schwartz, Regina](#); [DeLoach, Michael](#)  
**Cc:** [Grace, Melissa](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 10:30:25 AM

---

Yes, pls connect Melissa ASAP.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Monday, October 17, 2016 10:27 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Also AMNY is putting the transit piece of this on the cover tomorrow. I can connect you with the reporter if you're not already in touch.

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

---

**From:** Norvell, Wiley [mailto:[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)]  
**Sent:** Monday, October 17, 2016 10:14 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Expect around 5pm.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Monday, October 17, 2016 10:13 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Great I will send over quotes we have so far later this morning.  
We're going to advise again today, any sense of when Mayor's schedule will be out so we can include?

Best,

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318

917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, October 17, 2016 9:56 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Jeremy, looping you with our team. We are going to write up our own rls on this to blast from CH. Let's share quotes from electeds/notables. Want to put you on same thread with our IGA folks who will do outreach from here to make sure we have all bases covered.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Sunday, October 16, 2016 10:35 PM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Here you go. This has not been approved internally yet but facts here are correct.

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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 8:50 PM  
**To:** Jeremy Soffin  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yup. I'd like to crib from yours. Can you send me latest draft?

---

**From:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Date:** Friday, October 14, 2016 at 7:14 PM  
**To:** Wiley Norvell <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Where'd you guys end up on release? I'm still waiting for approved draft on my end, but if you guys are doing one too we should share quotes.

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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 11:53 AM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Great.

On release, we may actually do our own alongside yours. Will know later today. Would focus on zoning, transit, keeping East Midtown competitive.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 11:28 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

“\$220 Million for Better Commutes”

(Advisory going out momentarily...)

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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 11:25 AM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Got it. With the \$220 million message?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 11:05 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

We’re looking at doing a kickstand that will sit in front of the dirt and be about 6 feet long, ensures the whole message gets in every shot. There wasn’t a good way to do something overhead that would be in all the shots and look nice.

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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 11:03 AM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Your good with text I sent? Will it be big? Like 10-15 feet long?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 10:59 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Going to production on this shortly so please confirm it's good, and also that we're okay to send out an advisory today that doesn't mention the mayor or any other speakers.

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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Thursday, October 13, 2016 5:28 PM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

How bout this:

\$220 Million for Better Commutes

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
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Attached please find a pdf that has the site plan, visual for the stage and ROS. We should have a release to share in the morning.

Please let me know if you want to talk through, since the site plan may not be completely clear (especially re the shovel shot, for instance).

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318

917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Thursday, October 13, 2016 11:41 AM  
**To:** Jeremy Soffin  
**Cc:** Grace, Melissa  
**Subject:** can you send me whatever you have on 1 Vanderbilt groundbreaking?

Visuals, ROS, draft release, etc...

Wiley Norvell  
Communications Advisor for Housing and Economic Development  
Office of Mayor Bill de Blasio  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
212-788-8491

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 11:00:02 AM

---

One per direction

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 10:32 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

One more Q:

<!--[if !supportLists]-->• <!--[endif]--> **Reduced overcrowding will allow for 1 extra train per hour—making room for 1,100 more riders each hour**

Is this one more train PER DIRECTION, or one train total in both directions?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 3:08 PM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Edits in CAPS or highlights.

People served by area transit:

<!--[if !supportLists]-->• <!--[endif]--> **154,000 commuters use the Grand Central Lexington Line stop—2<sup>nd</sup> busiest in city**

Transit Improvements at Grand Central: \$220 million, paid for by SL Green

<!--[if !supportLists]-->• <!--[endif]--> **Approximately two thirds of the \$220 million in public infrastructure funding will go to enhancing connections and circulation spaces along the Lexington Avenue 4/5/6 subway line.**

<!--[if !supportLists]-->• <!--[endif]--> Refurbish Grand Central's crumbling subway mezzanine

<!--[if !supportLists]-->• <!--[endif]--> New exits at ends of both 4-5-6 platforms

<!--[if !supportLists]-->• <!--[endif]--> More room on 4-5-6 platforms, by narrowing obstructions

<!--[if !supportLists]-->○ <!--[endif]--> Narrowed staircases

<!--[if !supportLists]-->○ <!--[endif]--> Narrowed columns

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

**(NONE OF OUR STUFF TALKS ABOUT TURNSTILES, NOT SURE ABOUT THIS, ASSUME NEW ENTRANCES MEANS MORE TURNSTILES)**

- <!--[if !supportLists]-->• <!--[endif]-->More connections from mezzanine directly to streets (reducing crowding at existing exits)
- <!--[if !supportLists]-->• <!--[endif]-->**Reduced overcrowding will allow for 1 extra train per hour—making room for 1,100 more riders each hour**
- <!--[if !supportLists]-->• <!--[endif]-->Direct connections from the new tower to subway, MetroNorth and future LIRR
- <!--[if !supportLists]-->• <!--[endif]-->4,000 s/f transit hall/waiting room in ground floor of tower
- <!--[if !supportLists]-->• <!--[endif]-->Vanderbilt between 42<sup>nd</sup> and 43<sup>rd</sup> closed to traffic, becomes pedestrian plaza—more room to breathe in crowded heart of Midtown
- <!--[if !supportLists]-->• <!--[endif]-->Completed January 2020
- <!--[if !supportLists]-->• <!--[endif]-->**New building CANNOT be occupied until transit work is complete**  
**THIS IS ONLY TRUE FOR THE BONUSABLE SPACE.**

**About the Building: 1 Vanderbilt**

- <!--[if !supportLists]-->• <!--[endif]-->65-story  
1,401 FEET TALL, 58 STORIES
- <!--[if !supportLists]-->• <!--[endif]-->New headquarters for TD Bank  
TD BANK IS ANCHOR COMMERCIAL AND RETAIL TENANT BUT IT IS NOT THEIR HQ
- <!--[if !supportLists]-->• <!--[endif]-->TKTK temporary jobs
- <!--[if !supportLists]-->• <!--[endif]-->TKTK permanent jobs
- <!--[if !supportLists]-->• <!--[endif]-->8,000 workers
- <!--[if !supportLists]-->• <!--[endif]-->5,200 construction jobs
- <!--[if !supportLists]-->• <!--[endif]-->190 permanent union jobs
- <!--[if !supportLists]-->• <!--[endif]-->Desperately needed modern office space adjacent to Grand Central Terminal
- <!--[if !supportLists]-->• <!--[endif]-->Significantly increased tax revenues

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Friday, October 14, 2016 2:08 PM

**To:** Norvell, Wiley

**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yes, attending not speaking. I'll get you a name.

Jeremy Soffin

BerlinRosen Public Affairs

646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 2:06 PM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Hey—will someone from TD Bank be there that we should recognize?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, October 14, 2016 11:28 AM  
**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

“\$220 Million for Better Commutes”

(Advisory going out momentarily...)

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

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, October 14, 2016 11:25 AM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Got it. With the \$220 million message?

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**Sent:** Friday, October 14, 2016 11:05 AM  
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Jeremy Soffin  
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**Sent:** Friday, October 14, 2016 11:03 AM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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**To:** Norvell, Wiley  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Thursday, October 13, 2016 5:28 PM  
**To:** Jeremy Soffin  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

How bout this:

\$220 Million for Better Commutes

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Thursday, October 13, 2016 5:14 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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Please let me know if you want to talk through, since the site plan may not be completely clear (especially re the shovel shot, for instance).

Jeremy Soffin  
BerlinRosen Public Affairs

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**Sent:** Thursday, October 13, 2016 11:41 AM  
**To:** Jeremy Soffin  
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Visuals, ROS, draft release, etc...

Wiley Norvell  
Communications Advisor for Housing and Economic Development  
Office of Mayor Bill de Blasio  
[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)  
212-788-8491

**From:** [Grace, Melissa](#)  
**To:** [Norvell, Wiley](#); [Jeremy Soffin](#); [Schwartz, Regina](#); [DeLoach, Michael](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 12:34:53 PM

---

Hi all, working on the release, got below. Thanks. Will circulate this afternoon.

---

**From:** Norvell, Wiley  
**Sent:** Monday, October 17, 2016 12:06 PM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yup

Sent from my BlackBerry 10 smartphone.

---

**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 11:49 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Quotes so far are below. Still waiting on Garodnick.  
You'll get us one from your side to use in ours? Thanks.

Congresswoman Carolyn B. Maloney (D-NY12): "Not only will One Vanderbilt Avenue be a new iconic tower in the heart of New York City, but with \$220 million in public improvements, it will revolutionize the way we use Grand Central Terminal and midtown. This is a great example of a public-private partnership, where the public gets new open space and better access to transportation. I want to thank SL Green for being a thoughtful and generous participant in a land use process that really took into account the community's needs."

"It's gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown," said Manhattan Borough President Gale A. Brewer. "When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins."

"One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world," said **SL Green CEO Marc Holliday**. "As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure."

"The One Vanderbilt building is a historic addition to the New York City skyline and we're proud to participate in the financing of this transformational project," said Gregg Gerken, Head of Commercial Real Estate for TD Bank. "We also look forward to becoming a tenant. This building is

designed to exceed LEED Gold requirements, which aligns with our commitment to being an environmental leader - and that's something we know is important to our employees and customers."

"It is a privilege to be a partner with SL Green in this transformational development," said Tommy Craig, Senior Managing Director of Hines. "The property's direct connection to Grand Central Terminal, its remarkable open space at grade, aspirational architecture and best-in-class technology, will have a catalytic effect on midtown Manhattan for decades to come."

"As the leading builder of New York's greatest iconic towers, we're excited to be breaking ground such a distinctive and visually stunning building, which will be the cornerstone of a revitalized East Midtown," said Jay Badame, President of AECOM Tishman. "By demonstrating a tremendous commitment to an area of New York that needs new building, SL Green is transforming a neighborhood, and that's something we are always proud to be a part of."

Jamie von Klemperer, Kohn Pedersen Fox Associates: "One Vanderbilt will not only emerge as an elegant, tapered new icon on the New York skyline, but will also serve as a leading example of a global trend of connecting train stations to tall towers. This building will change its neighborhood for the better. It will provide a new gateway to the city made possible only through the unusually harmonious partnership between architect, developer, and the City of New York.

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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, October 17, 2016 9:56 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#); [Schwartz, Regina](#); [DeLoach, Michael](#)  
**Cc:** [Grace, Melissa](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 1:36:29 PM

---

Here's Garodnick:

“This is an exciting new day for East Midtown, where our rules are not only promoting growth but also matching it with extraordinary transit improvements,” **said Councilmember Dan Garodnick**. “The result will be class A office buildings, and just as importantly, a class A office district. We expect that One Vanderbilt is going to set an important precedent for the rest of East Midtown.”

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

---

**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 11:38 AM  
**To:** 'Norvell, Wiley'; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
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**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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**From:** [Grace, Melissa](#)  
**To:** [Norvell, Wiley](#); [Jeremy Soffin](#); [Schwartz, Regina](#); [DeLoach, Michael](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 4:00:20 PM

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Draft City release / missing some quotes.

**Mayor de Blasio, SL Green, Local Officials Break Ground on New Office Tower, \$220 Million in Transit Upgrades for Riders at Grand Central**

**New model in East Midtown demands developers invest in public transit as city grows**

**Congestion relief on 4-5-6 line, renovating Grand Central's subway mezzanine, more exits and stairs to ease overcrowding, more space for pedestrians on Vanderbilt Avenue**

**New York, NY**— Mayor de Blasio joined SL Green and local officials today to break ground on a new office building and \$220 million in transit improvements to Grand Central Terminal. The upgrades are part of a new development model, secured by the de Blasio administration, Council Member Dan Garodnick and Borough President Gale Brewer, that demands new development in East Midtown invest in better commutes and reducing congestion.

“This new office tower, pedestrian plaza, and key upgrades at Grand Central Station, including much improved subway platforms, is what I call smart growth. I congratulate our elected officials and business and community leaders for their bold vision – one that puts the public and hundreds of thousands of commuters first. With this project, we ensure New York City continues to lead the global economy.”

Grand Central's Lexington Line stop is the second busiest in the city, with 154,000 riders each day. With the unprecedented \$220 million public infrastructure investment, One Vanderbilt will transform the commuting experience and reduce overcrowding. Specifically, this package of infrastructure upgrades will add more staircases to ease crowding on the 4-5-6 subway platforms, a renovated subway mezzanine and new exits directly to street level. When completed in 2020, the upgrades will increase the Lexington Avenue line's capacity by an extra train per hour in each direction—or 2,200 riders.

One Vanderbilt, the 1,401-foot-tall commercial office building rising a block west of the E. 42<sup>nd</sup> Street station, will include a new transit hall and waiting room in the base of the building, a new 14,000-square-foot pedestrian plaza on Vanderbilt Avenue, and enhanced access into and out of the Grand Central complex for riders of the city subway system, Metro-North and future Long Island Railroad East Side Access.

The City's proposed 73-block [Midtown East](#) rezoning plan, which encompasses the area surrounding Grand Terminal, is in on track for a full public review, including by the New York City Council. Like the proposed rezoning, the construction and infrastructure improvements announced today will play a leading role keeping New York growing and competitive.

**Congresswoman Carolyn B. Maloney (D-NY12):** “Not only will One Vanderbilt Avenue be a new iconic tower in the heart of New York City, but with \$220 million in public improvements, it will revolutionize the way we use Grand Central Terminal and midtown. This is a great example of a

public-private partnership, where the public gets new open space and better access to transportation. I want to thank SL Green for being a thoughtful and generous participant in a land use process that really took into account the community's needs."

"It's gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown," said **Manhattan Borough President Gale A. Brewer**. "When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins."

"This is an exciting new day for East Midtown, where our rules are not only promoting growth but also matching it with extraordinary transit improvements," said **Councilmember Dan Garodnick**. "The result will be class A office buildings, and just as importantly, a class A office district. We expect that One Vanderbilt is going to set an important precedent for the rest of East Midtown."

"One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world," said **SL Green CEO Marc Holliday**. "As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure."

As part of a deal with SL Green, the company will make the improvements to Grand Central Station, create a block-long public plaza, and also build a public waiting area for commuters on the ground floor of the new building.

The access upgrades include:

- Refurbish Grand Central's crumbling subway mezzanine
  - More connections from mezzanine directly to streets (reducing crowding at existing exits)
- Approximately 2/3 of the \$220 million in public infrastructure funding will go to enhancing connections and circulation spaces along the Lexington Avenue 4/5/6 subway line.
  - New exits at ends of both 4-5-6 platforms
  - More room on 4-5-6 platforms, by narrowing obstructions
  - Narrowed staircases
  - Narrowed columns
- Reduced overcrowding will allow for one additional train per hour in each direction—making room for 1,100 more riders each hour in each direction
- Direct connections from the new tower to subway, MetroNorth and future LIRR
- A 4,000-square-foot public transit hall on the ground floor of One Vanderbilt
- Vanderbilt between 42<sup>nd</sup> and 43<sup>rd</sup> will become a pedestrian plaza in the heart of Midtown
- The upper floors of the tower cannot be occupied until transit work is complete

The project means important and permanent boosts to private and union jobs, and tax revenue for the City. It represents 5,200 construction jobs. Once complete, the tower will be home to 8,000 workers, 190 of them with permanent union jobs. TD Bank, the anchor commercial tenant, will also have retail space in the building.



Marking the beginning of construction, the mayor today joined Congresswoman Carolyn Maloney, Manhattan Borough President Gale Brewer, Councilmember Dan Garodnick, SL Green Chief Executive Officer Marc Holliday, and Gregg Gerken, Head of Commercial Real Estate at TD Bank, at an on-site groundbreaking ceremony.

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Expected to achieve the highest possible LEED certification, the tower will offer 1.6 million rentable square feet of Class A office space across 58 floors, featuring column-free floors and views through floor-to-ceiling windows. One Vanderbilt will also offer tenants floor to ceiling slab heights ranging from 14’6” to 20’, a 30,000 square foot tenant-only amenity floor and world-class dining.

"As the leading builder of New York's greatest iconic towers, we're excited to be breaking ground such a distinctive and visually stunning building, which will be the cornerstone of a revitalized East Midtown," said **Jay Badame, President of AECOM Tishman**. "By demonstrating a tremendous commitment to an area of New York that needs new building, SL Green is transforming a neighborhood, and that's something we are always proud to be a part of."

**Jamie von Klemperer, of Kohn Pedersen Fox Associates** said, “One Vanderbilt will not only emerge as an elegant, tapered new icon on the New York skyline, but will also serve as a leading example of a global trend of connecting train stations to tall towers. This building will change its neighborhood for the better. It will provide a new gateway to the city made possible only through the unusually harmonious partnership between architect, developer, and the City of New York.”

SL Green has secured TD Bank as an anchor tenant set to occupy approximately 200,000 square feet of office and retail space in One Vanderbilt, including a flagship store at the corner of 42nd Street and Madison Avenue. Hines is SL Green’s development manager and AECOM’s Tishman Construction is the construction manager. Construction is expected to be complete in 2020.

"The One Vanderbilt building is a historic addition to the New York City skyline and we're proud to participate in the financing of this transformational project," said **Gregg Gerken, Head of Commercial Real Estate for TD Bank**. "We also look forward to becoming a tenant. This building is designed to exceed LEED Gold requirements, which aligns with our commitment to being an environmental leader - and that's something we know is important to our employees and customers."

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Insert quotes from Hines, Tishman and REBNY.

Learn more about One Vanderbilt at [www.onevanderbilt.com](http://www.onevanderbilt.com) and follow its progress at @one\_vanderbilt on [Instagram](#) and [Twitter](#). High-resolution images of One Vanderbilt can be downloaded at [xxx](#).

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**From:** Norvell, Wiley  
**Sent:** Monday, October 17, 2016 12:06 PM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yup

Sent from my BlackBerry 10 smartphone.

---

**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 11:49 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Quotes so far are below. Still waiting on Garodnick.  
You’ll get us one from your side to use in ours? Thanks.

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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, October 17, 2016 9:56 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Jeremy, looping you with our team. We are going to write up our own rls on this to blast from CH. Let’s share quotes from electeds/notables. Want to put you on same thread with our IGA folks who will do outreach from here to make sure we have all bases covered.

**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#); [Grace, Melissa](#)  
**Cc:** [Schwartz, Regina](#); [DeLoach, Michael](#)  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 4:07:04 PM

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Might make a couple tweaks. Hold a bit.

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**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Monday, October 17, 2016 4:07 PM  
**To:** Grace, Melissa  
**Cc:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Thanks can we pull that top quote for our release?

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 4:00 PM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Draft City release / missing some quotes.

**Mayor de Blasio, SL Green, Local Officials Break Ground on New Office Tower, \$220 Million in Transit Upgrades for Riders at Grand Central**

**New model in East Midtown demands developers invest in public transit as city grows**

**Congestion relief on 4-5-6 line, renovating Grand Central's subway mezzanine, more exits and stairs to ease overcrowding, more space for pedestrians on Vanderbilt Avenue**

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Insert quotes from Hines, Tishman and REBNY.

Learn more about One Vanderbilt at [www.onevanderbilt.com](http://www.onevanderbilt.com) and follow its progress at @one\_vanderbilt on [Instagram](#) and [Twitter](#). High-resolution images of One Vanderbilt can be downloaded at [xxx](#).

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**Sent:** Monday, October 17, 2016 12:06 PM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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Sent from my BlackBerry 10 smartphone.

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**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 11:49 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
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Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, October 17, 2016 9:56 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Jeremy, looping you with our team. We are going to write up our own rls on this to blast from CH. Let's share quotes from electeds/notables. Want to put you on same thread with our IGA folks who will do outreach from here to make sure we have all bases covered.

**From:** [Jeremy Soffin](#)  
**To:** [DeLoach, Michael](#)  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 4:21:08 PM

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I'll mention to press office, have been talking to them on an AMNY story.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 4:17 PM, DeLoach, Michael <[mdeloach@cityhall.nyc.gov](mailto:mdeloach@cityhall.nyc.gov)> wrote:

At least a heads up  
Their call on quote

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**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 4:16 PM  
**To:** DeLoach, Michael  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

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You want an MTA quote or you don't?

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 4:15 PM, DeLoach, Michael  
<[mdeloach@cityhall.nyc.gov](mailto:mdeloach@cityhall.nyc.gov)> wrote:

Who's talking to MTA?

Thanks can we pull that top quote for our release?

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

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<[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

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"It's gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown," said **Manhattan Borough President Gale A. Brewer**. "When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins."

"This is an exciting new day for East Midtown, where our rules are not only promoting growth but also matching it with extraordinary transit improvements," said **Councilmember Dan Garodnick**. "The result will be class A office buildings, and just as importantly, a class A office district. We expect that One Vanderbilt is going to set an important precedent for the rest of East Midtown."

"One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world," said **SL Green CEO Marc Holliday**. "As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure."

As part of a deal with SL Green, the company will make the improvements to Grand Central Station, create a block-long public plaza, and also build a public waiting area for commuters on the ground floor of the new building.

The access upgrades include:

- Refurbish Grand Central’s crumbling subway mezzanine
  - More connections from mezzanine directly to streets (reducing crowding at existing exits)
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  - New exits at ends of both 4-5-6 platforms
  - More room on 4-5-6 platforms, by narrowing obstructions
  - Narrowed staircases
  - Narrowed columns
- Reduced overcrowding will allow for one additional train per hour in each direction—making room for 1,100 more riders each hour in each direction
- Direct connections from the new tower to subway, MetroNorth and future LIRR
- A 4,000-square-foot public transit hall on the ground floor of One Vanderbilt
- Vanderbilt between 42<sup>nd</sup> and 43<sup>rd</sup> will become a pedestrian plaza in the heart of Midtown
- The upper floors of the tower cannot be occupied until transit work is complete

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Marking the beginning of construction, the mayor today joined Congresswoman Carolyn Maloney, Manhattan Borough President Gale Brewer, Councilmember Dan Garodnick, SL Green Chief Executive Officer Marc Holliday, and Gregg Gerken, Head of Commercial Real Estate at TD Bank, at an on-site groundbreaking ceremony.

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**Jamie von Klemperer, of Kohn Pedersen Fox Associates** said, “One Vanderbilt will not only emerge as an elegant, tapered new icon on the New York skyline, but will also serve as a leading example of a global trend of connecting train stations to tall towers. This building will change its neighborhood for the better. It will provide a new gateway to the city made possible only through the unusually harmonious partnership between architect, developer, and

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"The One Vanderbilt building is a historic addition to the New York City skyline and we're proud to participate in the financing of this transformational project," said **Gregg Gerken, Head of Commercial Real Estate for TD Bank**. "We also look forward to becoming a tenant. This building is designed to exceed LEED Gold requirements, which aligns with our commitment to being an environmental leader - and that's something we know is important to our employees and customers."

"It is a privilege to be a partner with SL Green in this transformational development," said Tommy Craig, Senior Managing Director of Hines. "The property's direct connection to Grand Central Terminal, its remarkable open space at grade, aspirational architecture and best-in-class technology, will have a catalytic effect on midtown Manhattan for decades to come."

Insert quotes from Hines, Tishman and REBNY.

Learn more about One Vanderbilt at [www.onevanderbilt.com](http://www.onevanderbilt.com) and follow its progress at @one\_vanderbilt on [Instagram](#) and [Twitter](#). High-resolution images of One Vanderbilt can be downloaded at [xxx](#).

---

**From:** Norvell, Wiley  
**Sent:** Monday, October 17, 2016 12:06 PM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yup

Sent from my BlackBerry 10 smartphone.

---

**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 11:49 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael

**Cc:** Grace, Melissa

**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Quotes so far are below. Still waiting on Garodnick. You'll get us one from your side to use in ours? Thanks.

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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, October 17, 2016 9:56 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Jeremy, looping you with our team. We are going to write up our own rls on this to blast from CH. Let's share quotes from electeds/notables. Want to put you on same thread with our IGA folks who will do outreach from here to make sure we

have all bases covered.

**From:** [Norvell, Wiley](#)  
**To:** [Grybauskas, Natalie](#)  
**Cc:** [Grace, Melissa](#); [Jeremy Soffin \(jeremy@berlinrosen.com\)](mailto:Jeremy.Soffin@berlinrosen.com)  
**Subject:** RE: vanderbilt  
**Date:** Monday, October 17, 2016 4:37:12 PM

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*+developer rep for awareness. Jeremy, this is our sched language:*

*On Tuesday, Mayor de Blasio will deliver remarks at a groundbreaking ceremony for a new office building, One Vanderbilt, and \$220 million in local transit upgrades. This event is open press, and there will be no Q-and-A.*

**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#)  
**Cc:** [Norvell, Wiley](#); [Schwartz, Regina](#); [DeLoach, Michael](#)  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?  
**Date:** Monday, October 17, 2016 4:52:07 PM

---

Thank you.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 4:50 PM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Jeremy,

For your release:

“This new office building, transit upgrades at Grand Central, and expanded pedestrian space are what I call smart growth. We demanded and secured private investments into important City infrastructure that put hundreds of thousands of commuters first. This strategy helps to keep our city competitive while improving the lives of New Yorkers,” Mayor de Blasio said

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**From:** Norvell, Wiley  
**Sent:** Monday, October 17, 2016 4:07 PM  
**To:** 'Jeremy Soffin'; Grace, Melissa  
**Cc:** Schwartz, Regina; DeLoach, Michael  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Might make a couple tweaks. Hold a bit.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, October 17, 2016 4:07 PM  
**To:** Grace, Melissa  
**Cc:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Thanks can we pull that top quote for our release?

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 4:00 PM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Draft City release / missing some quotes.

**Mayor de Blasio, SL Green, Local Officials Break Ground on New Office Tower, \$220 Million in Transit Upgrades for Riders at Grand Central**

**New model in East Midtown demands developers invest in public transit as city grows**

**Congestion relief on 4-5-6 line, renovating Grand Central's subway mezzanine, more exits and stairs to ease overcrowding, more space for pedestrians on Vanderbilt Avenue**

**New York, NY**— Mayor de Blasio joined SL Green and local officials today to break ground on a new office building and \$220 million in transit improvements to Grand Central Terminal. The upgrades are part of a new development model, secured by the de Blasio administration, Council Member Dan Garodnick and Borough President Gale Brewer, that demands new development in East Midtown invest in better commutes and reducing congestion.

“This new office tower, pedestrian plaza, and key upgrades at Grand Central Station, including much improved subway platforms, is what I call smart growth. I congratulate our elected officials and business and community leaders for their bold vision – one that puts the public and hundreds of thousands of commuters first. With this project, we ensure New York City continues to lead the global economy.”

Grand Central's Lexington Line stop is the second busiest in the city, with 154,000 riders each day. With the unprecedented \$220 million public infrastructure investment, One Vanderbilt will transform the commuting experience and reduce overcrowding. Specifically, this package of infrastructure upgrades will add more staircases to ease crowding on the 4-5-6 subway platforms, a renovated subway mezzanine and new exits directly to street level. When completed in 2020, the upgrades will increase the Lexington Avenue line's capacity by an extra train per hour in each direction—or 2,200 riders.

One Vanderbilt, the 1,401-foot-tall commercial office building rising a block west of the E. 42<sup>nd</sup> Street station, will include a new transit hall and waiting room in the base of the building, a new 14,000-square-foot pedestrian plaza on Vanderbilt Avenue, and enhanced access into and out of the Grand Central complex for riders of the city subway system, Metro-North and future Long Island Railroad East Side Access.

The City's proposed 73-block [Midtown East](#) rezoning plan, which encompasses the area surrounding Grand Terminal, is in on track for a full public review, including by the New York City Council. Like the proposed rezoning, the construction and infrastructure improvements announced today will play a leading role keeping New York growing and competitive.

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Insert quotes from Hines, Tishman and REBNY.

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**Sent:** Monday, October 17, 2016 12:06 PM  
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**Cc:** Grace, Melissa  
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**Sent:** Monday, October 17, 2016 11:49 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
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Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318  
917-860-9076

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, October 17, 2016 9:56 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Jeremy, looping you with our team. We are going to write up our own rls on this to blast from CH. Let's share quotes from electeds/notables. Want to put you on same thread with our IGA folks who will do outreach from here to make sure we have all bases covered.

**From:** [Grace, Melissa](#)  
**To:** [vin.barone@amny.com](mailto:vin.barone@amny.com)  
**Cc:** [Jeremy Soffin](#)  
**Subject:** Re: One Vanderbilt  
**Date:** Monday, October 17, 2016 5:53:14 PM

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Hi Vin,

What is your number?

Also, a quote from the mayor for your story:

"This new office building, transit upgrades at Grand Central, and expanded pedestrian space are what I call smart growth. We demanded and secured private investments into important City infrastructure that put hundreds of thousands of commuters first. This strategy helps to keep our city competitive while improving the lives of New Yorkers," Mayor de Blasio said

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Oct 17, 2016, at 10:33 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Hey Vin connecting you here to Melissa from City Hall, I'm sure they'd have things to add to your story.

Best,

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

**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#)  
**Subject:** FW: 1 Vanderbilt  
**Date:** Monday, October 17, 2016 6:23:23 PM

---

Quote from REBNY.

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

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**From:** Jamie McShane [mailto:JMcShane@rebny.com]  
**Sent:** Monday, October 17, 2016 5:27 PM  
**To:** Jeremy Soffin  
**Cc:** James Whelan  
**Subject:** RE: 1 Vanderbilt

Jeremy: Here's a quote from John Banks, good luck with event tomorrow. -jm

"Today's groundbreaking is an important step forward in the modernization and future of Midtown East," said John H. Banks III, President of the Real Estate Board of New York. "We congratulate SL Green on this milestone, One Vanderbilt will now become a catalyst for the creation of good middle class jobs and important tax revenue. This project will serve the needs of Midtown East's aging office supply and set new standards in sustainability and design, further ensuring that New York City remains the center of world commerce, culture, media, and finance."

**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#)  
**Subject:** RE: WORKING FINAL  
**Date:** Monday, October 17, 2016 6:38:33 PM

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<http://bit.ly/2dvv60k>

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

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**From:** Grace, Melissa [mailto:MGrace@cityhall.nyc.gov]  
**Sent:** Monday, October 17, 2016 6:37 PM  
**To:** Jeremy Soffin  
**Subject:** RE: WORKING FINAL

I think I have all the quotes now – see below.

Also, do you/we have links for the high resolution images line below?

## **Mayor de Blasio, SL Green, Local Officials Break Ground on New Office Tower, \$220 Million in Transit Upgrades for Riders at Grand Central**

### **New model in East Midtown demands developers invest in public transit as city grows**

**New York, NY**– Mayor de Blasio joined SL Green and local officials today to break ground on a new office building and \$220 million in transit improvements to Grand Central Terminal. The upgrades are part of a new development model, secured by the de Blasio administration, Council Member Dan Garodnick and Borough President Gale Brewer, that demands new development in East Midtown invest in better commutes and reducing congestion.

“This new office building, transit upgrades at Grand Central, and expanded pedestrian space are what I call smart growth. We demanded and secured private investments into important City infrastructure that put hundreds of thousands of commuters first. This strategy helps to keep our city competitive while improving the lives of New Yorkers,” Mayor de Blasio said.

Grand Central’s Lexington Line stop is the second busiest in the city, with 154,000 riders each day. With the unprecedented \$220 million public infrastructure investment, One Vanderbilt will

transform the commuting experience and reduce overcrowding. Specifically, this package of infrastructure upgrades will add more staircases to ease crowding on the 4-5-6 subway platforms, a renovated subway mezzanine and new exits directly to street level. When completed in 2020, the upgrades will increase the Lexington Avenue line's capacity by an extra train per hour in each direction—or 2,200 riders.

One Vanderbilt, the 1,401-foot-tall commercial office building rising a block west of the E. 42<sup>nd</sup> Street station, will include a new transit hall and waiting room in the base of the building, a new 14,000-square-foot pedestrian plaza on Vanderbilt Avenue, and enhanced access into and out of the Grand Central complex for riders of the city subway system, Metro-North and future Long Island Railroad East Side Access.

The City's proposed 73-block [Midtown East](#) rezoning plan, which encompasses the area surrounding Grand Terminal, is in on track for a full public review, including by the New York City Council. Like the proposed rezoning, the construction and infrastructure improvements announced today will play a leading role keeping New York growing and competitive.

**Congresswoman Carolyn B. Maloney (D-NY12):** “Not only will One Vanderbilt Avenue be a new iconic tower in the heart of New York City, but with \$220 million in public improvements, it will revolutionize the way we use Grand Central Terminal and midtown. This is a great example of a public-private partnership, where the public gets new open space and better access to transportation. I want to thank SL Green for being a thoughtful and generous participant in a land use process that really took into account the community's needs.”

“It's gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown,” said **Manhattan Borough President Gale A. Brewer**. “When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins.”

“This is an exciting new day for East Midtown, where our rules are not only promoting growth but also matching it with extraordinary transit improvements,” said **Councilmember Dan Garodnick**. “The result will be class A office buildings, and just as importantly, a class A office district. We expect that One Vanderbilt is going to set an important precedent for the rest of East Midtown.”

“One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world,” said **SL Green CEO Marc Holliday**. “As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure.”

As part of a deal with SL Green, the company will make the improvements to Grand Central Station, create a block-long public plaza, and also build a public waiting area for commuters on the ground floor of the new building.

The access upgrades include:

- Refurbish Grand Central's crumbling subway mezzanine

- More connections from mezzanine directly to streets (reducing crowding at existing exits)
- Approximately 2/3 of the \$220 million in public infrastructure funding will go to enhancing connections and circulation spaces along the Lexington Avenue 4/5/6 subway line.
  - New exits at ends of both 4-5-6 platforms
  - More room on 4-5-6 platforms, by narrowing obstructions
  - Narrowed staircases
  - Narrowed columns
- Reduced overcrowding will allow for one additional train per hour in each direction—making room for 1,100 more riders each hour in each direction
- Direct connections from the new tower to subway, MetroNorth and future LIRR
- A 4,000-square-foot public transit hall on the ground floor of One Vanderbilt
- Vanderbilt between 42<sup>nd</sup> and 43<sup>rd</sup> will become a pedestrian plaza in the heart of Midtown
- The upper floors of the tower cannot be occupied until transit work is complete

The project means important and permanent boosts to private and union jobs, and tax revenue for the City. It represents 5,200 construction jobs. Once complete, the tower will be home to 8,000 workers, 190 of them with permanent union jobs. TD Bank, the anchor commercial tenant, will also have retail space in the building.

Marking the beginning of construction, the mayor today joined Congresswoman Carolyn Maloney, Manhattan Borough President Gale Brewer, Councilmember Dan Garodnick, SL Green Chief Executive Officer Marc Holliday, and Gregg Gerken, Head of Commercial Real Estate at TD Bank, among others at an on-site groundbreaking ceremony.

“One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world,” said **SL Green CEO Marc Holliday**. “As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure.”

Designed by Kohn Pedersen Fox (KPF) Associates, One Vanderbilt will encompass an entire city block, bounded by Madison and Vanderbilt Avenues to the west and east, and East 43rd and East 42nd Streets to the north and south. Standing 1,401 feet tall, the building’s tapered form pays tribute to New York’s iconic skyscrapers, while its sharp lines and bold angles will punctuate Manhattan’s skyline with a 21<sup>st</sup>-century articulation. At its base along 42nd Street, the building will set back at an angle to permanently reveal Grand Central’s majestic Vanderbilt cornice – a view which has been obstructed for nearly a century.

Expected to achieve the highest possible LEED certification, the tower will offer 1.6 million rentable square feet of Class A office space across 58 floors, featuring column-free floors and views through floor-to-ceiling windows. One Vanderbilt will also offer tenants floor to ceiling slab heights ranging from 14’6” to 20’, a 30,000 square foot tenant-only amenity floor and world-class dining.

SL Green has secured TD Bank as an anchor tenant set to occupy approximately 200,000 square feet of office and retail space in One Vanderbilt, including a flagship store at the corner of 42nd Street



and Madison Avenue. Hines is SL Green's development manager and AECOM's Tishman Construction is the construction manager. Construction is expected to be complete in 2020.

"As the leading builder of New York's greatest iconic towers, we're excited to be breaking ground such a distinctive and visually stunning building, which will be the cornerstone of a revitalized East Midtown," said **Jay Badame, President of AECOM Tishman**. "By demonstrating a tremendous commitment to an area of New York that needs new building, SL Green is transforming a neighborhood, and that's something we are always proud to be a part of."

**Jamie von Klemperer, of Kohn Pedersen Fox Associates** said, "One Vanderbilt will not only emerge as an elegant, tapered new icon on the New York skyline, but will also serve as a leading example of a global trend of connecting train stations to tall towers. This building will change its neighborhood for the better. It will provide a new gateway to the city made possible only through the unusually harmonious partnership between architect, developer, and the City of New York."

"The One Vanderbilt building is a historic addition to the New York City skyline and we're proud to participate in the financing of this transformational project," said **Gregg Gerken, Head of Commercial Real Estate for TD Bank**. "We also look forward to becoming a tenant. This building is designed to exceed LEED Gold requirements, which aligns with our commitment to being an environmental leader - and that's something we know is important to our employees and customers."

"Today's groundbreaking is an important step forward in the modernization and future of Midtown East," said **John H. Banks III, President of the Real Estate Board of New York**. "We congratulate SL Green on this milestone, One Vanderbilt will now become a catalyst for the creation of good middle class jobs and important tax revenue. This project will serve the needs of Midtown East's aging office supply and set new standards in sustainability and design, further ensuring that New York City remains the center of world commerce, culture, media, and finance."

"It is a privilege to be a partner with SL Green in this transformational development," said **Tommy Craig, Senior Managing Director of Hines**. "The property's direct connection to Grand Central Terminal, its remarkable open space at grade, aspirational architecture and best-in-class technology, will have a catalytic effect on midtown Manhattan for decades to come."

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Learn more about One Vanderbilt at [www.onevanderbilt.com](http://www.onevanderbilt.com) and follow its progress at @one\_vanderbilt on [Instagram](#) and [Twitter](#). High-resolution images of One Vanderbilt can be downloaded at [xxx](#).

**Sent:** Monday, October 17, 2016 12:06 PM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** Re: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Yup

Sent from my BlackBerry 10 smartphone.

---

**From:** Jeremy Soffin  
**Sent:** Monday, October 17, 2016 11:49 AM  
**To:** Norvell, Wiley; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** RE: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Quotes so far are below. Still waiting on Garodnick.  
You'll get us one from your side to use in ours? Thanks.

Congresswoman Carolyn B. Maloney (D-NY12): "Not only will One Vanderbilt Avenue be a new iconic tower in the heart of New York City, but with \$220 million in public improvements, it will revolutionize the way we use Grand Central Terminal and midtown. This is a great example of a public-private partnership, where the public gets new open space and better access to transportation. I want to thank SL Green for being a thoughtful and generous participant in a land use process that really took into account the community's needs."

"It's gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown," said Manhattan Borough President Gale A. Brewer. "When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins."

"One Vanderbilt will be the best of the best, an ultra-modern, high-performing addition to the skyline that will retain the global companies that East Midtown needs to continue as the business capital of the world," said **SL Green CEO Marc Holliday**. "As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure."

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Jamie von Klemperer, Kohn Pedersen Fox Associates: "One Vanderbilt will not only emerge as an elegant, tapered new icon on the New York skyline, but will also serve as a leading example of a global trend of connecting train stations to tall towers. This building will change its neighborhood for the better. It will provide a new gateway to the city made possible only through the unusually harmonious partnership between architect, developer, and the City of New York.

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

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, October 17, 2016 9:56 AM  
**To:** Jeremy Soffin; Schwartz, Regina; DeLoach, Michael  
**Cc:** Grace, Melissa  
**Subject:** FW: can you send me whatever you have on 1 Vanderbilt groundbreaking?

Jeremy, looping you with our team. We are going to write up our own rls on this to blast from CH. Let's share quotes from electeds/notables. Want to put you on same thread with our IGA folks who will do outreach from here to make sure we have all bases covered.

**From:** [Norvell, Wiley](#)  
**To:** [Jeremy Soffin](#)  
**Cc:** [Grace, Melissa](#)  
**Subject:** Re: AMNY: One Vanderbilt's Grand Central station improvements: A glimpse at changes to come  
**Date:** Monday, October 17, 2016 8:06:39 PM

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Just for 100% clarification, can you affirm what we should say? 1 train per direction, per hour =  $1100 \times 2 = 2200$  extra people worth of capacity per hour?

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**From:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Date:** Monday, October 17, 2016 at 8:01 PM  
**To:** Wiley Norvell <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Cc:** "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** Re: AMNY: One Vanderbilt's Grand Central station improvements: A glimpse at changes to come

MTA is saying same. I think he took that number from another part of the presentation. I'll correct.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 7:58 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Want to make sure MTA isn't saying something different. I'm agnostic as to what we use— just need it to be consistent/right!

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**From:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Date:** Monday, October 17, 2016 at 7:40 PM  
**To:** Wiley Norvell <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Cc:** "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** Re: AMNY: One Vanderbilt's Grand Central station improvements: A glimpse at changes to come

Car doesn't make sense, he means train. Not sure where the numbers come from. I'll ask Vin.

Jeremy Soffin  
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646-200-5318 (o)  
917-860-9076 (c)

On Oct 17, 2016, at 7:37 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Jeremy—can you clarify facts on capacity increase? Below says 4-6K increased capacity, one CAR per hour. We thought it was an additional train with 1,100 passengers per direction per hour. Impt we be on same page.

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**From:** Clips

**Sent:** Monday, October 17, 2016 7:16 PM

**To:** Clips

**Subject:** AMNY: One Vanderbilt's Grand Central station improvements: A glimpse at changes to come

**One Vanderbilt's Grand Central station improvements: A glimpse at changes to come**

AM NY - Vincent Barone, Ivan Pereira

<http://www.amny.com/transit/one-vanderbilt-s-grand-central-station-improvements-a-glimpse-at-changes-to-come-1.12466831>

New York's next supertall skyscraper aims to complement Grand Central Terminal—above ground and below.

Developers SL Green will hold a ceremonial groundbreaking on Tuesday for One Vanderbilt, its glassy, angular 1,401-foot tower that will be among the tallest in the city. Located between Vanderbilt and Madison avenues and 42nd and 43rd streets, the building will soar over the neighboring transit hub and stretch above midtown's Chrysler and Empire State buildings.

“One of the key elements for our architectural design is how our building will relate to Grand Central,” said Robert Schiffer, a managing director at SL Green. “From an architectural perspective — one consideration is the fact that Grand Central is New York City's foremost landmark ... so we didn't want to do something that was very commercial, orthogonal and standard and boring.”

The firm will also be delivering \$220 million in transit improvements for the terminal, streetscape and nearby subway facilities as part of an agreement for air rights — marking the first time a private developer will be leading such substantial MTA construction.

All improvements should be ready by 2020, when the commercial building is slated to open. They're the result of hard-fought negotiations involving the firm, local community leaders, and city and state agencies.

“This new office building, transit upgrades at Grand Central, and expanded pedestrian space are what I call smart growth,” said Mayor Bill de Blasio in a statement. “We demanded and secured private investments into important City infrastructure that put hundreds of thousands of commuters first.”

On the street level, SL Green will transform Vanderbilt Avenue between 42nd and 43rd streets into a pedestrian plaza. Down below, the MTA's notoriously congested Grand Central subway complex, which served 160,294 commuters on an average weekday last year, will get upgrades to increase capacity.

That starts with two new subway entrances. The firm will also raze the Hyatt Hotel basement that dips into the subway station, creating 40% more commuter space in the station's mezzanine.

On the subway station platforms of the 4, 5 and 6 trains, SL Green will build three new staircases, reconfigure existing stairs and, to find more commuter space, remove bulky encasements of columns that rise up to support the Hyatt.

Ultimately, the MTA estimates that these adjustments will allow for the accommodation of roughly 4,000 to 6,000 additional passengers per hour, which translates into running an additional subway car per hour along the Lexington Avenue line.

The improvements to Grand Central Terminal itself are proactive. One Vanderbilt's footprint sits above the MTA's massive East Side Access Project to bring the Long Island Railroad to Grand Central. The firm will build a new concourse under One Vanderbilt to give future LIRR riders a direct connection to the Grand Central subway complex.

"The MTA supports innovative proposals that link development with transit investment," said MTA Spokesman Kevin Ortiz in an email, "and we believe the One Vanderbilt proposal offers significant benefits for our customers and for the entire city."

Layla Law-Gisiko, chair of the landmarks committee of Manhattan Community Board 5 said she was opposed to building so tall on a site sitting just across the street from Grand Central and didn't care for some aspects of One Vanderbilt's final design.

"The base of the building had these slanted lines," Law-Gisiko said. "You have these angles that make the base of the building very aggressive. It looks like the mouth of a Pac-Man that is going to eat Grand Central. We thought it wasn't ideal."

But she added that the streetscape upgrades will be a "vast improvement."

"It's one of those situations where is everyone happy? No, but it's a better building than the one that was proposed," she said. "If it does function the way it was supposed to function and be an anchor tenant and bring in jobs ... it's a good thing."

**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#)  
**Subject:** Re: release edits  
**Date:** Tuesday, October 18, 2016 7:01:00 AM

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The 1,100 times two is right. If it's a concern I'd just leave out that number though, we don't have it in our version.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 18, 2016, at 6:59 AM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Hey -- we will have a few edits too and likely to the Mayor's quote. Back to you as soon as I have sign off.  
Also- need answer to Wiley's question about trains per hour.

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Oct 18, 2016, at 6:44 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Minor edits:

--We're saying 1.7 million square feet (instead of 1.6 million sf of rentable)

--Marc updated his quote: "One Vanderbilt will be a high-performing addition to the Manhattan skyline serving as a blueprint for 21<sup>st</sup> century commercial development," **said SL Green CEO Marc Holliday**. "As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure."

Jeremy Soffin

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



**From:** [Grace, Melissa](#)  
**To:** "[Jeremy Soffin](#)"  
**Subject:** RE: release edits  
**Date:** Tuesday, October 18, 2016 8:46:41 AM

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"This new office building, transit upgrades at Grand Central, and expanded pedestrian space are what I call smart growth. We demanded and secured private investments into important City infrastructure that put hundreds of thousands of straphangers first. This strategy helps to keep our city competitive while improving the lives of New Yorkers," **Mayor de Blasio** said.

Also, we added this one:

**City Planning Commission Chairman Carl Weisbrod** said, "East Midtown has been the premier economic engine of New York City for many years, a title that One Vanderbilt will help it retain. By committing to \$220 million in public investment, One Vanderbilt will benefit not only its tenants but the city as a whole. As we move forward with a proposal to revitalize Greater East Midtown, we believe that One Vanderbilt will signal this neighborhood's full potential. For East Midtown, the best is yet to come."

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 18, 2016 8:45 AM  
**To:** Grace, Melissa  
**Subject:** Re: release edits

Are you still expecting update BDB quote? Hoping to print this shortly. Thanks.  
Also on arrival mayor should get dropped on the 43rd street end where the green room is

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 18, 2016, at 8:25 AM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Got it.

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 18, 2016 8:10 AM  
**To:** Grace, Melissa  
**Subject:** RE: release edits

Updated TD quote to be consistent re LEED:

"The One Vanderbilt building is a historic addition to the New York City skyline and we're proud to participate in the financing of this transformational project," said **Gregg Gerken, Head of Commercial Real Estate for TD Bank**. "We also

look forward to becoming a tenant. This building is designed to achieve the highest possible LEED certification, which aligns with our commitment to being an environmental leader - and that's something we know is important to our employees and customers."

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**Sent:** Tuesday, October 18, 2016 6:59 AM  
**To:** Jeremy Soffin  
**Subject:** Re: release edits

Hey -- we will have a few edits too and likely to the Mayor's quote. Back to you as soon as I have sign off.

Also- need answer to Wiley's question about trains per hour.

Melissa Grace  
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Mayor's Press Office  
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c: [347-224-2309](tel:347-224-2309)

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

**From:** [Grace, Melissa](#)  
**To:** ["Jeremy Soffin"](#)  
**Subject:** RE: release edits  
**Date:** Tuesday, October 18, 2016 9:12:30 AM

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This should be our final:

**MAYOR DE BLASIO, SL GREEN, LOCAL OFFICIALS BREAK GROUND ON  
NEW OFFICE TOWER, \$220 MILLION IN TRANSIT UPGRADES FOR RIDERS AT  
GRAND CENTRAL**

*New model in Midtown East secures new investment in public transit as city grows*

**NEW YORK**—Mayor Bill de Blasio joined SL Green and local officials today to break ground on a new office building and \$220 million in transit improvements to Grand Central Terminal. The upgrades are part of a new development model, secured by the de Blasio Administration, Council Member Dan Garodnick and Manhattan Borough President Gale Brewer. That approach demands more of developers, securing private investment in better commutes and reducing congestion as Midtown East grows.

“The new office building, transit upgrades at Grand Central and expanded pedestrian space are what I call smart growth. We demanded and secured private investments into important City infrastructure that put hundreds of thousands of straphangers first. This strategy helps to keep our city competitive while improving the lives of New Yorkers,” said **Mayor Bill de Blasio**.

Grand Central’s Lexington Line stop is the second busiest in the city, with 154,000 riders each day. With the unprecedented \$220 million public infrastructure investment, One Vanderbilt will transform the commuting experience and reduce overcrowding. Specifically, this package of infrastructure upgrades will add more staircases to ease crowding on the 4-5-6 subway platforms, a renovated subway mezzanine and new exits directly to street level. When completed in 2020, the upgrades will increase the Lexington Avenue line’s capacity by an extra train per hour in each direction – or 2,200 riders.

One Vanderbilt, the 1,401-foot-tall commercial office building rising a block west of the E. 42nd Street station, will include a new transit hall and waiting room in the base of the building, a new 14,000-square-foot pedestrian plaza on Vanderbilt Avenue, and enhanced access into and out of the Grand Central complex for riders of the city subway system, Metro-North and future Long Island Rail Road East Side Access.

The City’s proposed 78-block Greater East [Midtown](#) rezoning plan, which encompasses the area surrounding Grand Central Terminal, will enter into public review by the end of the year. Building on a vision process led by Manhattan Borough President Brewer and Council Member Garodnick, the proposal couples strategies for promoting office development with specific transit and public realm improvements as well as support for landmarks that distinguish this iconic district. Like the proposed rezoning, the construction and infrastructure improvements announced today will play a leading role in keeping New York growing and competitive.

“This is an exciting new day for East Midtown, where our rules are not only promoting

growth but also matching it with extraordinary transit improvements,” said **Councilmember Dan Garodnick**. “The result will be class A office buildings, and just as importantly, a class A office district. We expect that One Vanderbilt is going to set an important precedent for the rest of East Midtown.”

“It’s gratifying to be breaking ground not just on this building, but on what it represents: a massive investment in our transit and pedestrian infrastructure, and a first step toward the future of East Midtown,” said **Manhattan Borough President Gale A. Brewer**. “When development is done carefully, collaboratively, and produces real investments in the public realm that improve the neighborhood, everyone wins.”

**Congresswoman Carolyn B. Maloney** said, “Not only will One Vanderbilt Avenue be a new iconic tower in the heart of New York City, but with \$220 million in public improvements, it will revolutionize the way we use Grand Central Terminal and midtown. This is a great example of a public-private partnership, where the public gets new open space and better access to transportation. I want to thank SL Green for being a thoughtful and generous participant in a land use process that really took into account the community’s needs.”

**City Planning Commission Chairman Carl Weisbrod** said, "East Midtown has been the premier economic engine of New York City for many years, a title that One Vanderbilt will help it retain. By committing to \$220 million in public investment, One Vanderbilt will benefit not only its tenants but the city as a whole. As we move forward with a proposal to revitalize Greater East Midtown, we believe that One Vanderbilt will signal this neighborhood's full potential. For East Midtown, the best is yet to come."

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- Refurbish Grand Central’s crumbling subway mezzanine
  - More connections from mezzanine directly to streets (reducing crowding at existing exits)
- Approximately 2/3 of the \$220 million in public infrastructure funding will go to enhancing connections and circulation spaces along the Lexington Avenue 4/5/6 subway line.
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  - Narrowed columns
- Reduced overcrowding will allow for one additional train per hour in each direction—making room for 1,100 more riders each hour in each direction
- Direct connections from the new tower to subway, MetroNorth and future LIRR

- A 4,000-square-foot public transit hall on the ground floor of One Vanderbilt
- Vanderbilt between 42<sup>nd</sup> and 43<sup>rd</sup> will become a pedestrian plaza in the heart of Midtown
- The upper floors of the tower cannot be occupied until transit work is complete

The project means important and permanent boosts to private and union jobs, and tax revenue for the City. It represents 5,200 construction jobs. Once complete, the tower will be home to 8,000 workers, 190 of them with permanent union jobs. TD Bank, the anchor commercial tenant, will also have retail space in the building.

Marking the beginning of construction, the mayor today joined Congresswoman Carolyn Maloney, Manhattan Borough President Gale Brewer, Councilmember Dan Garodnick, SL Green Chief Executive Officer Marc Holliday, and Gregg Gerken, Head of Commercial Real Estate at TD Bank, among others at an on-site groundbreaking ceremony.

Designed by Kohn Pedersen Fox (KPF) Associates, One Vanderbilt will encompass an entire city block, bounded by Madison and Vanderbilt Avenues to the west and east, and East 43rd and East 42nd Streets to the north and south. Standing 1,401 feet tall, the building's tapered form pays tribute to New York's iconic skyscrapers, while its sharp lines and bold angles will punctuate Manhattan's skyline with a 21<sup>st</sup>-century articulation. At its base along 42nd Street, the building will set back at an angle to permanently reveal Grand Central's majestic Vanderbilt cornice – a view which has been obstructed for nearly a century.

Expected to achieve the highest possible LEED certification, the tower will offer 1.7 million square feet of Class A office space across 58 floors, featuring column-free floors and views through floor-to-ceiling windows. One Vanderbilt will also offer tenants floor to ceiling slab heights ranging from 14'6" to 20', a 30,000 square foot tenant-only amenity floor and world-class dining.

SL Green has secured TD Bank as an anchor tenant set to occupy approximately 200,000 square feet of office and retail space in One Vanderbilt, including a flagship store at the corner of 42nd Street and Madison Avenue. Hines is SL Green's development manager and AECOM's Tishman Construction is the construction manager.

"As the leading builder of New York's greatest iconic towers, we're excited to be breaking ground such a distinctive and visually stunning building, which will be the cornerstone of a revitalized East Midtown," said **Jay Badame, President of AECOM Tishman**. "By demonstrating a tremendous commitment to an area of New York that needs new building, SL Green is transforming a neighborhood, and that's something we are always proud to be a part of."

**Jamie von Klemperer, of Kohn Pedersen Fox Associates** said, "One Vanderbilt will not only emerge as an elegant, tapered new icon on the New York skyline, but will also serve as a leading example of a global trend of connecting train stations to tall towers. This building will change its neighborhood for the better. It will provide a new gateway to the city made possible only through the unusually harmonious partnership between architect, developer, and the City of New York."

"The One Vanderbilt building is a historic addition to the New York City skyline and we're

proud to participate in the financing of this transformational project," said **Gregg Gerken, Head of Commercial Real Estate for TD Bank**. "We also look forward to becoming a tenant. This building is designed to achieve the highest possible LEED certification, which aligns with our commitment to being an environmental leader - and that's something we know is important to our employees and customers."

"Today's groundbreaking is an important step forward in the modernization and future of Midtown East," said **John H. Banks III, President of the Real Estate Board of New York**. "We congratulate SL Green on this milestone, One Vanderbilt will now become a catalyst for the creation of good middle class jobs and important tax revenue. This project will serve the needs of Midtown East's aging office supply and set new standards in sustainability and design, further ensuring that New York City remains the center of world commerce, culture, media, and finance."

"It is a privilege to be a partner with SL Green in this transformational development," said **Tommy Craig, Senior Managing Director of Hines**. "The property's direct connection to Grand Central Terminal, its remarkable open space at grade, aspirational architecture and best-in-class technology, will have a catalytic effect on midtown Manhattan for decades to come."

As the leading builder of New York's greatest iconic towers, we're excited to be breaking ground such a distinctive and visually stunning building, which will be the cornerstone of a revitalized East Midtown," said **Jay Badame, President of AECOM Tishman**. "By demonstrating a tremendous commitment to an area of New York that needs new building, SL Green is transforming a neighborhood, and that's something we are always proud to be a part of."

Learn more about One Vanderbilt at [www.onevanderbilt.com](http://www.onevanderbilt.com) and follow its progress at @one\_vanderbilt on [Instagram](#) and [Twitter](#). High-resolution images of One Vanderbilt can be downloaded [here](#).

---

**From:** Jeremy Soffin [mailto:jeremy@berlinrosen.com]  
**Sent:** Tuesday, October 18, 2016 8:45 AM  
**To:** Grace, Melissa  
**Subject:** Re: release edits

Are you still expecting update BDB quote? Hoping to print this shortly. Thanks.  
Also on arrival mayor should get dropped on the 43rd street end where the green room is

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 18, 2016, at 8:25 AM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Got it.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 18, 2016 8:10 AM  
**To:** Grace, Melissa  
**Subject:** RE: release edits

Updated TD quote to be consistent re LEED:

"The One Vanderbilt building is a historic addition to the New York City skyline and we're proud to participate in the financing of this transformational project," **said Gregg Gerken, Head of Commercial Real Estate for TD Bank.** "We also look forward to becoming a tenant. This building is designed to achieve the highest possible LEED certification, which aligns with our commitment to being an environmental leader - and that's something we know is important to our employees and customers."

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

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 18, 2016 6:59 AM  
**To:** Jeremy Soffin  
**Subject:** Re: release edits

Hey -- we will have a few edits too and likely to the Mayor's quote. Back to you as soon as I have sign off.

Also- need answer to Wiley's question about trains per hour.

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Oct 18, 2016, at 6:44 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Minor edits:

--We're saying 1.7 million square feet (instead of 1.6 million sf of rentable)

--Marc updated his quote: "One Vanderbilt will be a high-performing



addition to the Manhattan skyline serving as a blueprint for 21<sup>st</sup> century commercial development,” **said SL Green CEO Marc Holliday**. “As the largest commercial property owner in New York, we are proud to partner with the City to create a model for unsubsidized development that drives our economy and makes a critical contribution to its infrastructure.”

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

**From:** [Grace, Melissa](#)  
**To:** [Jeremy Soffin](#)  
**Subject:** Re: Add for later versions  
**Date:** Tuesday, October 18, 2016 10:53:17 AM

---

Thought that might be you. Will say hi.

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Oct 18, 2016, at 10:52 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Yes I'm the one doing all the pacing.

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 18, 2016, at 10:51 AM, Grace, Melissa  
<[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Thanks.  
Are you here/at event?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Oct 18, 2016, at 10:46 AM, Jeremy Soffin  
<[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Just came in:

The MTA worked closely with SL Green as it developed plans for this iconic new building next to Grand Central securing private sector investment in transit infrastructure that will make commutes better for hundreds of thousands of our customers every day," MTA Chairman and CEO Thomas F. Prendergast said. "The MTA will continue to support innovative proposals that link development with transit investment, and we hope that One

Vanderbilt is the first of many to come."

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

**From:** [Grace, Melissa](#)  
**To:** "[Jeremy Soffin](#)"  
**Subject:** RE: Post question.  
**Date:** Tuesday, October 18, 2016 1:53:06 PM

---

Can you send me the developer's press release?

And, I told NY Post to talk to the developer about the MTA presence (he was asking why Tom wasn't there and if they were invited to speak).

Should I send him your way?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 18, 2016 12:57 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Post question.

Did you guys close this loop with him? He just reached out over here.

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

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 18, 2016 11:59 AM  
**To:** Jeremy Soffin; Norvell, Wiley  
**Subject:** RE: Post question.

Okay – thanks.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 18, 2016 11:36 AM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa  
**Subject:** Re: Post question.

They were there, Jeff Rosen. Tom def invited too

Jeremy Soffin  
BerlinRosen Public Affairs  
646-200-5318 (o)  
917-860-9076 (c)

On Oct 18, 2016, at 11:35 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Not removed, just slimmed down I think, creating more room on platforms.  
Jeremy has info on MTA invite. Note both Mayor and SL Green thanked them in remarks, and the 'deal' here is between City and developer.

---

**From:** Grace, Melissa  
**Sent:** Tuesday, October 18, 2016 11:30 AM  
**To:** Norvell, Wiley; Jeremy Soffin  
**Subject:** Post question.

-Post thinks they heard Maloney say pillars in subway station platforms will be removed. He asks if that is correct.  
-He also asks if MTA was invite/why not there?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

**From:** [Phillips, Eric Falk](#)  
**To:** ["Anna Sanders"](#); [Dan Levitan](#)  
**Subject:** RE: Broadway Stages/donors  
**Date:** Tuesday, October 25, 2016 11:29:43 AM

---

Thanks. Let us know if there's something specific to respond to.

---

**From:** Anna Sanders [mailto:[asanders@siadvance.com](mailto:asanders@siadvance.com)]  
**Sent:** Tuesday, October 25, 2016 11:14 AM  
**To:** Dan Levitan; Phillips, Eric Falk  
**Subject:** Broadway Stages/donors

Hey—I'm working on a story that mentions the investigations into the mayor's political nonprofit, specifically donors from Broadway Stages. The story is about a state studio project on SI, not anything city-related yet. (tho city actions will one day be necessary)

Don't think comment from you guys is necessary, but figured I'd check. I will say neither the mayor nor anyone in his admin have been accused of any wrongdoing.

--

Anna Sanders  
City Hall Reporter, Staten Island Advance  
917-525-9025 (cell)  
[asanders@siadvance.com](mailto:asanders@siadvance.com) | @AnnaESanders

**From:** [Phillips, Eric Falk](#)  
**To:** [Laura Nahmias](#); [Dan Levitan](#)  
**Subject:** Re: Story on de Blasio's role in the 2016 election  
**Date:** Monday, November 07, 2016 6:55:18 PM

---

I'm declining from govt side. Thanks, Laura.

---

**From:** Laura Nahmias <[LNahmias@politico.com](mailto:LNahmias@politico.com)>  
**Date:** Monday, November 7, 2016 at 7:53 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Fw: Story on de Blasio's role in the 2016 election

Hi!

I just wanted to check in on this again. Did you guys want to comment for the story?

Push back on the premise?

I'm still planning to run it.

Laura Nahmias  
Reporter, Politico New York  
[LNahmias@politico.com](mailto:LNahmias@politico.com)  
twitter: @nahmias  
mobile: 718-612-3751

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**From:** Laura Nahmias  
**Sent:** Monday, November 7, 2016 11:58 AM  
**To:** [EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)  
**Cc:** Dan Levitan  
**Subject:** Story on de Blasio's role in the 2016 election

Hi,

I'm cc-ing both of you on this because I'm writing a story that either of you might want to respond to, that we're planning to run later this afternoon.

It's about the role that de Blasio was trying to play in the 2016 election, and his attempts to help push the presidential agenda leftward.

It's not anything particularly new, just a synthesis of everything that's happened — from his launch of the progressive agenda campaign, to the correspondence laid out in the Wikileaks hack, to the failure of the forum.

My argument is that de Blasio correctly anticipated the political moment, and the economic populism on the left that fueled Bernie Sanders' rise, but that he made missteps and also experienced some bad political timing, and hasn't particularly elevated his standing or reputation as a progressive within the party.

I talked to Symone Sanders, from Bernie Sanders' campaign. She argued that de Blasio's timing just didn't work out -- and that he's a member of the Democratic political establishment, which made his non-endorsement of Clinton difficult.

Quotes from Symone:

**"I just don't think the timing was right for bill de Blasio."**

**"He wanted to position himself as this progressive champion, which he is, But when Sen. Sanders had clearly emerged in the 2016 primary as the progressive candidate...and you've got sec. Clinton who very much represents establishment politics on the democratic side, it makes it tough for bill de Blasio to come out and keep his bearings and leanings as a staunch progressive rabble rouser," she said.**

**"I really think it damaged his ability to be effective in the way he wanted to be, in the primary," Sanders said.**

**"His rhetoric and how he is and what he believes in met with the harsh realities of what the primary election was on the 2016 side. it was a fight for the soul of the democratic party."**

Here's a quote from George Arzt:

**"I think Bill wanted to be Elizabeth Warren."**

de Blasio "had put all his chips down on trying to look like a hero to the progressive wing at the beginning by saying no i'm not going to reflexively endorse her until i see something, and then trying to pressure the hillary people into a bigger role and i think it kind of backfired on him."

Let me know if you want to comment for this, or push back?



Laura Nahmias

Reporter, Politico New York

[LNahmias@politico.com](mailto:LNahmias@politico.com)

twitter: @nahmias

mobile: 718-612-3751

**From:** [Caplan, Ariana](#)  
**To:** ["Anne Rabe"](#); [Arthur Malkin](#); [Christine Tramontano \(ctramontano@malkinross.com\)](#); [Floyd Chatodd](#); [Button, Stephen](#); [Jonathan Gradess](#); [rperry@nyclu.org](#); [Susan Gottehrer](#); [Ed Wassermann](#); [Patrick Cummings](#); [Nes Geffrard](#); [Mardi Crawford](#); [Mike Rabinowitz](#)  
**Cc:** [Diane DuBois](#)  
**Subject:** RE: Tuesday 10 AM Conference Call - Two New Resolutions  
**Date:** Tuesday, November 15, 2016 10:20:26 AM  
**Attachments:** [S8114-16 M2G Indigent Legal Services:AC- S.pdf](#)  
[image001.png](#)

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NYC Mayor to Governor Letter in Support

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**From:** Anne Rabe [mailto:ARabe@nysda.org]  
**Sent:** Tuesday, November 15, 2016 9:48 AM  
**To:** Arthur Malkin; Christine Tramontano (ctramontano@malkinross.com); Caplan, Ariana; Floyd, Chatodd; Button, Stephen; Jonathan Gradess; rperry@nyclu.org; Susan Gottehrer; Ed Wassermann; Patrick Cummings; Nes Geffrard; Mardi Crawford; Mike Rabinowitz  
**Cc:** Diane DuBois  
**Subject:** Tuesday 10 AM Conference Call - Two New Resolutions

Hi all,

FYI, here is a long article on two new resolutions.

Columbia & Greene Counties Pass Resolutions Supporting Justice Equality Act.

"It is a fundamental right of all persons in the United States to be represented by counsel in all criminal prosecutions," according to the resolution passed by the Columbia County Board of Supervisors. "The United States Supreme Court ruled that persons who were unable to afford counsel had a constitutional right to be defended by an appointed attorney paid by the state."

[http://m.registerstar.com/news/article\\_a017486a-aadf-11e6-a2a5-03a1aff12b21.html?mode=jqm](http://m.registerstar.com/news/article_a017486a-aadf-11e6-a2a5-03a1aff12b21.html?mode=jqm)

Anne Rabe  
Campaign Coordinator



NYS Defenders Association  
518-465-3524 X15  
[arabe@nysda.org](mailto:arabe@nysda.org)

---

**From:** Anne Rabe  
**Sent:** Monday, November 14, 2016 3:24 PM  
**To:** 'Arthur Malkin'; 'Christine Tramontano ([ctramontano@malkinross.com](mailto:ctramontano@malkinross.com))'; 'Caplan, Ariana'; 'Floyd, Chatodd'; 'Button, Stephen'; Jonathan Gradess; 'rperry@nyclu.org'; 'Susan Gottehrer'; 'Ed Wassermann'; 'Patrick Cummings'; Nes Geffrard; Mardi Crawford; 'Mike Rabinowitz'  
**Cc:** Diane DuBois  
**Subject:** Tuesday 10 AM Conference Call - Berlin Rosen joining call.

Hi everyone,

Mike Rabinowitz of Berlin Rosen will be joining this call. So, I added a few things to the agenda. Thanks.

We are having the Justice Equality Act strategy call tomorrow at 10:00 AM. Please call [REDACTED] The code is [REDACTED] #

We have a lot to discuss and report on, so we hope you can make it.

*Proposed Agenda:*

- Updates on mtg. with Governor staff, etc.
- Black, Puerto Rican Legislative Caucus mtg. with Governor and Video 11/17
- Proposed NYC News Conference – polling speakers for 11/28, 29 or 11/30
- Social media campaign
- Op/Eds updates – County executives and Caucus members (El Diario/Moya; Daily News/Blake; City&State/Hooper)
- Editorial Board outreach
- Resolutions
- Letters to Governor – any new prominent signers, NYCLU's letter?
- Justice Day news conference upstate
- Samantha Bee

Anne Rabe  
Campaign Coordinator



NYS Defenders Association  
518-465-3524 X15  
[arabe@nysda.org](mailto:arabe@nysda.org)

November 4, 2016

S.8114 – DeFrancisco

**AN ACT** to amend the county law, the executive law and the state finance law, in relation to indigent defense services

---

APPROVAL RECOMMENDED

Hon. Andrew M. Cuomo  
Governor of the State of New York  
Executive Chamber  
Albany, New York 12224

Dear Governor Cuomo:

The above-referenced bill is now before you for executive action.

This bill requires that the State reimburse, over a four-year phase-in period, counties and cities in which a county is wholly located, the full amount of expenses of counsel services for indigent legal defendants. This bill also requires the Office of Indigent Legal Services to ensure the presence of counsel at the first appearance of any eligible defendant charged with a crime, establish caseload/workload regulations for attorneys providing mandated representation that allow for meaningful and effective assistance of counsel, and improve the quality of mandated representation.

In *Gideon v. Wainwright*, the Supreme Court ruled that it is a fundamental right of all persons in the United States to be represented by counsel in all criminal prosecutions. In the *Hurrell-Harring, et al. v. State of New York* lawsuit settled in 2014, New York State acknowledged the lack of adequate State funding, resources and oversight to the public defense system, which threatened to deprive these defendants and the class they represent of their constitutional right to meaningful and effective assistance of counsel. Under the agreement announced in 2014, the State agreed to adopt major reforms focusing on five New York counties – Ontario, Onondaga (Syracuse), Schuyler, Suffolk and Washington.

While the settlement agreement pertains to only five counties, its criteria establish a standard for providing indigent legal services that should apply statewide. The State should implement statewide standards to improve the quality of indigent defense and ensure representation at all criminal proceedings, as required under *Gideon*.

Financing indigent legal services on the State level ensures that indigent defense providers will be properly funded throughout the State in order to uphold the Supreme Court's mandate to provide the constitutional right to effective assistance of counsel.

Accordingly, it is urged that this bill be approved.

Very truly yours,

BILL DE BLASIO, Mayor

By: Sherif Soliman  
Director

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); [Jovana Rizzo](#)  
**Subject:** RE:  
**Date:** Tuesday, November 15, 2016 2:02:36 PM

---

Getting.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Tuesday, November 15, 2016 1:55 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** Fwd:

Boro breakdowns of current links - something you can help with?

Sent from mobile

Begin forwarded message:

**From:** Erin Durkin <[edurkin@nydailynews.com](mailto:edurkin@nydailynews.com)>  
**Date:** November 15, 2016 at 1:47:43 PM EST  
**To:** "Grybauskas, Natalie" <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

What are the #s for each borough, how many were activated and how many were supposed to be pursuant to 1st year schedule?

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); [Jovana Rizzo](#)  
**Subject:** RE:  
**Date:** Tuesday, November 15, 2016 2:05:49 PM

---

Current:

	Installed	Live
Bronx	33	22
Manhattan	482	391
Queens	30	19
Brooklyn	11	2
Staten Island	2	

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Tuesday, November 15, 2016 1:55 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** Fwd:

Boro breakdowns of current links - something you can help with?

Sent from mobile

Begin forwarded message:

**From:** Erin Durkin <[edurkin@nydailynews.com](mailto:edurkin@nydailynews.com)>  
**Date:** November 15, 2016 at 1:47:43 PM EST  
**To:** "Grybauskas, Natalie" <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

What are the #s for each borough, how many were activated and how many were supposed to be pursuant to 1st year schedule?

**From:** [Grybauskas, Natalie](#)  
**To:** ["Dan Levitan"](#)  
**Subject:** RE: Can you guys talk quickly by phone?  
**Date:** Tuesday, November 15, 2016 3:29:24 PM

---

I called you back

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

From: Dan Levitan [<mailto:dan@berlinrosen.com>]  
Sent: Tuesday, November 15, 2016 3:27 PM  
To: Grybauskas, Natalie; Gardener, Stacy (DOITT)  
Cc: Jovana Rizzo  
Subject: Can you guys talk quickly by phone?

- Sent from my Galaxy S6 -



**From:** [Gardener, Stacy](#)  
**To:** [Dan Levitan](#); [Grybauskas, Natalie](#)  
**Cc:** [Jovana Rizzo](#)  
**Subject:** RE: Can you guys talk quickly by phone?  
**Date:** Tuesday, November 15, 2016 3:32:07 PM

---

I'm on my way back to Brooklyn at the moment. I can get on a call at 4:00

Sent Via DoITT Mobile Device

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

**From:** Dan Levitan <dan@berlinrosen.com>  
**Date:** 11/15/16 3:27 PM (GMT-05:00)  
**To:** Natalie Grybauskas <NGrybauskas@cityhall.nyc.gov>, "Gardener, Stacy" <SGardener@doitt.nyc.gov>  
**Cc:** Jovana Rizzo <jovana@berlinrosen.com>  
**Subject:** Can you guys talk quickly by phone?

- Sent from my Galaxy S6 -

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This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Cc:** [Jovana Rizzo](#)  
**Subject:** Re: active kiosks  
**Date:** Thursday, November 17, 2016 1:15:13 PM

---

I can check. Someone asking?

- Sent from my Galaxy S6 -

On Nov 17, 2016, at 1:14 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

how many right now? still 434 or more now?

**From:** [Mike Rabinowitz](#)  
**To:** [Anne Rabe](#); [Caplan, Ariana](#); [Floyd, Chatodd](#); [sbutton@stlawco.org](mailto:sbutton@stlawco.org); [Susan Gottehrer](#); [Ed Wassermann](#); [Christine Tramontano](#); [amalkin](#); [Nes Geffrard](#)  
**Cc:** [Legal](#)  
**Subject:** RE: Albany Tuesday Statewide News Conference  
**Date:** Tuesday, November 29, 2016 2:43:22 PM

---

This is great!!!

Do you know if they are producing materials or need my help with that? They never responded to that question when I asked it.

Sent from my Samsung Galaxy smartphone

Michael Rabinowitz Gold  
646.200.5308 (o)  
646.342.3469 (c)

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

**From:** Anne Rabe <ARabe@nysda.org>  
**Date:** 11/29/16 2:37 PM (GMT-05:00)  
**To:** "Caplan, Ariana" <ACaplan@cityhall.nyc.gov>, "Floyd, Chatodd" <CFloyd@cityhall.nyc.gov>, [sbutton@stlawco.org](mailto:sbutton@stlawco.org), Susan Gottehrer <SGottehrer@nyclu.org>, Ed Wassermann <ed@wassermannngs.com>, Christine Tramontano <ctramontano@malkinross.com>, [amalkin](mailto:amalkin@malkinross.com) <[amalkin@malkinross.com](mailto:amalkin@malkinross.com)>, Nes Geffrard <NGeffrard@nysda.org>  
**Cc:** Legal <Legal@nysda.org>, Mike Rabinowitz <Rabinowitz@berlinrosen.com>  
**Subject:** Albany Tuesday Statewide News Conference

Hi everyone,

Albany County Executive Dan McCoy and the NYS Association of Counties will be holding a news conference in support of the Justice Equality Act, A.10706/S. 8114 next Tuesday, December 6th at 10:30 AM at the LCA Press Room (Room 130) on the Concourse level of the Legislative Office Building, State Street, Albany, NY.

Also in attendance will be the NYS Bar Association, Bishop Howard Hubbard, NAACP, and other County Executives. Assemblymember Fahy and Senator DeFrancisco have also been asked to attend. Capital District groups are asked to come and stand in solidarity, to represent the 80 organizations in support of the bill.

Anne Rabe  
Campaign Coordinator  
NYS Defenders Association  
518-465-3524 X15  
[arabe@nysda.org](mailto:arabe@nysda.org)

**From:** [Anne Rabe](#)  
**To:** [Caplan, Ariana](#); [Floyd, Chatodd](#); [sbutton@stlawco.org](mailto:sbutton@stlawco.org); [Susan Gottehrer](#); [Ed Wassermann](#); [Patrick Cummings](#); [Christine Tramontano](#); [Arthur Malkin](#); [Nes Geffrard](#); [Jonathan Gradess](#)  
**Cc:** [Mike Rabinowitz](#)  
**Subject:** Clarification on sponsorship of Albany Tuesday Statewide News Conference  
**Date:** Tuesday, November 29, 2016 5:25:03 PM

---

Hi everyone,

My apologies for misstating the sponsorship of the Albany news conference. It is being sponsored by Albany County Executive Dan McCoy and the Justice Equality campaign.

Today, NYSAC was asked and agreed to speak at the event. In addition, NYS Bar Association President Clare Gutekunst, Bishop Howard Hubbard, an NAACP representative, and St. Lawrence County Attorney Steve Button will be speaking, as well as other County Executives.

Assemblymember Fahy and Senator DeFrancisco have been asked to attend and speak. Capital District groups are asked to come and stand in solidarity, to represent the 80 organizations in support of the bill.

Anne Rabe  
Campaign Coordinator  
NYS Defenders Association  
518-465-3524 X15  
[arabe@nysda.org](mailto:arabe@nysda.org)

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** how many links right now?  
**Date:** Monday, December 05, 2016 12:43:07 PM

---

Not for any story - internal

**From:** [Jovana Rizzo](#)  
**To:** [Grybauskas, Natalie](#); [sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov); [Gardener, Stacy \(DOITT\)](#)  
**Cc:** [Stacey Levine](#); [Dan Levitan](#)  
**Subject:** RE: Comment on Telebeam settlement  
**Date:** Monday, December 05, 2016 5:30:03 PM

---

Great, thanks

---

**From:** Grybauskas, Natalie [[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Monday, December 05, 2016 5:11 PM  
**To:** Jovana Rizzo; [sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov); Gardener, Stacy (DOITT)  
**Cc:** Stacey Levine; Dan Levitan  
**Subject:** RE: Comment on Telebeam settlement

[That sounds fine. ours will sound quite similar. Thanks.](#)

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Monday, December 05, 2016 5:10 PM  
**To:** [sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov); Gardener, Stacy (DOITT); Grybauskas, Natalie  
**Cc:** Stacey Levine; Dan Levitan  
**Subject:** FW: Comment on Telebeam settlement

Hi all, see below from Miranda -- is the City putting out a statement on the Telebeam settlement?

Here's our proposed response:

"We are pleased that this litigation is resolved and that these payphone sites can now become part of the world's fastest and largest free public wifi network."

Let us know what you think.

Thanks,  
Jovana

BerlinRosen Public Affairs  
646-200-5329

---

**From:** Miranda Neubauer [[mneubauer@politico.com](mailto:mneubauer@politico.com)]  
**Sent:** Monday, December 05, 2016 4:19 PM  
**To:** Jovana Rizzo  
**Subject:** Comment on Telebeam settlement

Hi,

I was wondering what comment you had on the settlement with Telebeam and what it means for the project as a whole (also in terms of previous buildout delays and incorporating those sites into system now).

Thanks,

Miranda N.

**From:** [Dan Levitan](#)  
**To:** [DeLoach, Michael](#)  
**Subject:** RE: Happy bday  
**Date:** Tuesday, December 06, 2016 9:11:58 AM

---

Thanks!

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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

From: DeLoach, Michael [<mailto:mdeloach@cityhall.nyc.gov>]  
Sent: Tuesday, December 06, 2016 9:10 AM  
To: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
Subject: Happy bday

Michael DeLoach  
Office of the Mayor  
Intergovernmental Affairs  
(212) 341-5089

**From:** [Dodge, Ryan](#)  
**To:** "[Emma Woods](#)"  
**Subject:** RE: H.O.P.E. Event  
**Date:** Monday, December 12, 2016 4:36:04 PM

---

B/t 5-5:30 works – thanks.

---

**From:** Emma Woods [mailto:[emma@berlinrosen.com](mailto:emma@berlinrosen.com)]  
**Sent:** Monday, December 12, 2016 4:26 PM  
**To:** Dodge, Ryan  
**Subject:** Re: H.O.P.E. Event

Hi, Ryan — will do. I could call you between 5-530 unless you prefer tomorrow morning.

—

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

---

**From:** "Dodge, Ryan" <[RDodge@cityhall.nyc.gov](mailto:RDodge@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 3:28 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** H.O.P.E. Event

Hi, Emma. Can you give me a call at 212-676-3984 when you get a sec? I have some questions about the First Lady's remarks. Thanks.

Ryan

***Ryan Dodge***  
*Senior Speechwriter*  
*Office of the Mayor*  
*(212) 676-3984*



**From:** [Camonghne Felix](#)  
**To:** [White, Erin](#); [Emma Woods](#); [Cereceda, Claudia](#)  
**Cc:** [Louis Espiritusanto, Jose](#); [Schustek, Andrew](#); [Sharon Charles-Chancie](#)  
**Subject:** RE: HOPE Center Ribbon Cutting  
**Date:** Tuesday, December 13, 2016 10:37:23 AM  
**Attachments:** [FCBC Hope Center Advisory -- Final Draft.docx](#)

---

Good morning Erin,

Attached you'll find the finalized advisory. We plan to start getting this out soon, so if you could send us some feedback as soon as possible, that would be ideal. Run of show soon to follow, we waiting on the finalized version from FCBC. We are also drafting a release for this ribbon-cutting, so if your office could send us a quote from the First Lady, that would be great!

Camonghne

---

**From:** White, Erin [mailto:[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:55 PM  
**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

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

---

**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 2:51 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, Camonghne Felix

<[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>

**Subject:** Re: HOPE Center Ribbon Cutting

Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White

Communications Advisor, Office of the Mayor

347-789-0501

---

**From:** Emma Woods

**Sent:** Monday, December 12, 2016 2:50 PM

**To:** Cereceda, Claudia; White, Erin

**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix

**Subject:** Re: HOPE Center Ribbon Cutting

Hi, Erin — we're finalizing the media advisory for the HOPE Center ribbon cutting, which will mention that the First Lady is attending and giving remarks. We're planning to start pitching that tomorrow morning to broadcast, Harlem press, city hall reporters, health reporters, and others. Let us know if you'd like to chat in advance.

Best,

Emma

—

Emma Woods

BerlinRosen Public Affairs

O: 646-200-5303

C: 203-568-4780

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

---

**From:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>

**Date:** Friday, December 9, 2016 at 12:44 PM

**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>

**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>

**Subject:** Re: HOPE Center Ribbon Cutting

+Erin White

Our communications advisor

Sent while mobile

On Dec 9, 2016, at 12:20 PM, Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)> wrote:

Hi Jose and team — very exciting that the First Lady will be attending the ceremony on Thursday! We're currently working on a media advisory and press release, so please let me know who in your shop we should connect with on anything press-related.

Best,

Emma

—

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

---

**From:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Date:** Thursday, December 8, 2016 at 12:51 PM  
**To:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>  
**Cc:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Dear Jose and Company,

Again, deep, deep thanks for all of your assistance in securing a spot on the First Lady's calendar for our upcoming H.O.P.E. Center ribbon cutting ceremony. We are over-the-moon thrilled!

Our phenomenal PR firm, Berlin Rosen is feverishly assisting us with getting the word out about the ceremony. With that said, I wanted to introduce our lead PR professional, Emma Woods to you. We wanted to make certain that the work of Emma's office did not conflict with any of the First Lady's press corps initiatives. If you would kindly connect Emma to the person(s) who oversee Ms. McCray's media coverage I would greatly appreciate the gesture (Emma is copied on this communique).

As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 07, 2016 3:47 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

++  
Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make sure ribbon cutting happens during that time.

Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:56 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

YOU ROCK!

Thank you and I look forward to hearing back when you have a definitive.

Best,

SRC

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Tuesday, December 06, 2016 12:02 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Sharon, still discussing with the team. we want to make this happens, but still few items to move around.  
Give me until later today. Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:51 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position).  
Any word from our First Lady on her interest in attending our  
H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! 😊

Sharon

**Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.  
First Corinthian Baptist Church  
1912 Adam Clayton Powell Jr. Blvd  
New York, NY 10026 USA  
Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)  
Fax: (212) 864-0830  
Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)  
Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***

**For Planning Purposes Only:** December 15<sup>th</sup>, 2016 at 10 a.m

**Contact:** Camonghne Felix, 646.517.6796, [Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

## **Historic Harlem Church Cuts Ribbon on first-of-its-kind Mental Health Center with First Lady Chirlane McCray**

*First Corinthian Baptist Church to Open New HOPE Center, Will Offer High-Quality, Affordable Mental Health Services to Harlem Community*

*Groundbreaking Facility Takes a New Approach to Breaking Down Mental Health Stigmas in the Black Church*

**WHAT:** First Corinthian Baptist Church Cuts Ribbon on New HOPE Center Facility, Offering High-Quality, Affordable Mental Health Services to Harlem Community

**WHERE:** HOPE Center, 228 W. 116<sup>th</sup> St, Harlem

**WHEN:** December 15<sup>th</sup>, 2016 at 10 a.m.

**WHO:** Pastor Michael A. Walrond, Jr., First Lady Chirlane McCray, Reverend Kyndra Frazier, Congregation and Church Leadership from First Corinthian Baptist Church

**VISUALS:** First Lady Chirlane McCray delivering remarks; Pastor Walrond cutting ribbon with First Lady McCray in front of HOPE Center entrance; elected officials standing beside First Lady McCray and Pastor Walrond, applauding; crowd of church congregants; post-program tour of new facility.

### **BACKGROUND:**

First Corinthian Baptist Church has provided informal counseling on its premises for years, but the new HOPE Center, located a few blocks from the church on 116<sup>th</sup> St, will provide hands-on, high-quality, affordable mental health services, staffed by two highly experienced counselors. With this opening, FCBC and Sr. Pastor Mike Walrond lead the charge in providing better mental health care to historically neglected African-American communities.

The program includes remarks from First Lady Chirlane McCray, who founded ThriveNYC, a comprehensive mental health plan for New York City, Rev. Kyndra Frazier, FCBC's new Associate Pastor of Pastoral Care and Counseling, Dr. Sidney Hankerson Assistant Professor of Clinical Psychiatry at

Columbia University, and Pastor Mike Walrond who will also deliver remarks. Following the speaking program, a guided tour of the new facility will be available.

###

**From:** [Dodge, Ryan](#)  
**To:** "[Emma Woods](#)"  
**Subject:** RE: H.O.P.E. Event  
**Date:** Tuesday, December 13, 2016 11:29:07 AM

---

Just following up – could you send whatever materials you have on the Center? Thanks.

---

**From:** Emma Woods [mailto:[emma@berlinrosen.com](mailto:emma@berlinrosen.com)]  
**Sent:** Monday, December 12, 2016 4:26 PM  
**To:** Dodge, Ryan  
**Subject:** Re: H.O.P.E. Event

Hi, Ryan — will do. I could call you between 5-530 unless you prefer tomorrow morning.

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

---

**From:** "Dodge, Ryan" <[RDodge@cityhall.nyc.gov](mailto:RDodge@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 3:28 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** H.O.P.E. Event

Hi, Emma. Can you give me a call at 212-676-3984 when you get a sec? I have some questions about the First Lady's remarks. Thanks.

Ryan

***Ryan Dodge***  
*Senior Speechwriter*  
*Office of the Mayor*  
*(212) 676-3984*



**From:** [Emma Woods](#)  
**To:** [Dodge, Ryan](#)  
**Subject:** FW: HOPE Center Ribbon Cutting  
**Date:** Tuesday, December 13, 2016 12:16:57 PM  
**Attachments:** [FCBC Hope Center Advisory -- Final Draft.docx](#)  
[FCBC Biof11.doc](#)

---

Here is the advisory we asked your team to provide feedback on.

Also attached is Kyndra's bio and headshot.

Below is some pitch language you might find helpful.

And here is the church's calendar listing for the event: <http://m.fbcnyc.org/event/save-date-ribbon-cutting-hope-center>

[Over 6.8 million African Americans have a diagnosable mental illness](#), but due to long-standing stigma and lack of affordable resources, only a fraction get the help they need. Within the black church, with its history of "pray it away" solutions to mental health, the silence is even more pronounced. Following recent public battles of celebrities [Kanye West](#) and [Kid Cudi](#), leaders in the black community have placed an imperative on tackling this crisis.

That's why **First Corinthian Baptist Church, a prominent historically black church in Harlem, is taking a new approach: hands-on, high-quality, inexpensive mental health services offered by the church at a standalone mental health center** -- a move that pivots away from the black church's long history of ignoring or sidestepping issues plaguing its congregants, now more than ever.

With the HOPE Center, opening on December 15, FCBC's leader Pastor Mike Walrond is helping the church become a key player in breaking down mental health taboos in New York City's black community, with nationwide implications. **Thought you'd be interested in an exclusive on this first-of-its-kind initiative ahead of the Center's ribbon cutting.**

The church has provided informal counseling on its premises for years, but the new facility, located a few blocks from the church on 116<sup>th</sup> St, is over 700 square feet and contains a waiting area, private meeting rooms, and a large group meeting room. It will be staffed by two highly experienced counselors, including Rev. Kyndra Frazier, FCBC's new Associate Pastor of Pastoral Care and Counseling.

Happy to give you a tour of the HOPE Center and set you up to interview key figures:

- Senior Pastor Mike Walrond, who's grown the church from 300 to 11,000 congregants

in just over a decade, most of whom are millennials with no prior religious affiliation.

- Executive Pastor Lakeesha Walrond, a strong advocate for accessibility to health services in Harlem and a sexual assault survivor.
- Rev. Kyndra Frazier and Joyce Johnson, lead counselors for the Center.

—

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

---

**From:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Date:** Tuesday, December 13, 2016 at 10:36 AM  
**To:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

Attached you'll find the finalized advisory. We plan to start getting this out soon, so if you could send us some feedback as soon as possible, that would be ideal. Run of show soon to follow, we waiting on the finalized version from FCBC. We are also drafting a release for this ribbon-cutting, so if your office could send us a quote from the First Lady, that would be great!

Camonghne

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:55 PM  
**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix

**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

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

---

**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 2:51 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:50 PM  
**To:** Cereceda, Claudia; White, Erin  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi, Erin — we're finalizing the media advisory for the HOPE Center ribbon cutting, which will mention that the First Lady is attending and giving remarks. We're planning to start pitching that tomorrow morning to broadcast, Harlem press, city hall reporters, health reporters, and others. Let us know if you'd like to chat in advance.

Best,

Emma

—

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

---

**From:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Date:** Friday, December 9, 2016 at 12:44 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Subject:** Re: HOPE Center Ribbon Cutting

+Erin White

Our communications advisor

Sent while mobile

On Dec 9, 2016, at 12:20 PM, Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)> wrote:

Hi Jose and team — very exciting that the First Lady will be attending the ceremony on Thursday! We're currently working on a media advisory and press release, so please let me know who in your shop we should connect with on anything press-related.

Best,

Emma

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

---

**From:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Date:** Thursday, December 8, 2016 at 12:51 PM  
**To:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>  
**Cc:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Dear Jose and Company,

Again, deep, deep thanks for all of your assistance in securing a spot on the First Lady's calendar for our upcoming H.O.P.E. Center ribbon cutting ceremony. We are over-the-moon thrilled!

Our phenomenal PR firm, Berlin Rosen is feverishly assisting us with getting the word out about the ceremony. With that said, I wanted to introduce our lead PR professional, Emma Woods to you. We wanted to make certain that the work of Emma's office did not conflict with any of the First Lady's press corps initiatives. If you would kindly connect Emma to the person(s) who oversee Ms. McCray's media coverage I would greatly appreciate the gesture (Emma is copied on this communique).

As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 07, 2016 3:47 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

++  
Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make sure ribbon cutting happens during that time.

Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:56 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

YOU ROCK!

Thank you and I look forward to hearing back when you have a definitive.

Best,

SRC

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Tuesday, December 06, 2016 12:02 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Sharon, still discussing with the team. we want to make this happens, but still few items to move around.  
Give me until later today. Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:51 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position).  
Any word from our First Lady on her interest in attending our  
H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! ☺

Sharon

### **Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.  
First Corinthian Baptist Church  
1912 Adam Clayton Powell Jr. Blvd  
New York, NY 10026 USA  
Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)  
Fax: (212) 864-0830  
Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)  
Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***

**For Planning Purposes Only:** December 15<sup>th</sup>, 2016 at 10 a.m

**Contact:** Camonghne Felix, 646.517.6796, [Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

## **Historic Harlem Church Cuts Ribbon on first-of-its-kind Mental Health Center with First Lady Chirlane McCray**

*First Corinthian Baptist Church to Open New HOPE Center, Will Offer High-Quality, Affordable Mental Health Services to Harlem Community*

*Groundbreaking Facility Takes a New Approach to Breaking Down Mental Health Stigmas in the Black Church*

**WHAT:** First Corinthian Baptist Church Cuts Ribbon on New HOPE Center Facility, Offering High-Quality, Affordable Mental Health Services to Harlem Community

**WHERE:** HOPE Center, 228 W. 116<sup>th</sup> St, Harlem

**WHEN:** December 15<sup>th</sup>, 2016 at 10 a.m.

**WHO:** Pastor Michael A. Walrond, Jr., First Lady Chirlane McCray, Reverend Kyndra Frazier, Congregation and Church Leadership from First Corinthian Baptist Church

**VISUALS:** First Lady Chirlane McCray delivering remarks; Pastor Walrond cutting ribbon with First Lady McCray in front of HOPE Center entrance; elected officials standing beside First Lady McCray and Pastor Walrond, applauding; crowd of church congregants; post-program tour of new facility.

### **BACKGROUND:**

First Corinthian Baptist Church has provided informal counseling on its premises for years, but the new HOPE Center, located a few blocks from the church on 116<sup>th</sup> St, will provide hands-on, high-quality, affordable mental health services, staffed by two highly experienced counselors. With this opening, FCBC and Sr. Pastor Mike Walrond lead the charge in providing better mental health care to historically neglected African-American communities.

The program includes remarks from First Lady Chirlane McCray, who founded ThriveNYC, a comprehensive mental health plan for New York City, Rev. Kyndra Frazier, FCBC's new Associate Pastor of Pastoral Care and Counseling, Dr. Sidney Hankerson Assistant Professor of Clinical Psychiatry at

Columbia University, and Pastor Mike Walrond who will also deliver remarks. Following the speaking program, a guided tour of the new facility will be available.

###



## **Bio/Hopes for The H.O.P.E. Center**

Rev. Kyndra Frazier is a native of Charlotte, North Carolina. She holds a Bachelor's of Science in Business Management from North Carolina A&T State University, and is a 2010 Master of Divinity graduate of Candler School of Theology, Emory University, concentrating in church and community leadership. Kyndra is also a Licensed Master Social Worker, holding a Master of Science in Social Work from Columbia University in the city of New York, concentrating in clinical social work in the health and mental health fields. Kyndra has held a variety of clinical pastoral and therapeutic positions. The most recent was as Lead Therapist at The Imara Center, where she worked with Kindergarten through Fifth graders at Dunbar Elementary School in Atlanta, GA. During her two years with the behavioral health agency she specialized in Trauma-Focused Cognitive Behavioral Therapy, as the students she served navigated a variety of behavioral and mental health challenges ranging from sexual abuse, ODD, ADHD, to PTSD. Kyndra is currently the Associate Pastor of Pastoral Care and Counseling at First Corinthian Baptist Church. A great deal of her pastoral responsibilities are to create a system of care for this ecclesial community, as well as direct The H.O.P.E (Healing On Purpose and Evolving) Center, a counseling center that is it's own incorporated ministry located within walking distance of the church.

I find the H.O.P.E. Center to be such a unique gem for the Harlem community, as it is the manifestation of Senior Pastor Michael A. Walrond's vision to address the vast mental health needs of the congregants of FCBC and the community at large. Often fundamentalist theological suppositions and religious dogma can hinder faith communities from engaging mental health services. However, FCBC recognizes the importance of addressing psychological and socio-emotional issues in light of our faith. This holistic approach to caring for people has the potential to be a model for faith communities around the world. I am looking forward to The H.O.P.E Center becoming one of the world's premier models for addressing religious trauma particularly, and trauma in general. Too often spiritual abuse and religious trauma syndrome can go overlooked and be misdiagnosed, particularly for persons within socially constructed minority groups such as those within the LGBTQ community. Due to the stigma shrouding so many communities of color when seeking mental health services, persons often incur wounds ranging from various traumas (i.e. domestic violence, severe accidents, sexual abuse, death, etc.) and embrace them as normative, not realizing that

their destinies don't have to be tied to their wounds. Our commitment to heal is what catapults our destinies into living the lives we were created to live. This is where the acronym Healing On Purpose and Evolving (H.O.P.E.) comes from. The time is now for persons to accept the invitation to engage in their healing on purpose, so our individual and collective evolutionary journeys can be centered in thriving.

**From:** [Dodge, Ryan](#)  
**To:** ["Emma Woods"](#)  
**Subject:** RE: HOPE Center Ribbon Cutting  
**Date:** Tuesday, December 13, 2016 12:22:10 PM

---

Great – thanks.

---

**From:** Emma Woods [mailto:emma@berlinrosen.com]  
**Sent:** Tuesday, December 13, 2016 12:17 PM  
**To:** Dodge, Ryan  
**Subject:** FW: HOPE Center Ribbon Cutting

Here is the advisory we asked your team to provide feedback on.

Also attached is Kyndra's bio and headshot.

Below is some pitch language you might find helpful.

And here is the church's calendar listing for the event: <http://m.fcbcnyc.org/event/save-date-ribbon-cutting-hope-center>

[Over 6.8 million African Americans have a diagnosable mental illness](#), but due to long-standing stigma and lack of affordable resources, only a fraction get the help they need. Within the black church, with its history of "pray it away" solutions to mental health, the silence is even more pronounced. Following recent public battles of celebrities [Kanye West](#) and [Kid Cudi](#), leaders in the black community have placed an imperative on tackling this crisis.

That's why **First Corinthian Baptist Church, a prominent historically black church in Harlem, is taking a new approach: hands-on, high-quality, inexpensive mental health services offered by the church at a standalone mental health center** -- a move that pivots away from the black church's long history of ignoring or sidestepping issues plaguing its congregants, now more than ever.

With the HOPE Center, opening on December 15, FCBC's leader Pastor Mike Walrond is helping the church become a key player in breaking down mental health taboos in New York City's black community, with nationwide implications. **Thought you'd be interested in an exclusive on this first-of-its-kind initiative ahead of the Center's ribbon cutting.**

The church has provided informal counseling on its premises for years, but the new facility, located a few blocks from the church on 116<sup>th</sup> St, is over 700 square feet and contains a waiting area, private meeting rooms, and a large group meeting room. It will be staffed by two highly experienced counselors, including Rev. Kyndra Frazier, FCBC's new Associate Pastor of Pastoral Care and Counseling.

Happy to give you a tour of the HOPE Center and set you up to interview key figures:

- Senior Pastor Mike Walrond, who's grown the church from 300 to 11,000 congregants in just over a decade, most of whom are millennials with no prior religious affiliation.
- Executive Pastor Lakeesha Walrond, a strong advocate for accessibility to health services in Harlem and a sexual assault survivor.
- Rev. Kyndra Frazier and Joyce Johnson, lead counselors for the Center.

—

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

---

**From:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Date:** Tuesday, December 13, 2016 at 10:36 AM  
**To:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
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**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

Attached you'll find the finalized advisory. We plan to start getting this out soon, so if you could send us some feedback as soon as possible, that would be ideal. Run of show soon to follow, we waiting on the finalized version from FCBC. We are also drafting a release for this ribbon-cutting, so if your office could send us a quote from the First Lady, that would be great!

Camonghne

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:55 PM  
**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

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

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Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:50 PM  
**To:** Cereceda, Claudia; White, Erin  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi, Erin — we're finalizing the media advisory for the HOPE Center ribbon cutting, which will mention that the First Lady is attending and giving remarks. We're planning to start pitching that tomorrow morning to broadcast, Harlem press, city hall reporters, health reporters, and others. Let us know if you'd like to chat in advance.

Best,

Emma

—

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

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As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

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Sharon,

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Thanks so much!

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**Subject:** RE: HOPE Center Ribbon Cutting

YOU ROCK!

Thank you and I look forward to hearing back when you have a definitive.

Best,

SRC

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Give me until later today. Thanks so much!

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Just circling back (with my hands clasped in a prayer-like position). Any word from our First Lady on her interest in attending our H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! 😊

Sharon

### **Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.

First Corinthian Baptist Church

1912 Adam Clayton Powell Jr. Blvd

New York, NY 10026 USA

Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)

Fax: (212) 864-0830

Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)

Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***



***Kingdom of God business IS my business!***

**From:** [Emma Woods](#)  
**To:** [White, Erin](#); [Cereceda, Claudia](#)  
**Cc:** [Louis Espiritusanto, Jose](#); [Schustek, Andrew](#); [Sharon Charles-Chancie](#); [Camonghne Felix](#)  
**Subject:** Re: HOPE Center Ribbon Cutting  
**Date:** Tuesday, December 13, 2016 2:01:27 PM

---

Erin, any issues with the media advisory before we start getting that out?

Thanks,

Emma

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

---

**From:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Date:** Tuesday, December 13, 2016 at 1:56 PM  
**To:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
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**Subject:** RE: HOPE Center Ribbon Cutting

Hi Erin,

Below is our tentative run of show, pending confirmation of other elected officials. If you have any feedback, please send our way. Thanks!

*Ribbon Cutting Program (Draft)*  
*First Corinthian Baptist Church's H.O.P.E. Center*

Welcome:  
Rev. Michael A. Walrond, Jr.,  
Master of Ceremony and Senior Pastor  
First Corinthian Baptist Church

Remarks:  
Chirlane I. McCray,  
First Lady of New York City,  
Creator of ThriveNYC

Introduction of Center:

Pastor Kyndra Fraizer  
Associate Pastor of Pastoral Care and Counseling  
The H.O.P.E. Center at First Corinthian Baptist Church

Remarks:  
Dr. Sydney Hankerson,  
Assistant Professor of Clinical Psychiatry at Columbia University,

Dedication:  
Ribbon Cutting

*You are welcome to enjoy a tour and reception immediately following*

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Camonghne Felix  
**Sent:** Tuesday, December 13, 2016 10:37 AM  
**To:** 'White, Erin'; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

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**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

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Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

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**Sent:** Monday, December 12, 2016 2:55 PM

**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

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Emma Woods  
BerlinRosen Public Affairs  
O: 646-200-5303  
C: 203-568-4780  
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**Date:** Monday, December 12, 2016 at 2:51 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:50 PM  
**To:** Cereceda, Claudia; White, Erin  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi, Erin — we're finalizing the media advisory for the HOPE Center ribbon cutting, which will mention that the First Lady is attending and giving remarks. We're planning to start pitching that tomorrow morning to broadcast, Harlem press, city hall reporters, health reporters, and others. Let us know if you'd like to chat in advance.

Best,

Emma

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

---

**From:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Date:** Friday, December 9, 2016 at 12:44 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Subject:** Re: HOPE Center Ribbon Cutting

+Erin White

Our communications advisor

Sent while mobile

On Dec 9, 2016, at 12:20 PM, Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)> wrote:

Hi Jose and team — very exciting that the First Lady will be attending the ceremony on Thursday! We're currently working on a media advisory and press release, so please let me know who in your shop we should connect with on anything press-related.

Best,

Emma

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

---

**From:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Date:** Thursday, December 8, 2016 at 12:51 PM  
**To:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>  
**Cc:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Dear Jose and Company,

Again, deep, deep thanks for all of your assistance in securing a spot on the First Lady's calendar for our upcoming H.O.P.E. Center ribbon cutting ceremony. We are over-the-moon thrilled!

Our phenomenal PR firm, Berlin Rosen is feverishly assisting us with getting the word out about the ceremony. With that said, I wanted to introduce our lead PR professional, Emma Woods to you. We wanted to make certain that the work of Emma's office did not conflict with any of the First Lady's press corps initiatives. If you would kindly connect Emma to the person(s) who oversee Ms. McCray's media coverage I would greatly appreciate the gesture (Emma is copied on this communique).

As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 07, 2016 3:47 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

++  
Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make sure ribbon cutting happens during that time.

Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:56 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

YOU ROCK!

Thank you and I look forward to hearing back when you have a definitive.

Best,

SRC

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]

**Sent:** Tuesday, December 06, 2016 12:02 PM

**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>

**Subject:** RE: HOPE Center Ribbon Cutting

Hi Sharon, still discussing with the team. we want to make this happens, but still few items to move around.

Give me until later today. Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]

**Sent:** Tuesday, December 06, 2016 11:51 AM

**To:** Louis Espiritusanto, Jose

**Subject:** RE: HOPE Center Ribbon Cutting

Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position). Any word from our First Lady on her interest in attending our H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! ☺

Sharon

### **Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.

First Corinthian Baptist Church

1912 Adam Clayton Powell Jr. Blvd

New York, NY 10026 USA

Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)

Fax: (212) 864-0830

Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)

Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***





**From:** [White, Erin](#)  
**To:** [Emma Woods](#); [Camonghne Felix](#); [Cereceda, Claudia](#)  
**Cc:** [Louis Espiritusanto, Jose](#); [Schustek, Andrew](#); [Sharon Charles-Chancie](#)  
**Subject:** Re: HOPE Center Ribbon Cutting  
**Date:** Tuesday, December 13, 2016 2:34:21 PM

---

Will do my best!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Tuesday, December 13, 2016 2:29 PM  
**To:** White, Erin; Camonghne Felix; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** Re: HOPE Center Ribbon Cutting

---

Thanks, Erin. Will you be able to provide a quote for the press release? We're finalizing that now, but it will be similar to the advisory.

---

**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Tuesday, December 13, 2016 at 2:01 PM  
**To:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Subject:** Re: HOPE Center Ribbon Cutting

All is fine! Advisory is fine, too.

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Camonghne Felix  
**Sent:** Tuesday, December 13, 2016 1:56 PM  
**To:** White, Erin; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

---

Hi Erin,

Below is our tentative run of show, pending confirmation of other elected officials. If you have any feedback, please send our way. Thanks!

*Ribbon Cutting Program (Draft)*  
*First Corinthian Baptist Church's H.O.P.E. Center*

Welcome:  
Rev. Michael A. Walrond, Jr.,  
Master of Ceremony and Senior Pastor  
First Corinthian Baptist Church

Remarks:  
Chirlane I. McCray,  
First Lady of New York City,  
Creator of ThriveNYC

Introduction of Center:  
Pastor Kyndra Fraizer  
Associate Pastor of Pastoral Care and Counseling  
The H.O.P.E. Center at First Corinthian Baptist Church

Remarks:  
Dr. Sydney Hankerson,  
Assistant Professor of Clinical Psychiatry at Columbia University,

Dedication:  
Ribbon Cutting

*You are welcome to enjoy a tour and reception immediately following*

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Camonghne Felix  
**Sent:** Tuesday, December 13, 2016 10:37 AM  
**To:** 'White, Erin'; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

Attached you'll find the finalized advisory. We plan to start getting this out soon, so if you could send us some feedback as soon as possible, that would be ideal. Run of show soon to follow, we waiting on the finalized version from FCBC. We are also drafting a release for this ribbon-cutting, so if your office could send us a quote from the First Lady, that would be great!

Camonghne

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:55 PM  
**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

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

---

**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 2:51 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

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**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:50 PM  
**To:** Cereceda, Claudia; White, Erin  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix

**Subject:** Re: HOPE Center Ribbon Cutting

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Best,

Emma

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

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**From:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Date:** Friday, December 9, 2016 at 12:44 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Subject:** Re: HOPE Center Ribbon Cutting

+Erin White

Our communications advisor

Sent while mobile

On Dec 9, 2016, at 12:20 PM, Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)> wrote:

Hi Jose and team — very exciting that the First Lady will be attending the ceremony on Thursday! We're currently working on a media advisory and press release, so please let me know who in your shop we should connect with on anything press-related.

Best,

Emma

—

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

---

**From:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Date:** Thursday, December 8, 2016 at 12:51 PM  
**To:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>  
**Cc:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** RE: HOPE Center Ribbon Cutting

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Our phenomenal PR firm, Berlin Rosen is feverishly assisting us with getting the word out about the ceremony. With that said, I wanted to introduce our lead PR professional, Emma Woods to you. We wanted to make certain that the work of Emma's office did not conflict with any of the First Lady's press corps initiatives. If you would kindly connect Emma to the person(s) who oversee Ms. McCray's media coverage I would greatly appreciate the gesture (Emma is copied on this communique).

As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 07, 2016 3:47 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

++

Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make

sure ribbon cutting happens during that time.

Thanks so much!

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**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:56 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

YOU ROCK!

Thank you and I look forward to hearing back when you have a definitive.

Best,

SRC

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Tuesday, December 06, 2016 12:02 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Sharon, still discussing with the team. we want to make this happens, but still few items to move around.

Give me until later today. Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:51 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position).  
Any word from our First Lady on her interest in attending our  
H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! 😊

Sharon

**Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.  
First Corinthian Baptist Church  
1912 Adam Clayton Powell Jr. Blvd  
New York, NY 10026 USA  
Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)  
Fax: (212) 864-0830  
Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)  
Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***

**From:** [Emma Woods](#)  
**To:** [Schustek, Andrew](#)  
**Subject:** Re: also  
**Date:** Wednesday, December 14, 2016 12:05:26 PM

---

Yes it's outdoors, and yes there will be amplified sound.

If it's incredibly cold they may move it indoors, but for now it's outside.

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

---

**From:** "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Date:** Wednesday, December 14, 2016 at 11:57 AM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** also

I'm assuming this is an outdoor event? Can you confirm?



**From:** [Camonghne Felix](#)  
**To:** [Schustek, Andrew](#); [Carmen Williams](#); [Emma Woods](#); [White, Erin](#); [Cereceda, Claudia](#)  
**Cc:** [Louis Espiritusanto, Jose](#); [Sharon Charles-Chancie](#); [Dodge, Ryan](#)  
**Subject:** RE: HOPE Center Ribbon Cutting  
**Date:** Wednesday, December 14, 2016 4:44:59 PM  
**Attachments:** [HOPE Center Release\\_final.docx](#)

---

Hi Andrew,

Attached is the final version of our release. Also, there's been an addition to the run of show: Manhattan Borough President Gale Brewer will be in attendance.

Any luck on getting a quote for the release?

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Schustek, Andrew [mailto:aschustek@cityhall.nyc.gov]  
**Sent:** Tuesday, December 13, 2016 3:35 PM  
**To:** Carmen Williams; Emma Woods; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Thank you!

---

**From:** Carmen Williams [mailto:CWilliams@fbcnyc.org]  
**Sent:** Tuesday, December 13, 2016 3:24 PM  
**To:** Emma Woods; Schustek, Andrew; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi,

Yes, Rev. Walrond will be acting as MC and will handle the transition between speakers.

Thanks,  
Carmen

---

**From:** Emma Woods [emma@berlinrosen.com]  
**Sent:** Tuesday, December 13, 2016 3:28 PM  
**To:** Schustek, Andrew; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan; Carmen Williams  
**Subject:** Re: HOPE Center Ribbon Cutting

Yes, there is a podium. Rev Walrond will act as MC. Sharon/Carmen, correct me if I'm wrong.

—  
Emma Woods

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

---

**From:** "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Date:** Tuesday, December 13, 2016 at 3:12 PM  
**To:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
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**Subject:** RE: HOPE Center Ribbon Cutting

Hi there,

Will there be a podium, and is the first lady expected to introduce pastor Fraizer? Or will Rev Walrond handle that and function as an MC?

---

**From:** Camonghne Felix [<mailto:Camonghne.Felix@berlinrosen.com>]  
**Sent:** Tuesday, December 13, 2016 1:56 PM  
**To:** White, Erin; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Erin,

Below is our tentative run of show, pending confirmation of other elected officials. If you have any feedback, please send our way. Thanks!

*Ribbon Cutting Program (Draft)*  
*First Corinthian Baptist Church's H.O.P.E. Center*

Welcome:

Rev. Michael A. Walrond, Jr.,  
Master of Ceremony and Senior Pastor  
First Corinthian Baptist Church

Remarks:

Chirlane I. McCray,  
First Lady of New York City,  
Creator of ThriveNYC

Introduction of Center:

Pastor Kyndra Frazier  
Associate Pastor of Pastoral Care and Counseling  
The H.O.P.E. Center at First Corinthian Baptist Church

Remarks:  
Dr. Sydney Hankerson,  
Assistant Professor of Clinical Psychiatry at Columbia University,

Dedication:  
Ribbon Cutting

*You are welcome to enjoy a tour and reception immediately following*

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Camonghne Felix  
**Sent:** Tuesday, December 13, 2016 10:37 AM  
**To:** 'White, Erin'; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

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Camonghne

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:55 PM  
**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

—

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

---

**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 2:51 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White  
Communications Advisor, Office of the Mayor  
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Hi, Erin — we're finalizing the media advisory for the HOPE Center ribbon cutting, which will mention that the First Lady is attending and giving remarks. We're planning to start pitching that tomorrow morning to broadcast, Harlem press, city hall reporters, health reporters, and others. Let us know if you'd like to chat in advance.

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Emma

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**From:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>

**Date:** Friday, December 9, 2016 at 12:44 PM

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**Subject:** Re: HOPE Center Ribbon Cutting

+Erin White

Our communications advisor

Sent while mobile

On Dec 9, 2016, at 12:20 PM, Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)> wrote:

Hi Jose and team — very exciting that the First Lady will be attending the ceremony on Thursday! We're currently working on a media advisory and press release, so please let me know who in your shop we should connect with on anything press-related.

Best,

Emma

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Emma Woods

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**From:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>

**Date:** Thursday, December 8, 2016 at 12:51 PM

**To:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>

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Dear Jose and Company,

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Our phenomenal PR firm, Berlin Rosen is feverishly assisting us with getting the word out about the ceremony. With that said, I wanted to introduce our lead PR professional, Emma Woods to you. We wanted to make certain that the work of Emma's office did not conflict with any of the First Lady's press corps initiatives. If you would kindly connect Emma to the person(s) who oversee Ms. McCray's media coverage I would greatly appreciate the gesture (Emma is copied on this communique).

As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

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**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

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Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make sure ribbon cutting happens during that time.

Thanks so much!

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**Sent:** Tuesday, December 06, 2016 11:56 AM  
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YOU ROCK!

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Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position).  
Any word from our First Lady on her interest in attending our  
H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! ☺

Sharon

### **Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.  
First Corinthian Baptist Church  
1912 Adam Clayton Powell Jr. Blvd  
New York, NY 10026 USA  
Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)  
Fax: (212) 864-0830  
Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)  
Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***

**For Immediate Release:** December 15<sup>th</sup>, 2016

**Contact:** Camonghne Felix, 646.517.6796, [Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

**\*Photos Available Upon Request**

## **Historic Harlem Church Cuts Ribbon on First-of-its-Kind Mental Health Center with First Lady Chirlane McCray, Elected Officials**

*First Corinthian Baptist Church Opens New HOPE Center, Will Offer High-Quality, Affordable Mental Health Services to Harlem Community*

*Groundbreaking Facility Takes a New Approach to Breaking Down Mental Health Stigmas in the Black Church*

**Harlem, NY** – First Corinthian Baptist Church (FCBC) today marked the official opening of the HOPE Center, a new facility on West 116<sup>th</sup> street in Harlem that will offer affordable, hands-on, high-quality mental health counseling services to an underserved community. With this new resource, FCBC and Senior Pastor Rev. Michael A. Walrond, Jr. lead the charge in providing better mental health care to historically neglected African American communities, breaking down longstanding stigmas in the church and reducing cost barriers to care.

Pastor Walrond, who leads FCBC's congregation of more than 11,000 and heads New York City's Clergy Advisory Council, was joined by New York City First Lady Chirlane McCray, Assistant Professor of Clinical Psychiatry at Columbia University Dr. Sidney Hankerson, and members of the Harlem community to celebrate the occasion with a ribbon cutting at the HOPE Center.

"For too long, the response from church leaders to real mental health problems has been silence – or worse, a call to 'pray it away.' Today, we take a step toward healing and empowering our community by providing access to inexpensive, quality mental health counseling right here in Harlem," **said Rev. Michael A. Walrond Jr., Senior Pastor at First Corinthian Baptist Church.** "Getting help should not be taboo – in fact, it is the first step toward realizing one's full potential. I look forward to welcoming New Yorkers through the doors of the HOPE Center."

**"XXX," said New York City First Lady Chirlane McCray.**

The HOPE Center, which stands for Healing On Purpose and Evolving, will be staffed by licensed clinicians and led by Rev. Kyndra Frazier, FCBC's new Associate Pastor of Pastoral Care and Counseling. The counselors will provide affordable, effective therapeutic services to those in need, with the ability to support a variety of everyday challenges likely to impact members of the community, including depression, anxiety, trauma, sexual assault, domestic violence,



bereavement counseling and marriage guidance. The 735 square foot facility, within walking distance of the church, contains space for both one-on-one and group counseling.

**Rev. Kyndra Frazier, Associate Pastor of Pastoral Care and Counseling at First Corinthian Baptist Church, said:** “Too often, faith communities are held back from engaging in mental health services – but First Corinthian Baptist Church recognizes the importance of addressing psychological and socio-emotional issues in light of our faith. This holistic approach to caring for people has the potential to be a model for faith communities around the world. I am looking forward to the HOPE Center becoming one of the world’s premier models for addressing religious trauma, and trauma in general.”

**About First Corinthian Baptist Church**

FCBC is an ever-evolving church community of visionaries and dreamers located in New York, NY. Currently led by Senior Pastor Michael A. Walrond Jr., it was founded in 1933. The 10,000+ plus congregation serves the greater Harlem community through 21 dynamic ministries. For more information, please visit [fbcnyc.org](http://fbcnyc.org).

###

**From:** [Camonghne Felix](#)  
**To:** [Schustek, Andrew](#); [Carmen Williams](#); [Emma Woods](#); [White, Erin](#); [Cereceda, Claudia](#)  
**Cc:** [Louis Espiritusanto, Jose](#); [Sharon Charles-Chancie](#); [Dodge, Ryan](#)  
**Subject:** RE: HOPE Center Ribbon Cutting  
**Date:** Wednesday, December 14, 2016 4:51:15 PM

---

I believe her remarks will follow the First Lady's – Carmen, correct me if I'm wrong.

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Schustek, Andrew [mailto:[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)]  
**Sent:** Wednesday, December 14, 2016 4:49 PM  
**To:** Camonghne Felix; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** Re: HOPE Center Ribbon Cutting

Also, where is the BP in the run of show?

Mobile, please excuse typos and brevity

---

**From:** Schustek, Andrew  
**Sent:** Wednesday, December 14, 2016 4:48 PM  
**To:** Camonghne Felix; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** Re: HOPE Center Ribbon Cutting

Erin can handle all questions related to press and comms. Thanks!

Mobile, please excuse typos and brevity

---

**From:** Camonghne Felix  
**Sent:** Wednesday, December 14, 2016 4:44 PM  
**To:** Schustek, Andrew; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Andrew,

Attached is the final version of our release. Also, there's been an addition to the run of show: Manhattan Borough President Gale Brewer will be in attendance.

Any luck on getting a quote for the release?

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, December 13, 2016 3:35 PM  
**To:** Carmen Williams; Emma Woods; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Thank you!

---

**From:** Carmen Williams [<mailto:CWilliams@fbcnyc.org>]  
**Sent:** Tuesday, December 13, 2016 3:24 PM  
**To:** Emma Woods; Schustek, Andrew; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi,

Yes, Rev. Walrond will be acting as MC and will handle the transition between speakers.

Thanks,  
Carmen

---

**From:** Emma Woods [[emma@berlinrosen.com](mailto:emma@berlinrosen.com)]  
**Sent:** Tuesday, December 13, 2016 3:28 PM  
**To:** Schustek, Andrew; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan; Carmen Williams  
**Subject:** Re: HOPE Center Ribbon Cutting

Yes, there is a podium. Rev Walrond will act as MC. Sharon/Carmen, correct me if I'm wrong.

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

---

**From:** "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Date:** Tuesday, December 13, 2016 at 3:12 PM  
**To:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
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**Subject:** RE: HOPE Center Ribbon Cutting

Hi there,

Will there be a podium, and is the first lady expected to introduce pastor Fraizer? Or will Rev

Walrond handle that and function as an MC?

---

**From:** Camonghne Felix [<mailto:Camonghne.Felix@berlinrosen.com>]  
**Sent:** Tuesday, December 13, 2016 1:56 PM  
**To:** White, Erin; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Erin,

Below is our tentative run of show, pending confirmation of other elected officials. If you have any feedback, please send our way. Thanks!

*Ribbon Cutting Program (Draft)*  
*First Corinthian Baptist Church's H.O.P.E. Center*

Welcome:

Rev. Michael A. Walrond, Jr.,  
Master of Ceremony and Senior Pastor  
First Corinthian Baptist Church

Remarks:

Chirlane I. McCray,  
First Lady of New York City,  
Creator of ThriveNYC

Introduction of Center:

Pastor Kyndra Frazier  
Associate Pastor of Pastoral Care and Counseling  
The H.O.P.E. Center at First Corinthian Baptist Church

Remarks:

Dr. Sydney Hankerson,  
Assistant Professor of Clinical Psychiatry at Columbia University,

Dedication:

Ribbon Cutting

*You are welcome to enjoy a tour and reception immediately following*

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Camonghne Felix

**Sent:** Tuesday, December 13, 2016 10:37 AM  
**To:** 'White, Erin'; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

Attached you'll find the finalized advisory. We plan to start getting this out soon, so if you could send us some feedback as soon as possible, that would be ideal. Run of show soon to follow, we waiting on the finalized version from FCBC. We are also drafting a release for this ribbon-cutting, so if your office could send us a quote from the First Lady, that would be great!

Camonghne

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

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Sharon

**Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.  
First Corinthian Baptist Church  
1912 Adam Clayton Powell Jr. Blvd  
New York, NY 10026 USA  
Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)  
Fax: (212) 864-0830  
Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)  
Website: [www.fbcnyc.org](http://www.fbcnyc.org)

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***Kingdom of God business IS my business!***

**From:** [White, Erin](#)  
**To:** ["Camonghne Felix"](#); [Schustek, Andrew](#); [Carmen Williams](#); [Emma Woods](#); [Cereceda, Claudia](#)  
**Cc:** [Louis Espiritusanto, Jose](#); [Sharon Charles-Chancie](#); [Dodge, Ryan](#)  
**Subject:** RE: HOPE Center Ribbon Cutting  
**Date:** Wednesday, December 14, 2016 4:59:49 PM

---

Great – thanks!

Erin White  
Communications Advisor, Office of the Mayor  
O: 212-341-5030  
C: 347-789-0501  
[ewhite@cityhall.nyc.gov](mailto:ewhite@cityhall.nyc.gov)

---

**From:** Camonghne Felix [<mailto:Camonghne.Felix@berlinrosen.com>]  
**Sent:** Wednesday, December 14, 2016 4:58 PM  
**To:** White, Erin; Schustek, Andrew; Carmen Williams; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Erin,

We have Amsterdam News & DNA info confirmed. Daily News, CityLab, WNYC, El Diario and The Root are all considering. We'll know more about broadcast in the morning.

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 14, 2016 4:50 PM  
**To:** Schustek, Andrew; Camonghne Felix; Carmen Williams; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi all,

Still working on the quote. Do we have any press confirmed for tomorrow?

Thanks!

Erin White  
Communications Advisor, Office of the Mayor  
O: 212-341-5030  
C: 347-789-0501  
[ewhite@cityhall.nyc.gov](mailto:ewhite@cityhall.nyc.gov)

---

**From:** Schustek, Andrew  
**Sent:** Wednesday, December 14, 2016 4:49 PM  
**To:** Camonghne Felix; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** Re: HOPE Center Ribbon Cutting

Also, where is the BP in the run of show?

Mobile, please excuse typos and brevity

---

**From:** Schustek, Andrew  
**Sent:** Wednesday, December 14, 2016 4:48 PM  
**To:** Camonghne Felix; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** Re: HOPE Center Ribbon Cutting

Erin can handle all questions related to press and comms. Thanks!

Mobile, please excuse typos and brevity

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**From:** Camonghne Felix  
**Sent:** Wednesday, December 14, 2016 4:44 PM  
**To:** Schustek, Andrew; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Andrew,

Attached is the final version of our release. Also, there's been an addition to the run of show: Manhattan Borough President Gale Brewer will be in attendance.

Any luck on getting a quote for the release?

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

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(d): 646.517.6796 | (c): 646.675.4009

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**From:** Schustek, Andrew [<mailto:aschustek@cityhall.nyc.gov>]  
**Sent:** Tuesday, December 13, 2016 3:35 PM  
**To:** Carmen Williams; Emma Woods; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Thank you!

---

**From:** Carmen Williams [<mailto:CWilliams@fbcnyc.org>]  
**Sent:** Tuesday, December 13, 2016 3:24 PM  
**To:** Emma Woods; Schustek, Andrew; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi,

Yes, Rev. Walrond will be acting as MC and will handle the transition between speakers.

Thanks,  
Carmen

---

**From:** Emma Woods [emma@berlinrosen.com]  
**Sent:** Tuesday, December 13, 2016 3:28 PM  
**To:** Schustek, Andrew; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan; Carmen Williams  
**Subject:** Re: HOPE Center Ribbon Cutting

Yes, there is a podium. Rev Walrond will act as MC. Sharon/Carmen, correct me if I'm wrong.

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

---

**From:** "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Date:** Tuesday, December 13, 2016 at 3:12 PM  
**To:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "Dodge, Ryan" <[RDodge@cityhall.nyc.gov](mailto:RDodge@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi there,

Will there be a podium, and is the first lady expected to introduce pastor Fraizer? Or will Rev Walrond handle that and function as an MC?

---

**From:** Camonghne Felix [[mailto:Camonghne.Felix@berlinrosen.com](mailto:mailto:Camonghne.Felix@berlinrosen.com)]  
**Sent:** Tuesday, December 13, 2016 1:56 PM  
**To:** White, Erin; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Erin,

Below is our tentative run of show, pending confirmation of other elected officials. If you have any feedback, please send our way. Thanks!

*Ribbon Cutting Program (Draft)*  
*First Corinthian Baptist Church's H.O.P.E. Center*

Welcome:

Rev. Michael A. Walrond, Jr.,  
Master of Ceremony and Senior Pastor  
First Corinthian Baptist Church

Remarks:

Chirlane I. McCray,  
First Lady of New York City,  
Creator of ThriveNYC

Introduction of Center:

Pastor Kyndra Frazier  
Associate Pastor of Pastoral Care and Counseling  
The H.O.P.E. Center at First Corinthian Baptist Church

Remarks:

Dr. Sydney Hankerson,  
Assistant Professor of Clinical Psychiatry at Columbia University,

Dedication:

Ribbon Cutting

*You are welcome to enjoy a tour and reception immediately following*

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Camonghne Felix  
**Sent:** Tuesday, December 13, 2016 10:37 AM  
**To:** 'White, Erin'; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

Attached you'll find the finalized advisory. We plan to start getting this out soon, so if you could send us some feedback as soon as possible, that would be ideal. Run of show soon to follow, we waiting on the finalized version from FCBC. We are also drafting a release for this ribbon-cutting, so if your office could send us a quote from the First Lady, that would be great!

Camonghne

---

**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:55 PM  
**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

—

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

---

**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 2:51 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:50 PM

**To:** Cereceda, Claudia; White, Erin  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi, Erin — we're finalizing the media advisory for the HOPE Center ribbon cutting, which will mention that the First Lady is attending and giving remarks. We're planning to start pitching that tomorrow morning to broadcast, Harlem press, city hall reporters, health reporters, and others. Let us know if you'd like to chat in advance.

Best,

Emma

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

---

**From:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Date:** Friday, December 9, 2016 at 12:44 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Subject:** Re: HOPE Center Ribbon Cutting

+Erin White

Our communications advisor

Sent while mobile

On Dec 9, 2016, at 12:20 PM, Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)> wrote:

Hi Jose and team — very exciting that the First Lady will be attending the ceremony on Thursday! We're currently working on a media advisory and press release, so please let me know who in your shop we should connect with on anything press-related.

Best,

Emma

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

---

**From:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Date:** Thursday, December 8, 2016 at 12:51 PM  
**To:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>  
**Cc:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Dear Jose and Company,

Again, deep, deep thanks for all of your assistance in securing a spot on the First Lady's calendar for our upcoming H.O.P.E. Center ribbon cutting ceremony. We are over-the-moon thrilled!

Our phenomenal PR firm, Berlin Rosen is feverishly assisting us with getting the word out about the ceremony. With that said, I wanted to introduce our lead PR professional, Emma Woods to you. We wanted to make certain that the work of Emma's office did not conflict with any of the First Lady's press corps initiatives. If you would kindly connect Emma to the person(s) who oversee Ms. McCray's media coverage I would greatly appreciate the gesture (Emma is copied on this communique).

As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 07, 2016 3:47 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

++  
Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss



logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make sure ribbon cutting happens during that time.

Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:56 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

YOU ROCK!

Thank you and I look forward to hearing back when you have a definitive.

Best,

SRC

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Tuesday, December 06, 2016 12:02 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Sharon, still discussing with the team. we want to make this happens, but still few items to move around.

Give me until later today. Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]  
**Sent:** Tuesday, December 06, 2016 11:51 AM  
**To:** Louis Espiritusanto, Jose  
**Subject:** RE: HOPE Center Ribbon Cutting

Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position). Any word from our First Lady on her interest in attending our H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! 😊

Sharon

**Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.

First Corinthian Baptist Church

1912 Adam Clayton Powell Jr. Blvd

New York, NY 10026 USA

Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)

Fax: (212) 864-0830

Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)

Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***

**From:** [Carmen Williams](#)  
**To:** [Schustek, Andrew](#); [Camonghne Felix](#); [Emma Woods](#); [White, Erin](#); [Cereceda, Claudia](#)  
**Cc:** [Louis Espiritusanto, Jose](#); [Sharon Charles-Chancie](#); [Dodge, Ryan](#)  
**Subject:** RE: HOPE Center Ribbon Cutting  
**Date:** Wednesday, December 14, 2016 5:04:28 PM

---

Yes, correct. After the First lady.

---

**From:** Schustek, Andrew [aschustek@cityhall.nyc.gov]  
**Sent:** Wednesday, December 14, 2016 4:48 PM  
**To:** Camonghne Felix; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** Re: HOPE Center Ribbon Cutting

Also, where is the BP in the run of show?

Mobile, please excuse typos and brevity

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**Sent:** Wednesday, December 14, 2016 4:48 PM  
**To:** Camonghne Felix; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** Re: HOPE Center Ribbon Cutting

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Erin can handle all questions related to press and comms. Thanks!

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**Sent:** Wednesday, December 14, 2016 4:44 PM  
**To:** Schustek, Andrew; Carmen Williams; Emma Woods; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

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Hi Andrew,

Attached is the final version of our release. Also, there's been an addition to the run of show: Manhattan Borough President Gale Brewer will be in attendance.

Any luck on getting a quote for the release?

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

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(d): 646.517.6796 | (c): 646.675.4009

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**From:** Schustek, Andrew [mailto:aschustek@cityhall.nyc.gov]  
**Sent:** Tuesday, December 13, 2016 3:35 PM  
**To:** Carmen Williams; Emma Woods; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
**Subject:** RE: HOPE Center Ribbon Cutting

Thank you!

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**From:** Carmen Williams [<mailto:CWilliams@fbcnyc.org>]  
**Sent:** Tuesday, December 13, 2016 3:24 PM  
**To:** Emma Woods; Schustek, Andrew; Camonghne Felix; White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Sharon Charles-Chancie; Dodge, Ryan  
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Hi,

Yes, Rev. Walrond will be acting as MC and will handle the transition between speakers.

Thanks,  
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**Subject:** Re: HOPE Center Ribbon Cutting

Yes, there is a podium. Rev Walrond will act as MC. Sharon/Carmen, correct me if I'm wrong.

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

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**Date:** Tuesday, December 13, 2016 at 3:12 PM  
**To:** Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "Dodge, Ryan" <[RDodge@cityhall.nyc.gov](mailto:RDodge@cityhall.nyc.gov)>  
**Subject:** RE: HOPE Center Ribbon Cutting

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**Sent:** Tuesday, December 13, 2016 1:56 PM  
**To:** White, Erin; Emma Woods; Cereceda, Claudia

**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Hi Erin,

Below is our tentative run of show, pending confirmation of other elected officials. If you have any feedback, please send our way. Thanks!

*Ribbon Cutting Program (Draft)*  
*First Corinthian Baptist Church's H.O.P.E. Center*

Welcome:

Rev. Michael A. Walrond, Jr.,  
Master of Ceremony and Senior Pastor  
First Corinthian Baptist Church

Remarks:

Chirlane I. McCray,  
First Lady of New York City,  
Creator of ThriveNYC

Introduction of Center:

Pastor Kyndra Frazier  
Associate Pastor of Pastoral Care and Counseling  
The H.O.P.E. Center at First Corinthian Baptist Church

Remarks:

Dr. Sydney Hankerson,  
Assistant Professor of Clinical Psychiatry at Columbia University,

Dedication:  
Ribbon Cutting

*You are welcome to enjoy a tour and reception immediately following*

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

--

(d): 646.517.6796 | (c): 646.675.4009

---

**From:** Camonghne Felix  
**Sent:** Tuesday, December 13, 2016 10:37 AM  
**To:** 'White, Erin'; Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie  
**Subject:** RE: HOPE Center Ribbon Cutting

Good morning Erin,

Attached you'll find the finalized advisory. We plan to start getting this out soon, so if you could send us some feedback as soon as possible, that would be ideal. Run of show soon to follow, we waiting on the finalized version from FCBC. We are also drafting a release for this ribbon-cutting, so if your office could send us a quote from the First Lady, that would be great!

Camonghne

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**From:** White, Erin [<mailto:EWhite@cityhall.nyc.gov>]  
**Sent:** Monday, December 12, 2016 2:59 PM  
**To:** Emma Woods; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Great!

Erin White  
Communications Advisor, Office of the Mayor  
347-789-0501

---

**From:** Emma Woods  
**Sent:** Monday, December 12, 2016 2:55 PM  
**To:** White, Erin; Cereceda, Claudia  
**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix  
**Subject:** Re: HOPE Center Ribbon Cutting

Will do — we'll send you the finalized advisory and run of show as soon as possible.

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Emma Woods  
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C: 203-568-4780  
[emma@berlinrosen.com](mailto:emma@berlinrosen.com)

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**From:** "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>  
**Date:** Monday, December 12, 2016 at 2:51 PM  
**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>, "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>  
**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>  
**Subject:** Re: HOPE Center Ribbon Cutting

Hi Emma,

I'd like to review the advisory.

Thanks!

Erin White

Communications Advisor, Office of the Mayor

347-789-0501

---

**From:** Emma Woods

**Sent:** Monday, December 12, 2016 2:50 PM

**To:** Cereceda, Claudia; White, Erin

**Cc:** Louis Espiritusanto, Jose; Schustek, Andrew; Sharon Charles-Chancie; Camonghne Felix

**Subject:** Re: HOPE Center Ribbon Cutting

Hi, Erin — we're finalizing the media advisory for the HOPE Center ribbon cutting, which will mention that the First Lady is attending and giving remarks. We're planning to start pitching that tomorrow morning to broadcast, Harlem press, city hall reporters, health reporters, and others. Let us know if you'd like to chat in advance.

Best,

Emma

—

Emma Woods

BerlinRosen Public Affairs

O: 646-200-5303

C: 203-568-4780

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

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**From:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>

**Date:** Friday, December 9, 2016 at 12:44 PM

**To:** Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>

**Cc:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>, "White, Erin" <[EWhite@cityhall.nyc.gov](mailto:EWhite@cityhall.nyc.gov)>

**Subject:** Re: HOPE Center Ribbon Cutting

+Erin White

Our communications advisor

Sent while mobile

On Dec 9, 2016, at 12:20 PM, Emma Woods <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)> wrote:

Hi Jose and team — very exciting that the First Lady will be attending the ceremony on

Thursday! We're currently working on a media advisory and press release, so please let me know who in your shop we should connect with on anything press-related.

Best,

Emma

—

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

---

**From:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>  
**Date:** Thursday, December 8, 2016 at 12:51 PM  
**To:** "Louis Espiritusanto, Jose" <[jlouis@cityhall.nyc.gov](mailto:jlouis@cityhall.nyc.gov)>  
**Cc:** "Cereceda, Claudia" <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>, "Schustek, Andrew" <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>, Emma <[emma@berlinrosen.com](mailto:emma@berlinrosen.com)>  
**Subject:** RE: HOPE Center Ribbon Cutting

Dear Jose and Company,

Again, deep, deep thanks for all of your assistance in securing a spot on the First Lady's calendar for our upcoming H.O.P.E. Center ribbon cutting ceremony. We are over-the-moon thrilled!

Our phenomenal PR firm, Berlin Rosen is feverishly assisting us with getting the word out about the ceremony. With that said, I wanted to introduce our lead PR professional, Emma Woods to you. We wanted to make certain that the work of Emma's office did not conflict with any of the First Lady's press corps initiatives. If you would kindly connect Emma to the person(s) who oversee Ms. McCray's media coverage I would greatly appreciate the gesture (Emma is copied on this communique).

As always, please feel free to reach out to me with any additional questions you may have surrounding this event.

MAKE it a great day!

Sharon

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]  
**Sent:** Wednesday, December 07, 2016 3:47 PM  
**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>



**Cc:** Cereceda, Claudia <[CCereceda@cityhall.nyc.gov](mailto:CCereceda@cityhall.nyc.gov)>; Schustek, Andrew <[aschustek@cityhall.nyc.gov](mailto:aschustek@cityhall.nyc.gov)>

**Subject:** RE: HOPE Center Ribbon Cutting

++  
Sharon,

The First Lady is **confirmed** to attend. Copy the rest of the team here to discuss logistics. Please note the First Lady timing will be 10AM-10:30AM. We need to make sure ribbon cutting happens during that time.

Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]

**Sent:** Tuesday, December 06, 2016 11:56 AM

**To:** Louis Espiritusanto, Jose

**Subject:** RE: HOPE Center Ribbon Cutting

YOU ROCK!

Thank you and I look forward to hearing back when you have a definitive.

Best,

SRC

---

**From:** Louis Espiritusanto, Jose [<mailto:jlouis@cityhall.nyc.gov>]

**Sent:** Tuesday, December 06, 2016 12:02 PM

**To:** Sharon Charles-Chancie <[schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)>

**Subject:** RE: HOPE Center Ribbon Cutting

Hi Sharon, still discussing with the team. we want to make this happens, but still few items to move around.

Give me until later today. Thanks so much!

---

**From:** Sharon Charles-Chancie [<mailto:schancie@fbcnyc.org>]

**Sent:** Tuesday, December 06, 2016 11:51 AM

**To:** Louis Espiritusanto, Jose

**Subject:** RE: HOPE Center Ribbon Cutting

Happy Tuesday Jose,

Just circling back (with my hands clasped in a prayer-like position). Any word from our First Lady on her interest in attending our H.O.P.E. Center ribbon cutting ceremony?

Thanks and MAKE it a great day! 😊

Sharon

**Sharon R. Chancie**

Senior Administrative Assistant to Senior Pastor Michael A. Walrond, Jr.

First Corinthian Baptist Church

1912 Adam Clayton Powell Jr. Blvd

New York, NY 10026 USA

Phone: (212) 864-5976 Ext: 21; (**Monday – Friday**)

Fax: (212) 864-0830

Email: [schancie@fbcnyc.org](mailto:schancie@fbcnyc.org)

Website: [www.fbcnyc.org](http://www.fbcnyc.org)

***“For with God nothing shall be impossible” Luke 1:37***

***Kingdom of God business IS my business!***

**From:** [Boeglin, Rosemary](#)  
**To:** "[Camonghne Felix](#)"  
**Subject:** RE: Great Meeting You Today  
**Date:** Monday, December 19, 2016 1:55:17 PM

---

Hey Camonghne!

Likewise, so good to meet you and great to work with you. Let' definitely try to get something on the calendar for after the New Year. I'm sure we can find ONE day where we both have a free lunch hour to spare ☺

Happiest holidays and I'll talk to you soon!

Rosemary

Rosemary Boeglin | Assistant Press Secretary | Mayor's Press Office  
o: (212) 788-3112 | c: (347) 244-9900 | [@RosemaryBoeglin](#)

---

**From:** Camonghne Felix [mailto:[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)]  
**Sent:** Thursday, December 15, 2016 9:47 PM  
**To:** Boeglin, Rosemary  
**Subject:** Great Meeting You Today

Hey lady!

Thanks for all of your great work today - your team helped make today's press conference a breeze!

Would love to chat/grab coffee or drinks at some point. I know we're both super busy so all good if that's not possible until June LOL. You're at city hall and I'm on Wall Street, so it seems doable. I've attached my business card -- keep in touch!



Sent from my iPhone

**From:** [McMorrow, Matthew](#)  
**To:** [Michael Czaczkes](#); [Kelsey Louie](#)  
**Cc:** [Danielle Filson](#)  
**Subject:** RE: Request for a quote  
**Date:** Monday, December 19, 2016 10:24:38 PM

---

Beautiful. Thank you!!

Sent from my Verizon, Samsung Galaxy smartphone

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

**From:** Michael Czaczkes <MichaelC@GMHC.org>  
**Date:** 12/19/16 9:13 PM (GMT-05:00)  
**To:** "McMorrow, Matthew" <MMcMorrow@cityhall.nyc.gov>, Kelsey Louie <KelseyL@GMHC.org>  
**Cc:** Danielle Filson <Danielle.Filson@berlinrosen.com>  
**Subject:** RE: Request for a quote

Matt -

Here's a quote from Kelsey for the release.

Can you also make sure we get a copy of the final one? We would like to share on social media and with staff and clients. Thanks!

**“Health care coverage plays a key role in reducing costs and improving outcomes for serious and life-threatening conditions, including HIV and AIDS. For that reason, GMHC has patient care navigators on staff to assist and advise our clients who are seeking enrollment. Thank you Mayor de Blasio for launching this critical initiative that seeks to increase enrollment rates and expand access to affordable health care.” - Kelsey Louie, CEO of GMHC**

Michael Czaczkes  
*he, him, his*  
Director of Policy and Public Affairs  
Gay Men's Health Crisis  
212-367-1185

---

**From:** McMorrow, Matthew [MMcMorrow@cityhall.nyc.gov]  
**Sent:** Monday, December 19, 2016 5:29 PM  
**To:** Michael Czaczkes; Kelsey Louie  
**Cc:** Danielle Filson  
**Subject:** RE: Request for a quote

Awesome. Thanks, Michael. If we can get it by 9AM, that would be great. Sooner would be better, of course. Also, please let me know if anyone from your team can attend the press conference. I know it's short notice.

Thanks,  
Matt

---

Matthew T. McMorrow  
Senior Advisor  
Community Affairs Unit  
Office of the Mayor  
mmcmorrow@cityhall.nyc.gov  
212-748-0342 (o)  
646-951-6774 (m)

---

**From:** Michael Czaczkes [mailto:MichaelC@GMHC.org]  
**Sent:** Monday, December 19, 2016 4:13 PM  
**To:** McMorrow, Matthew; Kelsey Louie  
**Cc:** Danielle Filson  
**Subject:** RE: Request for a quote

Hi Matt –

We will get something to you.

**Michael Czaczkes, MPA**

Director, Public Affairs and Policy  
Gay Men's Health Crisis (GMHC)  
*Pronouns: he, him, his*  
Office (212) 367-1185 | Cell (347) 458-6020

---

**From:** McMorrow, Matthew [mailto:MMcMorrow@cityhall.nyc.gov]  
**Sent:** Monday, December 19, 2016 3:35 PM  
**To:** Kelsey Louie <KelseyL@GMHC.org>  
**Cc:** Michael Czaczkes <MichaelC@GMHC.org>  
**Subject:** Request for a quote

Hi Kelsey and Michael,

Hope you are both well. As you know, I just joined the Mayor's Office (thanks for the Tweet!) and look forward to working with you in my new capacity. I was wondering if you would be willing to provide a quote to go out with this press release to be issued tomorrow morning? You and other

members of your staff are also invited to join the mayor at the press conference tomorrow morning at 10AM at Gouverneur Hospital, 227 Madison St, New York, NY 10002.

Thanks,  
Matt

---

Matthew T. McMorrow  
Senior Advisor  
Community Affairs Unit  
Office of the Mayor  
[mmcmorrow@cityhall.nyc.gov](mailto:mmcmorrow@cityhall.nyc.gov)  
212-748-0342 (o)  
646-951-6774 (m)

**CONFIDENTIAL DRAFT:**

**Mayor de Blasio Launches GetCoveredNYC Initiative To Enroll More New Yorkers In Health Insurance Programs**

*Long-term initiative to enroll New Yorkers in no-and-low-cost- insurance; XYZ eligible New Yorkers not receiving health insurance today*

*Open enrollment period ends Jan 31st, 2017*

**NEW YORK--** Mayor Bill de Blasio was today joined by Health and Hospitals Interim CEO Stan Brezenoff, XYZtktk at XYZtktk to launch the GetCoveredNYC campaign focused on enrolling more New Yorkers in health insurance, and providing them with access to primary and preventive care at public Health + Hospitals facilities. An estimated XYZ New Yorkers who are otherwise eligible for health insurance are not taking advantage of existing enrollment options.

The mayor's office has partnered with Health + Hospitals, the Human Resources Administration, the Department of Health and Mental Hygiene, and MetroPlus to launch this ambitious campaign. On December 10th, the city hosted five enrollment events focused on engaging potential youth applicants and assisting them in applying for coverage.

“We don't know the future of the Affordable Care Act, but we do know that Obamacare and Medicaid expansion are helping New Yorkers daily,” said **Mayor de Blasio**. “We must continue to enroll eligible residents in these vital programs, paying special attention to those most appealing to low-income residents— such as Medicaid and the Essential plan.”

Throughout the campaign, GetCoveredNYC outreach teams will proactively engage uninsured New Yorkers who have visited Health + Hospitals facilities. In order to reach the maximum number of New Yorkers, the campaign will include office hours at community partner or elected officials' offices, providing direct access to in-person assistance from

outreach specialists. Specialists will schedule individuals for an enrollment appointment and case-manage each applicant through the entire process. **The open enrollment period will end on January 31, 2017.**

Depending on income and other criteria, applicants may be eligible for Medicaid at no cost. Those whose earnings exceed Medicaid limits may be eligible for the Essential Plan, which also offers a comprehensive coverage package for either \$20 monthly premium or nothing, depending on income. Those earning more— between 200 and 400 percent of the federal poverty level—may be eligible for Qualified Health Plan coverage, offered by MetroPlus and others, with public subsidies on a sliding scale, reflecting income. All the plans cover inpatient and outpatient care, physician services, diagnostic services, and prescription drugs.

While NYC Health + Hospitals makes care available to all New Yorkers, regardless of ability to pay, the public health system emphasizes the importance of insurance enrollment as a tool to best engage patients in their health and health care— as opposed to waiting until health issues reach critical levels and require emergency room or inpatient care, the most expensive care for the system. Further, to address its financial challenges, NYC Health + Hospitals needs more of its patient population to gain access to insurance to help close its growing budget gap.

“Our national healthcare landscape has changed, and much as we’ve had to re-imagine ways to more effectively deliver care, we’ve also had to think creatively as to how that care will be paid for,” said **Health + Hospitals Interim President and CEO Stan Brezenoff**.

“Increasing healthcare enrollment is the best thing for New Yorkers in need, and the best thing for our growing healthcare network.”

#### **[ADDITIONAL QUOTES]**

On November 21st at a Cooper Union speech, Mayor de Blasio spoke on the importance of enrollment in Obamacare: **“We need you to help your friends and family members sign up for health insurance under the Affordable Care Act right now.”**

New Yorkers may connect with free in-person GetCoveredNYC enrollment assistance near them through calling 311 or texting CoveredNYC to 877-877.

###

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



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

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



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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**From:** [Mike Rabinowitz](#)  
**To:** [Anne Rabe](#); [Patrick Cummings](#); [sbutton@stlawco.org](mailto:sbutton@stlawco.org); [Susan Gottehrer](#); [Caplan, Ariana](#)  
**Cc:** [amalkin](#); [Christine Tramontano](#); [Jonathan Gradess](#)  
**Subject:** RE: List of newspapers to contact  
**Date:** Tuesday, December 20, 2016 11:28:21 AM

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Here's the Times Union story.

- [LATEST NEWS FROM THE TIMES UNION CAPITOL BUREAU](#)

## Indigent legal services bill hits Cuomo's desk

By [Matthew Hamilton](#) on December 20, 2016 at 11:11 AM

- **0**

Gov. Andrew Cuomo has until just before the end of the year to act on [legislation](#) sent to him Tuesday that would shift the cost of legal services for the poor from counties to



the state in the coming years.

The indigent legal services bill is one of 13 that was sent to the governor on Tuesday. He has until Jan. 30 to act on those bills, otherwise they would automatically become law.

The indigent legal services legislation [has been pushed](#) by a number of county-level officials for much of the past year. Albany County Executive Dan McCoy's office has been among those adamant that the costs for such services are over burdensome for the counties to shoulder. It's estimated that with full funding of indigent legal services (advocates maintain they are currently underfunded), the statewide costs are somewhere near \$500 million.

The bill would shift the full cost of services to the state by 2023.

Whether the governor will sign or veto the bill is unknown, though supporters have been optimistic. It's possible that the governor could coordinate with the Legislature to pass chapter amendments of some kind should he sign the bill.

Cuomo's office in recent weeks has said only that the bill is under review.

The legislation would not take effect until April 1, after the next state budget deadline, should the governor approve it.

Also sent to Cuomo on Tuesday is [legislation](#) that would require drinking water suppliers to analyze their vulnerability to a cyber attack every five years in addition to a statutorily required analyses of vulnerability to a terrorist threat. That bill is a response to an [attempted hack](#) of the computer-guided controls of a Westchester County dam by Iranian hackers.

Still not yet handed up is the [NYRA privatization bill](#), which would transfer the control of the New York Racing Association back to private hands after being in state control for the past few years. The governor said in August his hope always was to privatize the once-beleaguered entity when it got back on solid footing. But "the state should continue to regulate it because we have a significant investment in NYRA," he said. "We subsidize by about \$58 million a year. The state has to perform its role. But the best way to do it ultimately is to privatize it with continued state regulation."

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

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

From: Mike Rabinowitz

Sent: Tuesday, December 20, 2016 11:19 AM

To: 'Anne Rabe' <ARabe@nysda.org>; Patrick Cummings <PCummings@nysac.org>; sbutton@stlawco.org; Susan Gottehrer <SGottehrer@nyclu.org>; Caplan, Ariana <ACaplan@cityhall.nyc.gov>

Cc: amalkin <amalkin@malkinross.com>; Christine Tramontano <ctramontano@malkinross.com>; Jonathan Gradess <jgradess@nysda.org>

Subject: RE: List of newspapers to contact

Just an update:

\*Politico already wrote

\*I emailed the AP and Daily News and am waiting to hear back \*The Buffalo News will do something short if they do it at all \*Newsday is looking for a quote \*The Post-Standard is considering doing a story \*The NY Times news section is interested, but wants to wait until "day 8,9 or 10" of the 10-day period. So they aren't writing now.

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

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

From: Anne Rabe [<mailto:ARabe@nysda.org>]

Sent: Tuesday, December 20, 2016 11:13 AM

To: Patrick Cummings <[PCummings@nysac.org](mailto:PCummings@nysac.org)>; Mike Rabinowitz <[Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)>; [sbutton@stlawco.org](mailto:sbutton@stlawco.org); Susan Gottehrer <[SGottehrer@nyclu.org](mailto:SGottehrer@nyclu.org)>; Caplan, Ariana <[ACaplan@cityhall.nyc.gov](mailto:ACaplan@cityhall.nyc.gov)>

Cc: amalkin <[amalkin@malkinross.com](mailto:amalkin@malkinross.com)>; Christine Tramontano <[ctramontano@malkinross.com](mailto:ctramontano@malkinross.com)>; Jonathan Gradess <[jgradess@nysda.org](mailto:jgradess@nysda.org)>

Subject: List of newspapers to contact

Hi everyone,

Below is Mike's list of papers he will contact on the bill. We ask that he also add the Syracuse Post Standard.

Are there any of these papers where you have a contact or a County Executive or Mayor or group leader who would speak in support? Please let Mike and I know asap. Thanks alot.

#### NEWSPAPERS

- 1) I am going to push the AP and Times to write and article.
- 2) On the ed board front, going to go back to the Times Union, Buffalo News, NY Times and Daily News first, and then to the rest of the list:
- 3)
  - \* Newsday (7/1)
  - \* Buffalo News (8/17)
  - \* Schenectady Daily Gazette (6/24)
  - \* Jamestown Post-Journal (6/29)
  - \* Lockport Union Sun & Journal (7/4)
  - \* Niagara Gazette (7/7)
  - \* Syracuse Post Standard

\*Journal News

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

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**From:** [McMorrow, Matthew](#)  
**To:** "[Michael Czaczkes](#)"; [Kelsey Louie](#); [Danielle Filson](#)  
**Subject:** FW: MAYOR DE BLASIO LAUNCHES GETCOVEREDNYC INITIATIVE TO ENROLL MORE NEW YORKERS IN HEALTH INSURANCE PROGRAMS  
**Date:** Tuesday, December 20, 2016 10:48:25 AM  
**Attachments:** [image001.png](#)

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Thank you for the quick turnaround! Below is the final release that went out a few minutes ago.

Happy holidays!  
Matt

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Matthew T. McMorrow  
Senior Advisor  
Community Affairs Unit  
Office of the Mayor  
[mmcmorrow@cityhall.nyc.gov](mailto:mmcmorrow@cityhall.nyc.gov)  
212-748-0342 (o)  
646-951-6774 (m)

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**From:** Mayor's Press Office  
**Sent:** Tuesday, December 20, 2016 10:28 AM  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO LAUNCHES GETCOVEREDNYC INITIATIVE TO ENROLL MORE NEW YORKERS IN HEALTH INSURANCE PROGRAMS



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

**FOR IMMEDIATE RELEASE:** December 20, 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO LAUNCHES GETCOVEREDNYC INITIATIVE TO ENROLL MORE NEW YORKERS IN HEALTH INSURANCE PROGRAMS**

*Goal to enroll 50,000 New Yorkers through 2017; open enrollment period ends Jan 31, 2017*

**NEW YORK**—Mayor Bill de Blasio was today joined by Health + Hospitals Interim CEO Stan Brezenoff, Department of Health Commissioner Dr. Mary T Bassett, Community Service Society President and CEO David R. Jones and Public Health Solutions President and

CEO Lisa David at Health + Hospital/Gouverneur to launch the GetCoveredNYC campaign focused on enrolling more New Yorkers in health insurance and providing them with access to primary and preventive care at public Health + Hospitals facilities. The campaign's goal is to enroll 50,000 New Yorkers through 2017 who are eligible for health insurance but are not taking advantage of existing enrollment options.

The Mayor's Office has partnered with Health + Hospitals, the Human Resources Administration, the Department of Health and Mental Hygiene and MetroPlus to launch this ambitious campaign. On December 10, the City hosted five enrollment events focused on engaging potential youth applicants and assisting them in applying for coverage.

"We don't know the future of the Affordable Care Act, but we do know that Obamacare and Medicaid expansion are helping New Yorkers every day," said **Mayor Bill de Blasio**. "We must continue to enroll eligible residents in these vital programs, paying special attention to those most appealing to low-income residents, such as Medicaid and the Essential plan."

Throughout the campaign, GetCoveredNYC outreach teams will proactively engage uninsured New Yorkers who have visited Health + Hospitals facilities. In order to reach the maximum number of New Yorkers, the campaign will include at-home outreach as well as office hours at community partner or elected officials' offices, providing direct access to in-person assistance from outreach specialists. Specialists will schedule individuals for an enrollment appointment and case-manage each applicant through the entire process. **The open enrollment period will end on January 31, 2017.**

Depending on income and other criteria, applicants may be eligible for Medicaid at no cost. Those whose earnings exceed Medicaid limits may be eligible for the Essential Plan, which also offers a comprehensive coverage package for either \$20 monthly premium or no cost, depending on income. Those earning more – between 200 and 400 percent of the federal poverty level – may be eligible for Qualified Health Plan coverage, offered by MetroPlus and others, with public subsidies on a sliding scale reflecting income. All the plans cover inpatient and outpatient care, physician services, diagnostic services, mental healthcare and prescription drugs.

While NYC Health + Hospitals makes care available to all New Yorkers, regardless of ability to pay, the public health system emphasizes the importance of insurance enrollment as a tool to best engage patients in their healthcare – as opposed to waiting until health issues reach critical levels and require emergency room or inpatient care, the most expensive care for the system. Further, to address its financial challenges, Health + Hospitals needs more of its patient population to gain access to insurance to help close its growing budget gap.

"Our national healthcare landscape has changed, and much as we've had to re-imagine ways to more effectively deliver care, we've also had to think creatively as to how that care will be paid for," said **Health + Hospitals Interim President and CEO Stan Brezenoff**.

"Increasing healthcare enrollment is the best thing for New Yorkers in need, and the best thing for our essential healthcare network."

"Health insurance makes it easier to see a primary care physician regularly and catch health problems early," said **Health Commissioner Mary T. Bassett**. "As we work to address health disparities among New Yorkers, the Health Department encourages everyone to apply before the January 31st deadline. Health insurance is a right, not a privilege."

“The public service professionals AFSCME represents in H+H facilities work hard every day to keep New Yorkers healthy and safe. At a time when some are eager to take health care away from 30 million Americans, we need more leaders like Mayor de Blasio who stand up for working families and fight to give them access to quality, affordable health coverage,” said **AFSCME President Lee Saunders**.

"This critical initiative will help even more New Yorkers access the health care they need and deserve," said **Center for American Progress President and CEO Neera Tanden**. "As President-elect Trump and Republicans in Congress plan to strip coverage from millions of Americans, Mayor de Blasio is showing them what true leadership looks like."

“Medical coverage can be an enormous expense for New York’s working families and it is vital we collaborate at all levels of government to expand access to insurance and healthcare,” said **Congresswoman Nydia Velazquez**. GetCoveredNYC is critical to helping spread the word and inform New Yorkers about the resources available to them. I look forward to working with the Mayor to ensure more New York residents are able to secure quality coverage and care.”

“New York City has done an admirable job of signing people up for health insurance through the Affordable Care Act,” said **Congressman Eliot Engel**. “Though more Americans are now covered than ever before, there are still many who are eligible for coverage that have yet to enroll. GetCoveredNYC is a wonderful campaign that will help raise awareness about the current open enrollment period and the health care options available to New Yorkers. I encourage all those who have yet to get covered to sign-up before the enrollment period ends on January 31st, 2017.”

**Congressman Joe Crowley** said, “Since the enactment of the Affordable Care Act, millions of previously uninsured Americans have finally secured health insurance, but the effort to cover every single New Yorker continues. The GetCoveredNYC campaign will work to make every enrollment option easily accessible and readily available. I thank the Mayor’s office for its commitment to making sure everyone, especially our vulnerable communities, has quality and affordable healthcare.”

“I’m glad the Mayor has made enrolling New Yorkers in health insurance plans a priority,” said **Manhattan Borough President Gale A. Brewer**. “New Yorkers’ health, financial well-being and the future of our safety net and public hospitals all depend on it.”

"All New Yorkers should have the information and support they need to get the best healthcare plan they can," said **State Senator Daniel Squadron**. "As we continue to push for stronger healthcare policies on the state level, I encourage all eligible New Yorkers to access needed information on how to make the best healthcare decisions. Thank you to the City, HHC, HRA, DOHMH, MetroPlus and my colleagues for helping spread the word."

“It’s important that Mayor de Blasio is helping to get the word out that we have extra time for enrolling in the Affordable Care Act. For millions of working people in New York, the coverage is free or very low cost, under the ACA, New York’s Essential Plan or Medicaid,” said **Assembly Member Richard N. Gottfried, Chair of the Committee on Health**. “Whatever happens in Washington down the road, it’s important to get signed up now.”

“I applaud Mayor de Blasio’s efforts to enroll more New Yorkers in health insurance. Especially as we enter the dark days of the Trump Era, it is more important than ever that we do everything possible to make sure as many people as possible have access to primary and preventative care,” said **Assembly Member Jeffrey Dinowitz**.

“By enrolling more New Yorkers in affordable healthcare plans, we provide New Yorkers with increased access to primary and preventive care,” said **Assembly Member David Weprin**. “With the future of the Affordable Care Act up in the air, I am glad to see that Mayor Bill de Blasio has taken this step to increase insurance coverage in New York City. By identifying potential applicants and assisting with applications, Get Covered NYC will help many New Yorkers gain access to health insurance.”

“Though the future course of our federal government’s healthcare policy remains in doubt, one thing is clear: every New Yorker, especially those in our low-income and immigrant communities, needs to get covered,” said **Council Member Margaret S. Chin**. “By engaging in this important outreach effort, we are helping to improve the health of thousands of uninsured New Yorkers, as well as the healthcare network they rely on.”

**Council Member Mathieu Eugene** said, “The GetCoveredNYC outreach program is vital to the wellbeing of New Yorkers who require health insurance, but may not be aware of their eligibility. This important initiative addresses an ongoing issue within our community, and I encourage all residents who are in need of specific medical resources to take part in this program.”

“The federal health reform law works no place better than New York. But with the promise of health coverage under attack, it is imperative that those still uninsured in our state get insured, and in doing so send a clear message to our leaders in Washington that they value the safety and security of health coverage more than ever,” said **David R. Jones, President and CEO of the Community Service Society**.

“As the Affordable Care Act Navigators for Kings County – with five staff members speaking six languages and working in locations across Brooklyn – we know how crucial it is for every eligible resident to have health insurance. GetCoveredNYC is a terrific approach to increasing enrollment, and the Brooklyn Chamber looks forward to participating in the campaign and helping as many New Yorkers as possible get coverage,” said **Brooklyn Chamber of Commerce CEO Andrew Hoan**. “Congratulations to Mayor Bill de Blasio, Health and Hospitals Interim CEO Stan Brezenoff and Department of Health and Mental Hygiene Commissioner Mary Bassett on this wonderful initiative.”

“We applaud the Mayor’s Office’s expansion of GetCoveredNYC. It literally ‘takes a village’ to do this work,” said **Lisa David, President and CEO of Public Health Solutions**. “There are many supporting organizations doing great work reaching different populations. PHS, for instance, provides enrollment in 20 different languages. In addition, we use a co-location model that allows families to access Navigator services at locations where they go for other services like PHS’ Neighborhood WIC sites.”

“Doctors working in New York City’s public hospital system – the City’s safety net hospitals – serve the most at-risk and vulnerable New Yorkers. Often these patients come to our hospitals already quite sick. The frontline doctors have a pulse on the communities we serve



and we know that access to comprehensive insurance coverage, as well as timely primary and preventive care, will lower health care costs and improve health outcomes for our patients and communities," said **Dr. Frank Proscia, President, Doctors Council SEIU**. "Our hospitals, especially public institutions, which serve large numbers of uninsured New Yorkers will be stronger and more viable with greater numbers of insured patients."

"Every day, uninsured New Yorkers are forced to make the decision to go without care because of prohibitive costs," said **Donovan Purrier, Licensed Practical Nurse at Metropolitan Hospital and member, 1199SEIU**. "Through the Mayor's GetCoveredNYC program, more people from across the five boroughs would no longer have to choose between seeing the doctor and putting food on the table. Our City's public Health + Hospital facilities are ready to continue providing the quality care every New Yorker deserves."

"The Asian American Federation applauds Mayor de Blasio for his GetCoveredNYC Initiative, which will help low-income Asian New Yorkers enroll in affordable/no-cost healthcare," said **Jo-Ann Yoo, Executive Director of the Asian American Federation**. "With more than 1 in 8 Asian New Yorkers lacking health insurance – the majority of whom are foreign-born, with particularly high uninsured rates in the Korean community – this program will be crucial in providing the uninsured self-employed and seniors and children living in poverty in our community access to healthcare."

"Make the Road New York applauds Mayor Bill De Blasio, Health + Hospitals and the Human Resources Administration for their increased efforts to inform New Yorkers of health insurance options currently available to them, and to encourage them to apply. The Affordable Care Act (ACA) has had an enormous impact on the lives of New Yorkers and it is essential that the ACA is protected so these individuals can continue to access quality, low cost health insurance options," said **Becca Telzak, Director of Health Programs at Make the Road New York**.

**Barbara Bowen, President of PSC/CUNY**, said, "We in New York City cannot control everything that will happen at the federal level, but we must do what we can to protect the rights of all New Yorkers. And no right is more fundamental than the right to healthcare. I applaud Mayor de Blasio for taking this important step to identify and enroll New Yorkers in need of health coverage. It is exactly the kind of initiative that is needed now."

**Ron Pollack, Executive Director of Families U.S.A.**, said, "While some in Washington look backwards, we should look forwards to adding life-saving health coverage to New Yorkers so they can get good, affordable care to keep their families healthy. Families U.S.A. applauds the efforts Mayor de Blasio and his Administration have taken to launch GetCovered NYC at this important time."

"We've seen a huge surge in enrollment following National Youth Enrollment Day, so we're thrilled to see Mayor de Blasio and others working hard to sustain this momentum and help more young people get covered and take advantage of the financial help they are guaranteed under the ACA," said **Kevin Stump, Northeast Director of Young Invincibles**.

"We applaud Mayor de Blasio for launching GetCoveredNYC to keep New Yorkers of all ages healthy. We are also pleased to work with several City agencies to ensure that older New Yorkers have access to Medicaid and other benefits," said **Allison Nickerson**,

## **Executive Director of LiveOn NY.**

"As a patient navigator for the Affordable Care Act, The Center knows first-hand how crucial it is for LGBT community members to be able to access affordable insurance coverage and quality care," said **Glennnda Testone, Executive Director of NYC's Lesbian, Gay, Bisexual and Transgender Community Center**. "We applaud Mayor de Blasio for introducing the GetCoveredNYC initiative and demonstrating the City's commitment to caring for its community in these uncertain times."

"We know just how critical it is for vulnerable communities to have access to affordable, affirming and appropriate care," said **Wendy Stark, Executive Director of Callen-Lorde Community Health Center**, which has provided LGBTQ-centric health care in New York City for nearly 50 years. "Since the inception of the Affordable Care Act, the percentage of our uninsured patients dropped from 37 percent to 26 percent, which means more New Yorkers have access to the care they need. We applaud the Mayor and his administration for promoting open enrollment through the GetCoveredNYC initiative."

"We commend Mayor de Blasio for taking action and creating the GetCoveredNYC initiative within the Public Engagement Unit, utilizing person to person outreach tactics and in-person enrollers to ensure every New Yorker knows what is available to them under the Affordable Care Act," said **Rachel Linstead Goldsmith, State Assistance Director of the Eastern Region at Enroll America**.

"I applaud the Mayor for this new initiative to help New Yorkers learn about free and low-cost health insurance available to them," said **Rabbi David Niederman of the United Jewish Organizations of Williamsburg and North Brooklyn**. "After helping thousands enroll in the various health insurance plans, we know firsthand the importance of increasing outreach and assistance with enrollment, so that people don't lack health coverage and don't hesitate to schedule medical appointments or seek treatment. This new initiative will reduce the number of uninsured and will help make New Yorkers healthier."

"Health care coverage plays a key role in reducing costs and improving outcomes for serious and life-threatening conditions, including HIV and AIDS. For that reason, GMHC has patient care navigators on staff to assist and advise our clients who are seeking enrollment. Thank you Mayor de Blasio for launching this critical initiative that seeks to increase enrollment rates and expand access to affordable health care," said **Kelsey Louie, CEO of GMHC**.

"It's about time all New Yorkers get covered with health insurance. I fully support this worthwhile effort. Thank you Mayor de Blasio," said **Dorothy Turano, District Manager of Community Board 18 in Brooklyn, NY**

"This is wonderful! I applaud The Mayor for creating GetCoveredNYC. Let's get New Yorkers enrolled," said **Viola Greene-Walker, District Manager of Community Board 16 in Brooklyn, NY**

"It is imperative that the administration raise awareness to all New Yorkers the options that are available within the healthcare system," said **NYS Committeewoman Dorita Clarke**. "It is a great advantage that young people up to the age of 26 are able to remain on their parents health insurance. I am confident that through GetCoveredNYC campaign, the number of enrollment will increase."

"For the past three years, American Muslim Health Professionals (AMHP) has been at the forefront of connecting Muslims to healthcare coverage. We recognize the value of person-to-person outreach effort and thank Mayor Bill de Blasio for taking the initiative to launch GetCoveredNYC to increase enrollment," said **Madiha Shahid, co-Founder and President of NY/NJ Chapter of American Muslim Health Professionals.**

New Yorkers may connect with free in-person GetCoveredNYC enrollment assistance near them through calling 311 or texting CoveredNYC to 877-877.

###

**From:** [Boeglin, Rosemary](#)  
**To:** ["Camonghne Felix"](#)  
**Subject:** Looking for more but here"s a couple!  
**Date:** Thursday, December 22, 2016 3:03:01 PM  
**Attachments:** [DSC8297.jpg](#)  
[ELR5845.jpg](#)

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Rosemary Boeglin | Assistant Press Secretary | Mayor's Press Office  
o: (212) 788-3112 | c: (347) 244-9900 | [@RosemaryBoeglin](#)





**From:** [Camonghne Felix](#)  
**To:** [Boeglin, Rosemary](#)  
**Subject:** RE: Looking for more but here"s a couple!  
**Date:** Thursday, December 22, 2016 3:42:07 PM

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You're the best, thank you!

Camonghne Felix  
[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)

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(d): 646.517.6796 | (c): 646.675.4009

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**From:** Boeglin, Rosemary [mailto:RBoeglin@cityhall.nyc.gov]  
**Sent:** Thursday, December 22, 2016 3:31 PM  
**To:** Camonghne Felix  
**Subject:** RE: Looking for more but here's a couple!

Ok more here!

[http://photo.cityofnewyork.us/gallery/FL-H-O-P-E-visit/G0000LojLU7M05bo/C0000Om\\_ciPWyvDA](http://photo.cityofnewyork.us/gallery/FL-H-O-P-E-visit/G0000LojLU7M05bo/C0000Om_ciPWyvDA)  
password: hope

---

**From:** Boeglin, Rosemary  
**Sent:** Thursday, December 22, 2016 3:03 PM  
**To:** 'Camonghne Felix'  
**Subject:** Looking for more but here's a couple!

Rosemary Boeglin | Assistant Press Secretary | Mayor's Press Office  
o: (212) 788-3112 | c: (347) 244-9900 | [@RosemaryBoeglin](#)

**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** 2016: A Year of Accomplishments  
**Date:** Wednesday, January 04, 2017 5:33:49 PM

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Dear Jonathan –

Happy New Year. Three years into Mayor de Blasio's tenure, New York City has never been more prosperous than it is right now. 2016 has been a year of record job growth, crime driven to historic lows, significant gains for students on state exams, a second historic rent freeze, thousands of working families protected against bad landlords – and many other achievements.

I wanted to share with you these facts, and while we still have challenges, let us take a moment to celebrate NYC's success in 2016.

Best Regards, Gabrielle

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Mayor de Blasio believes all New Yorkers deserve a chance to succeed in the greatest city on earth. That means every child gets a quality education, every community is safe, and every New Yorker has an affordable place to call home. In 2016, we built on our record of progress.

**Modern approach to public safety – safer streets, safer every day.**

- January was the safest January on record – followed by the safest summer, safest September and safest October.
- Expanded neighborhood policing, launched force-wide trainings on implicit bias, alternatives to physical force, and conflict de-escalation → Stop-and-Frisk has declined by 97% from an all-time high in 2011.
- Arrests are down, murders and shootings at historic lows, record low numbers of robberies, burglaries, and auto thefts.
- Vision Zero efforts made 2015 the safest year on New York City streets since 1910, and 2016 is on course to be even safer.

**Bolstering the economy with good-paying jobs and fiscal responsibility, creating opportunities for people to get ahead.**

- For three years running, added to the City's financial reserves, preparing us for any potential shocks to the system.
- 60,000 new jobs created in 2016, and nearly 277,000 jobs since the Mayor took office.
- Unveiled a \$500 million life science initiative, LifeSci NYC, to spur 16,000 new, good-paying jobs and establish New York City as a global leader in life sciences research and innovation.
- Signed a personnel order to provide paid parental leave to approximately 20,000 New York City employees – putting the City at the forefront of city and state policies around the country.
- Created a \$250 million tech hub in Union Square, the heart of NYC's Silicon Alley.
- Rezoned Midtown East to increase office space and improve access to infrastructure.

**Equity and excellence in all schools, preparing our students for the 21st century economy.**

- High school graduation rate over 70% for the first time ever.
- 70,000 kids enrolled in Pre-K, more than triple the 20,000 children who attended before the Pre-K for All expansion.
- Computer Science For All launched, bringing CS education to all students – in year one, 450



- teachers were trained and CS education rolled out to 250 schools
- 103 reading coaches hired, trained, and on the job to get our students reading at grade level.
- City students scoring much higher on English exams, now in lockstep with NYS peers.
- Lowest-ever high school dropout rate, and the highest-ever rate of students enrolling in college.

**Easing financial burden, tackling the affordability crisis, and creating opportunity.**

- **Fought for New Yorkers struggling to make the rent or find affordable housing.**
  - On track to build and preserve 200,000 affordable housing apartments over the coming decade, benefitting half-a-million people.
  - Secured 55,309 affordable apartments since taking office, an all-time high for new, affordable construction.
  - Two consecutive rent freezes (2015 and 2016), keeping rent stable for 2.5 million tenants.
  - 150,000 people benefited from the expanded use of emergency rent assistance.
  - Stood up to bad landlords using all available tools – such as withholding rent and increasing funding for New Yorkers to access legal services – to hold landlords accountable.
  - Evictions down by 24 percent, meaning 21,000 people are still in their homes.
  - Replaced voluntary rules with a mandatory affordable housing requirement in new buildings.
- **Fought for New York City’s homeowners.**
  - Proposed a \$183 water credit on the water bills of over 664,000 homeowners, in keeping with the City's past efforts to ensure bills stay as low as possible.
  - Saved 35,000 homeowners tens of millions of dollars in flood insurance premiums by working with FEMA.
- **Fought for New Yorkers who need to get to work on time.**
  - Eligible workers can now use pre-tax income to pay for their commuting costs, saving commuters \$800 to \$1,000 dollars a year.
  - Added 18 miles of new protected bike lanes.
  - Expansion of CitiBike to more New Yorkers, adding thousands of new bikes and hundreds of stations in 2016 across Red Hook, Brownstone Brooklyn, and Harlem.
  - Filled the administration’s one-millionth pothole and made a historic investment in repaving, reducing the need for future pothole repair.
  - Repaved city streets equivalent to the distance between New York City and Miami, Florida.
- **Fought for the city’s most vulnerable.**
  - HOME-STAT fully operational: outreach workers are identifying, engaging, and transitioning homeless New Yorkers to services and, ultimately, permanent housing.
  - Nearly 48,000 New Yorkers moved into permanent housing and avoided or exited shelters through permanent housing programs.
  - About 12,000 more households have been able to receive services from the HomeBase homelessness prevention program in each of the past two years.

**Launched ThriveNYC: a holistic mental health plan**

- Launched NYC Well, a 24/7 phone, text, or chat connection to mental health and substance misuse services.
- Convened 1,000 houses of worship to talk about mental illness and addiction, reaching 250,000 New Yorkers.
- Created a system to screen and treat 80 percent of pregnant women and new moms, with a goal of screening and treating ALL pregnant women and new moms for maternal

depression.

- Mental health support for every school in the city.
- Placed over 100 Mental Health Service Corps (MHSC) members in neighborhoods with the highest need across the city.
- Launched the first, city-based movement for mental health – Cities Thrive. More than 80 cities have committed to mental health as a municipal policy and programming priority and to federal advocacy.

### **Progressive Governance**

- Defended New York values. We are #AlwaysNewYork.
  - Stood up for the 65,000 hourly employees in the fast food industry who deserve fair notification on their work hours.
  - Funded major improvements in city parks and purchased the last site needed to complete the 28-acre Bushwick Inlet Park, fulfilling a promise made to the families of North Brooklyn.
  - Expanded graffiti removal, introduced sidewalk power washing in commercial corridors citywide, expanded Sunday and holiday litter basket service, and expanded highway shoulder and ramp cleanup.
  - Shattered enrollment expectations for the country's most ambitious municipal identification program, IDNYC.
  - Opened the Damian Family Care Center in the Bronx to serve 10,000 community residents.
  - Launched the nation's first government-led citywide ad campaign affirming every New Yorker's right to use the bathroom consistent with their gender identity.
-

**From:** [Grybauskas, Natalie](#)  
**To:** "[Dan Levitan](#)"; [Gardener, Stacy \(DOITT\)](#)  
**Cc:** [Stacey Levine](#)  
**Subject:** RE: INCO:City of London and New York City  
**Date:** Tuesday, January 10, 2017 4:46:47 PM

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Phew. I will just ignore. Assuming you guys also wouldn't want to get into that. So just letting it go altogether

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

From: Dan Levitan [<mailto:dan@berlinrosen.com>]  
Sent: Tuesday, January 10, 2017 4:42 PM  
To: Grybauskas, Natalie; Gardener, Stacy (DOITT)  
Cc: Stacey Levine  
Subject: RE: INCO:City of London and New York City

This is not about LinkUK, this is a totally separate project using different technology. We happen to think it is not superior to Link, but not sure if you would want to get into that with whatever rando outlet this is.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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

From: Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
Sent: Tuesday, January 10, 2017 4:30 PM  
To: Gardener, Stacy (DOITT) <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
Subject: FW: INCO:City of London and New York City

Dan, why is London saying that their link is going to be better than our link?

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

From: Paul Liptrot [<mailto:paul@liptrot.me.uk>]  
Sent: Tuesday, January 10, 2017 12:29 PM  
To: Mayor's Press Office  
Subject: City of London and New York City

Dear Press Office (because I cannot find any names!),

I'm putting together a piece for Networking+, a UK IT magazine and website, about an announcement by the City of London Corporation of a new wi-fi network.

You'll see that it is described as "world-class" and says (in the second paragraph) that it will "surpass" your city.

I'm sure that someone in your mayor's office, perhaps even the mayor himself, would like to comment.

(It's worth having in mind that the City of London has only a handful of residents -- it's packed with offices -- and is surrounded by 32 London boroughs. Together they form Greater London which has

8.5m residents.)

I look forward to hearing from you.

The release is pasted below my signature.

Kind regards,

Paul

Paul Liptrot  
for Networking+

Tel +44 1932 254400

## SQUARE MILE TO GET WORLD-CLASS WIRELESS NETWORK

Residents, employees and visitors to the City of London will be able to use a new world-class wireless network this year as proposals to expand free Wi-Fi and improve mobile coverage across the Square Mile have been given the green light.

A new network will replace the current free Wi-Fi service provided by the Cloud. State of the art equipment will provide gigabit speeds and see users able to enjoy high bandwidth services like video on demand over free City Wi-Fi for the first time. The service will surpass that found in the world's other major international financial centre - New York.

The project is the single largest investment in wireless infrastructure ever seen in the City of London and will be rolled out from late spring 2017. The winning provider for the delivery of this work will be announced in the next few weeks.

London currently suffers from poor broadband speeds with four of the 12 constituencies with the worst superfast broadband being found in the capital - including the City and Westminster. London ranks 26th out of 33 European capitals in terms of broadband speed.

Over 400 'small cells', which will be built in the coming months, will boost the strength and reliability of the current wireless coverage by using street objects like lampposts, street signs, buildings and CCTV columns.

The combination of the Square Mile's tall buildings and narrow, historic streets mean that in some areas mobile service has been unreliable for some of the 400,000 City workers and 10 million yearly visitors. The new technology will enhance coverage, making working on-the-go easier. By utilising these street objects, the City will be able to boost the strength and reliability of the current wireless offer.

Mark Boleat, Chairman of the City of London Corporation's Policy and Resources Committee said: "As the world's leading financial hub, we are thrilled to bring our wireless connectivity up to speed. At a time when other major financial centres are competing with us, the Square Mile is boosting its appeal through initiatives such as this. The new service will allow City workers to become better connected than ever before."

Deputy Mayor for Business, Rajesh Agrawal, said: "Fast and reliable digital connectivity is crucial for businesses and I'm really pleased the City of London Corporation is taking this significant step in improving speed and coverage in the Square Mile. The Mayor is committed to improving London's connectivity, including tackling the capital's 'notspots' and ensuring providers have better access to public-sector property for digital infrastructure."

While London is the number one global financial centre according to the Global Financial Centres Index published by the Z/Yen Group, other centres like New York, Tokyo, Singapore and Hong Kong have

invested in their information and communications (ICT) technology infrastructure in recent years. ICT is set to become more of a major competitive issue and something that will attract more investment into centres with enhanced connectivity.

The new service will pave the way for easier adoption of 5G technology, which is expected to be launched by the end of this decade.

#### Notes to editors

1. In addition, the City of London Corporation launched a new standardised legal document in July 2016 which will speed up the process for businesses to get superfast broadband. By working with London's main developers, landlords, broadband operators, including Virgin Media, property managers, Government, legal firms and key trade associations set of tools were produced which make it easier and faster to agree digital connections.

2. A key element is a standardised legal agreement - known as a wayleave. Previously, business tenants faced long negotiations with providers to agree new wayleaves from scratch each time they wanted to get broadband fibre installed. Previously, business tenants faced long negotiations with providers to agree new wayleaves from scratch each time they wanted to get broadband fibre installed. The toolkit can be found [here](#).

#### 3. About the City of London Corporation

The City of London Corporation provides local government and policing services for the financial and commercial heart of Britain, the 'Square Mile'. In addition, the City Corporation has three roles:

. We support London's communities by working in partnership with neighbouring boroughs on economic regeneration, education and skills projects. In addition, the City of London Corporation's charity City Bridge Trust makes grants of around £20 million annually to charitable projects across London and we also support education with three independent schools, three City Academies, a primary school and the world-renowned Guildhall School of Music and Drama.

. We also help look after key London's heritage and green spaces including Tower Bridge, Museum of London, Barbican Arts Centre, City gardens, Hampstead Heath, Epping Forest, Burnham Beeches, and important 'commons' in south London.

. We also support and promote the 'City' as a world-leading financial and business hub, with outward and inward business delegations, high-profile civic events and research-driven policies all reflecting a long-term approach.

**From:** [Koenig, Anne J.](#)  
**To:** [Dan Levitan](#); [Grybauskas, Natalie](#); [Gardener, Stacy \(DOITT\)](#); [Jovana Rizzo](#)  
**Cc:** [Shor, Stanley](#); [Stacey Levine](#)  
**Subject:** RE: Link rally  
**Date:** Thursday, January 12, 2017 2:20:36 PM  
**Attachments:** [image001.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)

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I just checked the Facebook post for the event. The current stats are 169 invited, 3 interested, and 4 went. The main Rethinklinknyc page has 7 followers.

**Anne J. Koenig**

Senior Director of Public Communications Structures  
**New York City Department of  
Information Technology & Telecommunications**  
2 Metro Tech Center, 4th Floor, 4.109F  
Brooklyn, NY 11201

Phone (718) 804-4814  
Fax (718) 403-8586  
[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)



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**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Thursday, January 12, 2017 2:11 PM  
**To:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Cc:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** RE: Link rally

That was government humor.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475

@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Thursday, January 12, 2017 2:09 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy (DOITT) <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Cc:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** RE: Link rally

Why would cardboard link violate siting criteria?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Thursday, January 12, 2017 2:07 PM  
**To:** Gardener, Stacy (DOITT); Jovana Rizzo  
**Cc:** Shor, Stanley; Koenig, Anne J.; Stacey Levine; Grybauskas, Natalie  
**Subject:** RE: Link rally

Very small and no press. They had a cardboard Link which we believe violates siting criteria.

<https://twitter.com/NYCPrivBoardAdv/status/819598760821002240/photo/1>

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Thursday, January 12, 2017 2:00 PM  
**To:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Cc:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Link rally

How'd this go? Any press there?

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, January 11, 2017 12:16 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Gardener, Stacy

<[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>

**Subject:** Re: Link rally

Yes

Sent from mobile

On Jan 11, 2017, at 12:03 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)> wrote:

We definitely want to make that point clear to anyone who asks, but given that that could be changing soon, I think we would like to focus on our underlying privacy principles about who has access to your data, if that makes sense.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Shor, Stanley [<mailto:SShor@doitt.nyc.gov>]  
**Sent:** Wednesday, January 11, 2017 11:26 AM  
**To:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie ([NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)) <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: Link rally

+ Natalie

Since they are pointing out the cameras and microphone, I think the statement needs to say that no video and no audio is being recorded by the Links.

<[image003.png](#)> Stanley Shor  
Assistant Commissioner, Franchise Administration  
**New York City Department of  
Information Technology & Telecommunications**  
2 MetroTech Center, 4th Floor  
Brooklyn, NY 11201

718-403-8024  
[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)

<[image004.jpg](#)>



---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Wednesday, January 11, 2017 10:59 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
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**Subject:** Link rally

Hi all,  
Wanted to flag this post about a Link privacy rally tomorrow: <http://rethinklink.nyc/2017/01/12/rally-for-privacy.html>

If we get any inquiries, we drafted the following response and can clarify other questions on background:

“New York City and LinkNYC have created a user-first privacy policy. We do not track or store your online activity, and we will never sell or share your personal information with any third party -- including city agencies -- unless lawfully required. Nearly one million people have signed up to use LinkNYC, which now offers all five boroughs access to free, super-fast Wi-Fi, free phone calls, access to 311 and emergency services, and more.” -- Jen Hensley, General Manager, LinkNYC

I'm planning to stop by tomorrow to check it out.

Thanks,  
Jovana

BerlinRosen Public Affairs  
646-200-5329

---

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Grybauskas, Natalie](mailto:Grybauskas.Natalie)  
**To:** "[Dan Levitan](mailto:Dan.Levitan)"  
**Subject:** RE: Link rally  
**Date:** Thursday, January 12, 2017 2:21:34 PM

---

Lol my bad

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Thursday, January 12, 2017 2:11 PM  
**To:** Grybauskas, Natalie; Gardener, Stacy (DOITT); Jovana Rizzo  
**Cc:** Shor, Stanley; Koenig, Anne J.; Stacey Levine  
**Subject:** RE: Link rally

That was government humor.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Thursday, January 12, 2017 2:09 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy (DOITT) <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Cc:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** RE: Link rally

Why would cardboard link violate siting criteria?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Thursday, January 12, 2017 2:07 PM  
**To:** Gardener, Stacy (DOITT); Jovana Rizzo  
**Cc:** Shor, Stanley; Koenig, Anne J.; Stacey Levine; Grybauskas, Natalie  
**Subject:** RE: Link rally

Very small and no press. They had a cardboard Link which we believe violates siting criteria.

<https://twitter.com/NYCPriBoardAdv/status/819598760821002240/photo/1>

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315

C: 201.674.7475  
@DanLevitan

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**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Thursday, January 12, 2017 2:00 PM  
**To:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Cc:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Link rally

How'd this go? Any press there?

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, January 11, 2017 12:16 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
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**Subject:** RE: Link rally

+ Natalie

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<image003.png> Stanley Shor

Assistant Commissioner, Franchise Administration

**New York City Department of  
Information Technology & Telecommunications**

2 MetroTech Center, 4th Floor  
Brooklyn, NY 11201

718-403-8024

[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)

<image004.jpg>

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]

**Sent:** Wednesday, January 11, 2017 10:59 AM

**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>

**Subject:** Link rally

Hi all,

Wanted to flag this post about a Link privacy rally tomorrow: <http://rethinklink.nyc/2017/01/12/rally-for-privacy.html>

If we get any inquiries, we drafted the following response and can clarify other questions on background:

“New York City and LinkNYC have created a user-first privacy policy. We do not track or store your online activity, and we will never sell or share your personal information with any third party -- including city agencies -- unless lawfully required. Nearly one million people have signed up to use LinkNYC, which now offers all five boroughs access to free, super-fast Wi-Fi, free phone calls, access to 311 and emergency services, and more.” -- Jen Hensley, General Manager, LinkNYC

I'm planning to stop by tomorrow to check it out.

Thanks,  
Jovana

BerlinRosen Public Affairs  
646-200-5329

---

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** Call me back when you can?  
**Date:** Thursday, January 12, 2017 3:40:45 PM

---

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Danielle Filson](#)  
**To:** [jpeltz@ap.org](mailto:jpeltz@ap.org)  
**Cc:** [Goldstein, Freddi](#)  
**Subject:** Connecting you with Freddi  
**Date:** Saturday, January 14, 2017 1:22:19 PM

---

Hi Jenn,

Freddi from the Mayor's press shop is cc'ed here, should you have any questions for her.

Thanks,  
Danielle

Danielle Filson  
BerlinRosen Public Affairs  
(O) 646.335.0443  
(C) 860.707.3584  
[danielle.filson@berlinrosen.com](mailto:danielle.filson@berlinrosen.com)

**From:** [Gardener, Stacy](#)  
**To:** [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Cc:** [Ruth Fasoldt](#); [Stacey Levine](#); [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 10:48:03 AM

---

Great thanks!

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 10:45 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
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**Subject:** RE: Draft 1MM Release

Yes, we have a portable mic stand.

--

Dan Levitan  
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O: 646.200.5315  
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[@DanLevitan](mailto:@DanLevitan)

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**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Dan/Stacey/Jovana/Ruth – are you able to bring a podium/stand like the one we used at the Bronx event?

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**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 7:41 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>



Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?

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**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

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**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

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

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Date:** 1/16/17 5:51 PM (GMT-05:00)

**To:** "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

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**Subject:** Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

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**From:** [Gardener, Stacy](#)  
**To:** [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Cc:** [Ruth Fasoldt](#); [Stacey Levine](#); [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 10:58:12 AM  
**Attachments:** [Link 1MM Release SG edits.docx](#)

---

Just a few edits/comments on the release, attached.

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 10:45 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
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**Date:** 1/16/17 5:51 PM (GMT-05:00)

**To:** "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

**Subject:** Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

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**FOR IMMEDIATE RELEASE**

January 18, 2017

Contact: Jovana Rizzo, media@link.nyc

## **LinkNYC Reaches 1,000,000 Users in Less than 1 Year**

*Link Usage Rises to 4 Million Wi-Fi Sessions Every Week*

*78% of New Yorkers Have a Favorable Opinion of World's Largest and Fastest Free Public Wi-Fi Network*

NEW YORK -- LinkNYC announced today that the world's largest and fastest free public Wi-Fi network has added its millionth user less than a year after publicly launching on the streets of New York City. As of January 4th, over 1,040,000 people -- more than the populations of San Jose, San Francisco, Seattle, or Denver -- have signed up to use its gigabit Wi-Fi service, with approximately 40,000 people joining the network for the first time each week.

"With Link kiosks now in all five boroughs, we have helped more than a million New Yorkers and visitors get online at the fastest speeds available in New York City, for free." said **Jen Hensley, General Manager of LinkNYC**. "Less than one year in, we are thrilled with the response to LinkNYC."

### **LinkNYC By the Numbers (As of January 4, 2017)**

- Total Wi-Fi Users: 1,040,000
- New Wi-Fi Sign-ups Per Week: 40,000
- Wi-Fi Sessions Per Week: 4,000,000
- Wi-Fi Sessions Since Launch: 75,000,000
- Data downloaded by LinkNYC users since launch: 555,710 Gigabytes
- Busiest day by users: Jan 4, 2017: 125,756 unique users
- Busiest day by data transferred: Dec 31, 2016: 4,656 GB

### **New Yorkers Know -- and Love -- LinkNYC**

71% of New Yorkers are aware of LinkNYC, and of them, 92% believe it has positive benefits for New York City, according to research conducted by Sachs Insights. Among those aware of LinkNYC:

- 78% have a favorable opinion of the network.
- 89% believe LinkNYC makes NYC more innovative than other cities.
- 89% appreciate that LinkNYC's services are free thanks to advertising.

### **Where to Find the World's Most Popular Links**

The ~~world's~~ City's most popular Link stands in Herald Square (at 1313 Broadway) and has recorded about 600,000 Wi-Fi sessions all by itself. [Here are the most popular Links in every borough:](#)

<i>Borough</i>	<i>Location</i>
Brooklyn	Bed-Stuy (1874 Fulton St)

**Comment [GS1]:** Since there aren't that many in BK and Staten Island, I don't know if we want to put this in the release. Maybe have handy for Q&A?

Bronx	Yankee Stadium (52 East 161 Street)
Manhattan	Herald Square (1313 Broadway)
Queens	Jamaica Station (147-05 Jamaica Ave)
Staten Island	New Dorp (381 New Dorp Ln)

### About LinkNYC

LinkNYC is the privately-funded, first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, and direct access to 911 and 311.

To find a Link near you, visit: [link.nyc/find-a-link.html](http://link.nyc/find-a-link.html)

###

**From:** [Dan Levitan](#)  
**To:** [Gardener, Stacy \(DOITT\)](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Cc:** [Ruth Fasoldt](#); [Stacey Levine](#); [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 11:28:17 AM  
**Attachments:** [Link 1MM Release V2.docx](#)

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Thanks. I accepted those changes and made a few more that Natalie requested. Attached should be near final.

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**Subject:** RE: Draft 1MM Release

Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?

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Sent Via DoITT Mobile Device

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Draft Press Release

**FOR IMMEDIATE RELEASE**

January 18, 2017

Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)

## **LinkNYC Reaches 1,000,000 Users in Less than 1 Year**

*Link Usage Rises to 4 Million Wi-Fi Sessions Every Week*

*78% of New Yorkers Have a Favorable Opinion of World's Largest and Fastest Free Public Wi-Fi Network*

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“With Link kiosks now in all five boroughs, we have helped more than a million New Yorkers and visitors get online at the fastest speeds available in New York City, for free.” said **Jen Hensley, General Manager of LinkNYC**. “Less than one year in, we are thrilled with the response to LinkNYC.”

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71% of New Yorkers are aware of LinkNYC, and of them, 92% believe it has positive benefits for New York City, according to a survey conducted by Sachs Insights of 1,000 people across the New York City region. Among those aware of LinkNYC:

- 78% have a favorable opinion of the network.
- 89% believe LinkNYC makes NYC more innovative than other cities.
- 89% appreciate that LinkNYC's services are free thanks to advertising, which reaches over 11 million people weekly.

### **Where to Find the World's Most Popular Link**

The city's most popular Link stands in Herald Square (at 1313 Broadway) and has served about 600,000 Wi-Fi sessions all by itself.

### **About LinkNYC**

LinkNYC is the first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network at no cost to taxpayers. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, Maps, and direct access to 911 and 311.

To find a Link near you, visit: [link.nyc/find-a-link.html](http://link.nyc/find-a-link.html)

###

**From:** [Gardener, Stacy](#)  
**To:** [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Cc:** [Ruth Fasoldt](#); [Stacey Levine](#); [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 12:32:55 PM

---

I'm going to ask folks I reached out to for a quote by 4:00 today. Does that timeline work?

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 11:28 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
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**Subject:** FW: LinkNYC Populace  
**Date:** Tuesday, January 17, 2017 1:59:19 PM  
**Attachments:** [LinkNYC Populace.png](#)

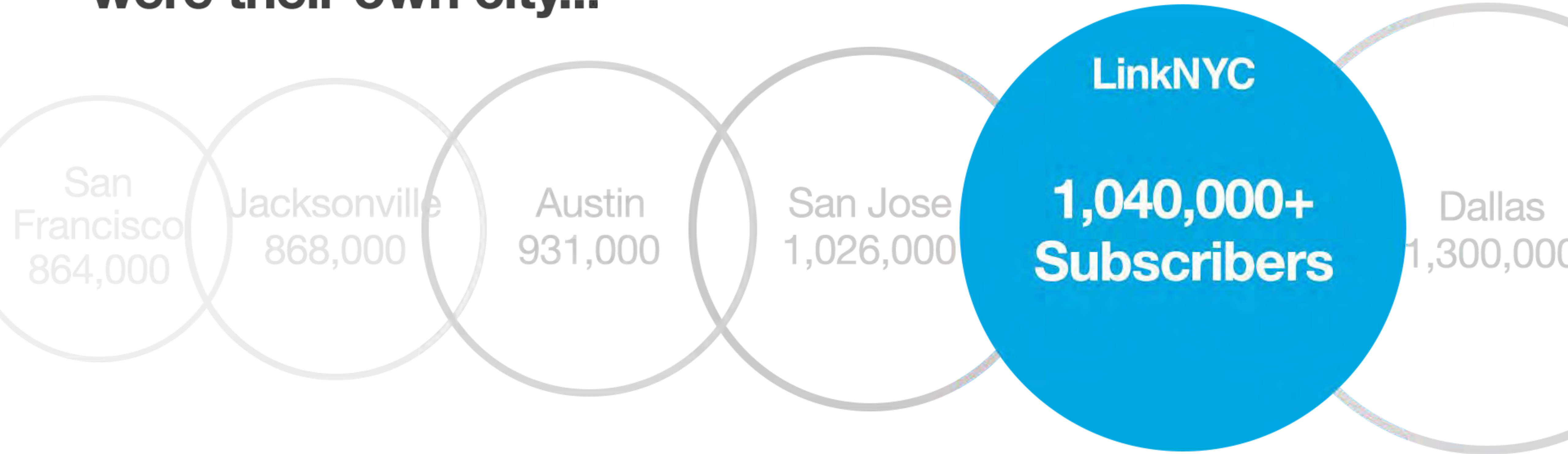
---

We'd also like to use these two graphics tomorrow.

--

Dan Levitan  
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O: 646.200.5315  
C: 201.674.7475

# If **LinkNYC Wi-Fi Subscribers** were their own city...



...they would be the **10th**  
**Largest City in the U.S.**

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**To:** ["Dan Levitan"](#); [Gardener, Stacy \(DOITT\)](#)  
**Subject:** RE: LinkNYC Populace  
**Date:** Tuesday, January 17, 2017 2:01:25 PM

---

nice

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**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 1:59 PM  
**To:** Grybauskas, Natalie; Gardener, Stacy (DOITT)  
**Subject:** FW: LinkNYC Populace

We'd also like to use these two graphics tomorrow.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Cc:** [Stacey Levine](#); [Jovana Rizzo](#)  
**Subject:** RE: latest  
**Date:** Tuesday, January 17, 2017 2:29:05 PM  
**Attachments:** [image001.png](#)

---

Thanks!

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [mailto:NGrybauskas@cityhall.nyc.gov]  
**Sent:** Tuesday, January 17, 2017 2:27 PM  
**To:** Dan Levitan <dan@berlinrosen.com>  
**Subject:** latest



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

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**CONTACT:** [media@link.nyc](mailto:media@link.nyc)

**DE BLASIO ADMINISTRATION AND CITYBRIDGE ANNOUNCE LINKNYC HAS  
REACHED ONE MILLION USERS IN LESS THAN ONE YEAR**

*Link Usage rises to 4 million Wi-Fi sessions every week; 78 percent of New Yorkers have a favorable opinion of world's largest and fastest free public Wi-Fi network*

**NEW YORK** -- LinkNYC announced today that the world's largest and fastest free public Wi-Fi network has added its millionth user less than a year after publicly launching on the streets of New York City. As of January 4th, over 1,040,000 people -- more than the populations of San Jose, San Francisco, Seattle, or Denver -- have signed up to use its gigabit Wi-Fi service, with approximately 40,000 people joining the network for the first time each week.

“With Link kiosks now in all five boroughs, we have helped more than a million New Yorkers and visitors get online at the fastest speeds available in New York City, for free.” said **Jen Hensley, General Manager of LinkNYC**. “Less than one year in, we are thrilled with the response to LinkNYC.”

### **LinkNYC By the Numbers (As of January 4, 2017)**

- Total Wi-Fi Users: 1,040,000
- New Wi-Fi Sign-ups Per Week: 40,000
- Wi-Fi Sessions Per Week: 4,000,000
- Data downloaded by LinkNYC users since launch: 555,710 Gigabytes
- Busiest day by users: Jan 4, 2017: 125,756 unique users
- Busiest day by data transferred: Dec 31, 2016: 4,656 GB

### **New Yorkers Know -- and Love -- LinkNYC**

71% of New Yorkers are aware of LinkNYC, and of them, 92% believe it has positive benefits for New York City, according to a survey conducted by Sachs Insights of 1,000 people across the New York City region. Among those aware of LinkNYC:

- 78% have a favorable opinion of the network.
- 89% believe LinkNYC makes NYC more innovative than other cities.
- 89% appreciate that LinkNYC’s services are free thanks to advertising, which reaches over 11 million people weekly.

### **Where to Find the City’s Most Popular Link**

The city’s most popular Link stands in Herald Square (at 1313 Broadway) and has served about 600,000 Wi-Fi sessions all by itself.

### **About LinkNYC**

LinkNYC is the first-of-its-kind communications network replacing the city’s payphones to build the world’s fastest, largest free public Wi-Fi network at no cost to taxpayers. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, Maps, and direct access to 911 and 311.

To find a Link near you, visit: [link.nyc/find-a-link.html](http://link.nyc/find-a-link.html)

###

**From:** [Gardener, Stacy](#)  
**To:** [Jovana Rizzo](#); [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Cc:** [Ruth Fasoldt](#); [Stacey Levine](#); [Grybauskas, Natalie](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 2:46:31 PM

---

Chief Technology Officer Miguel Gamiño is also attending and speaking.

---

**From:** Jovana Rizzo [mailto:jovana@berlinrosen.com]  
**Sent:** Tuesday, January 17, 2017 2:40 PM  
**To:** Gardener, Stacy <SGardener@doitt.nyc.gov>; Dan Levitan <dan@berlinrosen.com>; Shor, Stanley <SShor@doitt.nyc.gov>; Koenig, Anne J. <ankoenig@doitt.nyc.gov>  
**Cc:** Ruth Fasoldt <ruth.fasoldt@intersection.com>; Stacey Levine <stacey.levine@intersection.com>; Grybauskas, Natalie <NGrybauskas@cityhall.nyc.gov>; Hines, Evan <ehines@doitt.nyc.gov>  
**Subject:** RE: Draft 1MM Release

Sounds good, thanks! Here is a media advisory we can send out wide to NYC, tech and local press ASAP -- let us know if you have any edits:

Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)

## LinkNYC, NYC Department of Information Technology & Communications Make Major Announcement

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and community partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

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**When:** Wednesday, January 18, 2017 -- 12 p.m.

**Where:** Link kiosk in front of 56 Lafayette Ave (at the corner of Fort Greene Place), Brooklyn, NY 11217

**Who:**

Anne Roest, Commissioner of NYC Department of Information Technology & Communications

Jen Hensley, LinkNYC General Manager

Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

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**Subject:** RE: Draft 1MM Release

Thanks. I accepted those changes and made a few more that Natalie requested. Attached should be near final.

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**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
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**Subject:** RE: Draft 1MM Release

Yes, we have a portable mic stand.

--

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**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Dan/Stacey/Jovana/Ruth – are you able to bring a podium/stand like the one we used at the Bronx event?

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**Subject:** RE: Draft 1MM Release

Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?



--

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BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 6:48 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

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

From: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
Date: 1/16/17 5:51 PM (GMT-05:00)  
To: "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
Cc: Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
Subject: Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315

C: 201.674.7475  
@DanLevitan

---

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Grybauskas, Natalie](#)  
**To:** "[Jovana Rizzo](#)"; [Gardener, Stacy \(DOITT\)](#); [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Cc:** [Ruth Fasoldt](#); [Stacey Levine](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 2:57:59 PM

---

Can we match the lede language to the edited press release language – take out privately-funded, add in “at no cost to taxpayers”?

---

**From:** Jovana Rizzo [mailto:[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 2:52 PM  
**To:** Gardener, Stacy (DOITT); Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Grybauskas, Natalie; Hines, Evan (DOITT)  
**Subject:** RE: Draft 1MM Release

Great, thanks! Updated:

Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)

## **LinkNYC, NYC Department of Information Technology & Communications Make Major Announcement**

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**Who:**

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Communications

Jen Hensley, LinkNYC General Manager

Miguel Gamiño, NYC Chief Technology Officer

Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

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**From:** Gardener, Stacy [SGardener@doitt.nyc.gov]  
**Sent:** Tuesday, January 17, 2017 2:44 PM  
**To:** Jovana Rizzo; Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Grybauskas, Natalie; Hines, Evan  
**Subject:** RE: Draft 1MM Release

Chief Technology Officer Miguel Gamiño is also attending and speaking.

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**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
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**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]

**Sent:** Tuesday, January 17, 2017 7:41 AM

**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]

**Sent:** Tuesday, January 17, 2017 6:48 AM

**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

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

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Date:** 1/16/17 5:51 PM (GMT-05:00)

**To:** "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

**Subject:** Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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**From:** [Gardener, Stacy](#)  
**To:** [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Cc:** [Ruth Fasoldt](#); [Stacey Levine](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 3:06:08 PM

---

Looks good thanks Jovana

---

**From:** Jovana Rizzo [mailto:jovana@berlinrosen.com]  
**Sent:** Tuesday, January 17, 2017 3:02 PM  
**To:** Grybauskas, Natalie <NGrybauskas@cityhall.nyc.gov>; Gardener, Stacy <SGardener@doitt.nyc.gov>; Dan Levitan <dan@berlinrosen.com>; Shor, Stanley <SShor@doitt.nyc.gov>; Koenig, Anne J. <ankoenig@doitt.nyc.gov>  
**Cc:** Ruth Fasoldt <ruth.fasoldt@intersection.com>; Stacey Levine <stacey.levine@intersection.com>; Hines, Evan <ehines@doitt.nyc.gov>  
**Subject:** RE: Draft 1MM Release

Yes -- updated:

*Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)*

## **LinkNYC, NYC Department of Information Technology & Communications Make Major Announcement**

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

LinkNYC is the first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network at no cost to taxpayers. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, Maps, and direct access to 911 and 311. For more information, visit [link.nyc](http://link.nyc).

**When:** Wednesday, January 18, 2017 -- 12 p.m.

**Where:** Link kiosk in front of 56 Lafayette Ave (at the corner of Fort Greene Place), Brooklyn, NY 11217

**Who:**

Anne Roest, Commissioner of NYC Department of Information Technology & Communications

Jen Hensley, LinkNYC General Manager

Miguel Gamiño, NYC Chief Technology Officer

Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

---

**From:** Grybauskas, Natalie [NGrybauskas@cityhall.nyc.gov]  
**Sent:** Tuesday, January 17, 2017 2:57 PM  
**To:** Jovana Rizzo; Gardener, Stacy (DOITT); Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Hines, Evan (DOITT)  
**Subject:** RE: Draft 1MM Release

Can we match the lede language to the edited press release language – take out privately-funded, add in “at no cost to taxpayers”?

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 2:52 PM  
**To:** Gardener, Stacy (DOITT); Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Grybauskas, Natalie; Hines, Evan (DOITT)  
**Subject:** RE: Draft 1MM Release

Great, thanks! Updated:

*Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)*

**LinkNYC, NYC Department of Information Technology & Communications Make Major Announcement**

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and community partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

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Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, and direct access to 911 and 311. For more information, visit [link.nyc](http://link.nyc).

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Miguel Gamiño, NYC Chief Technology Officer

Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

---

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]  
**Sent:** Tuesday, January 17, 2017 2:44 PM  
**To:** Jovana Rizzo; Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Grybauskas, Natalie; Hines, Evan  
**Subject:** RE: Draft 1MM Release

Chief Technology Officer Miguel Gamiño is also attending and speaking.

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 2:40 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Sounds good, thanks! Here is a media advisory we can send out wide to NYC, tech and local press ASAP -- let us know if you have any edits:

Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)

## LinkNYC, NYC Department of Information Technology & Communications Make Major Announcement

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and community partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

LinkNYC is the privately-funded, first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, and direct access to 911 and 311. For more information, visit [link.nyc](http://link.nyc).

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Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

---

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]  
**Sent:** Tuesday, January 17, 2017 12:31 PM  
**To:** Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Jovana Rizzo; Grybauskas, Natalie; Hines, Evan  
**Subject:** RE: Draft IMM Release

I'm going to ask folks I reached out to for a quote by 4:00 today. Does that timeline work?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 11:28 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Thanks. I accepted those changes and made a few more that Natalie requested. Attached should be near final.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 10:58 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Just a few edits/comments on the release, attached.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 10:45 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Yes, we have a portable mic stand.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]

**Sent:** Tuesday, January 17, 2017 10:45 AM

**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Dan/Stacey/Jovana/Ruth – are you able to bring a podium/stand like the one we used at the Bronx event?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]

**Sent:** Tuesday, January 17, 2017 7:41 AM

**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

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BerlinRosen Public Affairs  
O: 646.200.5315  
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**Sent:** Tuesday, January 17, 2017 6:48 AM

**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press release along with the mayors office?

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Sent Via DoITT Mobile Device

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

From: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

Date: 1/16/17 5:51 PM (GMT-05:00)

To: "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

Cc: Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

Subject: Draft IMM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan

BerlinRosen Public Affairs

O: 646.200.5315

C: 201.674.7475

@DanLevitan

---

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**From:** [Gardener, Stacy](#)  
**To:** [Dan Levitan](#)  
**Cc:** [Grybauskas, Natalie](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Tuesday, January 17, 2017 5:41:03 PM

---

Sounds good thanks Dan

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 5:38 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: Draft 1MM Release

News got spiked. Am-ny doing something. Jovana will report on a few more leads shortly

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 5:34 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

Dan – do we have an idea on what press may be interested in attending? Is Daily news doing something?

---

**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Tuesday, January 17, 2017 5:31 PM  
**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Yes will send in a moment

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, January 17, 2017 5:31 PM  
**To:** Gardener, Stacy (DOITT)  
**Cc:** Grybauskas, Natalie  
**Subject:** Re: Draft 1MM Release

That's great! Is mayor also doing quote?

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 5:21 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

So far:

“We’re incredibly excited to see the overwhelmingly positive response to LinkNYC over the past year,” said **Anne Roest, Commissioner of the**



**Department of Information Technology and Telecommunications.**

“Reaching 1 million users demonstrates that New Yorkers and our City’s record-breaking number of visitors are taking advantage of the free services that LinkNYC provides - superfast Wi-Fi, USB charging, City and emergency services, and phone calls. Our progress has been incredible so far, with over 500 active kiosks across the city, and we will continue to build on this ambitious, first-of-its kind network across the City in the coming years.”

“Free Wi-Fi internet access on our streets has been a game-changing new public service, and these numbers show it,” said **Manhattan Borough President Gale A. Brewer**. “It’s not often that government rolls out an entirely new service to the public. Despite the inevitable bumps in the road, LinkNYC shows what government can do when we’re ambitious and forward-looking.”

“LinkNYC has set the standard for free public municipal Wi-Fi,” said **Council Member James Vacca, Chair of the New York City Council Committee on Technology**. “LinkNYC has provided a great benefit for residents, commuters, and tourists alike. Now with over 1,000,000 users, it’s clear that LinkNYC is here to stay and that free public Wi-Fi is the new standard for tech-friendly cities. I thank Mayor de Blasio and Commissioner Roest for their for their efforts.”

“Through advanced technology, New Yorkers of all backgrounds can now connect – locally and globally - for free. LinkNYC is a 21<sup>st</sup> Century approach to closing the digital divide. I would like to congratulate Mayor Bill de Blasio and the Department of Information Technology & Telecommunications (DoITT) for improving accessibility within Fort Greene and Crown Heights. I look forward to LinkNYC’s continued expansion throughout the 35<sup>th</sup> Council District and the City of New York,” said **Council Member Laurie A. Cumbo**.

“High speed broadband is the way of the present and future,” said **Council Member Rafael Espinal**. “In an ever increasingly digital world, we must take proactive steps to improve access to the Internet and technology for New Yorkers. I applaud the swift progress New York City has made in reaching over 1,000,000 users of LinkNYC in just one year! Let us keep up these innovative efforts and lead the nation in providing free public Wi-Fi.”

“I am very excited that our city is able to catapult into the 21st Century's Technological Age reaching the 1 million user milestone in under one year,” said **Council Member Vincent Gentile**. “LinkNYC has provided a facelift to New York City by replacing old payphones with free Wi-Fi kiosks

empowering millions across the five boroughs. Congratulations on the accomplishment and here's to 1 million more!"

"In the reality of the world we live in, access to the Internet cannot be considered a luxury. So much of what we do depends on web connectivity, and is vital to people being able to exercise their right to freedom of expression. I applaud LinkNYC in working to make sure New Yorkers have access to Wi-Fi at no cost to the City's taxpayers," said **Council Member Jumaane D. Williams.**

---

**From:** Gardener, Stacy  
**Sent:** Tuesday, January 17, 2017 3:52 PM  
**To:** 'Grybauskas, Natalie' <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Cc:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Draft 1MM Release

I've gotten some quotes, I can compile at COB today and send over to you. And then whatever trickles in tomorrow morning

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 12:56 PM  
**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

perf

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 12:53 PM  
**To:** Gardener, Stacy (DOITT)  
**Cc:** Grybauskas, Natalie  
**Subject:** RE: Draft 1MM Release

We can forward City's to our list

--  
Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 12:52 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Cc:** Natalie Grybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Are you both sending releases or just City Hall?

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**Sent:** Tuesday, January 17, 2017 12:38 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Natalie Grybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: Draft 1MM Release

Ok, adding Natalie as I think she is doing final release

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 11:35 AM, Gardener, Stacy  
<[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

I missed it when I edited, but if we're changing "world" to "city" in the text, we should change the "Where to Find the World's Most Popular Link" header as well.

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**Sent:** Tuesday, January 17, 2017 11:28 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
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Thanks. I accepted those changes and made a few more that Natalie requested. Attached should be near final.

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**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
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**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
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<[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Dan/Stacey/Jovana/Ruth – are you able to bring a podium/stand like the one we used at the Bronx event?

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**Subject:** RE: Draft 1MM Release

Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

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**Sent:** Tuesday, January 17, 2017 6:48 AM

**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press

release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

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

From: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

Date: 1/16/17 5:51 PM (GMT-05:00)

To: "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

Cc: Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>,

Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>,

Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

Subject: Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan

BerlinRosen Public Affairs

O: 646.200.5315

C: 201.674.7475

@DanLevitan

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This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Grybauskas, Natalie](#)  
**To:** [Gardener, Stacy \(DOITT\)](#); [Dan Levitan](#)  
**Subject:** RE: Draft IMM Release  
**Date:** Tuesday, January 17, 2017 5:52:07 PM  
**Attachments:** [image001.png](#)

---

Latest version (w/Mayor)



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

**FOR IMMEDIATE RELEASE:** January 18, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958  
**CONTACT:** [media@link.nyc](mailto:media@link.nyc)

**DE BLASIO ADMINISTRATION AND CITYBRIDGE ANNOUNCE LINKNYC HAS REACHED ONE MILLION USERS IN LESS THAN ONE YEAR**

*Link Usage rises to 4 million Wi-Fi sessions every week; 78 percent of New Yorkers have a favorable opinion of world's largest and fastest free public Wi-Fi network*

**NEW YORK** -- LinkNYC announced today that the world's largest and fastest free public Wi-Fi network has added its millionth user less than a year after publicly launching on the streets of New York City. As of January 4th, over 1,040,000 people – more than the populations of San Jose, San Francisco, Seattle, or Denver – have signed up to use its gigabit Wi-Fi service, with approximately 40,000 people joining the network for the first time each week.

“Bringing free Wi-Fi to our sidewalks is an important piece of our efforts to increase internet access for all New Yorkers. It’s no surprise that people are using the LinkNYC program and are happy about the services it provides – ultrafast Wi-Fi, phone calls, and more – at no cost to taxpayers,” said **Mayor Bill de Blasio**.

“With Link kiosks now in all five boroughs, we have helped more than a million New Yorkers and visitors get online at the fastest speeds available in New York City, for free.” said **Jen Hensley, General Manager of LinkNYC**. “Less than one year in, we are thrilled with the response to LinkNYC.”

[anne roest]

[Miguel gamino]

**LinkNYC By the Numbers (As of January 4, 2017)**

- Total Wi-Fi Users: 1,040,000
- New Wi-Fi Sign-ups Per Week: 40,000
- Wi-Fi Sessions Per Week: 4,000,000
- Data downloaded by LinkNYC users since launch: 555,710 Gigabytes
- Busiest day by users: Jan 4, 2017: 125,756 unique users
- Busiest day by data transferred: Dec 31, 2016: 4,656 GB

### **New Yorkers Know – and Love – LinkNYC**

71% of New Yorkers are aware of LinkNYC, and of them, 92% believe it has positive benefits for New York City, according to a survey conducted by Sachs Insights of 1,000 people across the New York City region. Among those aware of LinkNYC:

- 78% have a favorable opinion of the network.
- 89% believe LinkNYC makes NYC more innovative than other cities.
- 89% appreciate that LinkNYC's services are free thanks to advertising, which reaches over 11 million people weekly.

### **Where to Find the City's Most Popular Link**

The city's most popular Link stands in Herald Square (at 1313 Broadway) and has served about 600,000 Wi-Fi sessions all by itself.

### **About LinkNYC**

LinkNYC is the first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network at no cost to taxpayers. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, Maps, and direct access to 911 and 311.

To find a Link near you, visit: [link.nyc/find-a-link.html](http://link.nyc/find-a-link.html)

###

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**From:** Gardener, Stacy [mailto:SGardener@doitt.nyc.gov]  
**Sent:** Tuesday, January 17, 2017 5:40 PM  
**To:** Dan Levitan  
**Cc:** Grybauskas, Natalie  
**Subject:** RE: Draft 1MM Release

Sounds good thanks Dan

---

**From:** Dan Levitan [mailto:dan@berlinrosen.com]  
**Sent:** Tuesday, January 17, 2017 5:38 PM  
**To:** Gardener, Stacy <SGardener@doitt.nyc.gov>  
**Cc:** Grybauskas, Natalie <NGrybauskas@cityhall.nyc.gov>  
**Subject:** Re: Draft 1MM Release



News got spiked. Am-ny doing something. Jovana will report on a few more leads shortly

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 5:34 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

Dan – do we have an idea on what press may be interested in attending? Is Daily news doing something?

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]

**Sent:** Tuesday, January 17, 2017 5:31 PM

**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Yes will send in a moment

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]

**Sent:** Tuesday, January 17, 2017 5:31 PM

**To:** Gardener, Stacy (DOITT)

**Cc:** Grybauskas, Natalie

**Subject:** Re: Draft 1MM Release

That's great! Is mayor also doing quote?

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 5:21 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

So far:

“We’re incredibly excited to see the overwhelmingly positive response to LinkNYC over the past year,” said **Anne Roest, Commissioner of the Department of Information Technology and Telecommunications.**

“Reaching 1 million users demonstrates that New Yorkers and our City’s record-breaking number of visitors are taking advantage of the free services that LinkNYC provides - superfast Wi-Fi, USB charging, City and emergency services, and phone calls. Our progress has been incredible so far, with over 500 active kiosks across the city, and we will continue to build on this ambitious, first-of-its kind network across the City in the coming years.”

“Free Wi-Fi internet access on our streets has been a game-changing new public service, and these numbers show it,” said **Manhattan Borough President Gale A. Brewer.** “It’s not often that government rolls out an

entirely new service to the public. Despite the inevitable bumps in the road, LinkNYC shows what government can do when we're ambitious and forward-looking."

"LinkNYC has set the standard for free public municipal Wi-Fi," said **Council Member James Vacca, Chair of the New York City Council Committee on Technology**. "LinkNYC has provided a great benefit for residents, commuters, and tourists alike. Now with over 1,000,000 users, it's clear that LinkNYC is here to stay and that free public Wi-Fi is the new standard for tech-friendly cities. I thank Mayor de Blasio and Commissioner Roest for their for their efforts."

"Through advanced technology, New Yorkers of all backgrounds can now connect – locally and globally - for free. LinkNYC is a 21<sup>st</sup> Century approach to closing the digital divide. I would like to congratulate Mayor Bill de Blasio and the Department of Information Technology & Telecommunications (DoITT) for improving accessibility within Fort Greene and Crown Heights. I look forward to LinkNYC's continued expansion throughout the 35<sup>th</sup> Council District and the City of New York," said **Council Member Laurie A. Cumbo**.

"High speed broadband is the way of the present and future," said **Council Member Rafael Espinal**. "In an ever increasingly digital world, we must take proactive steps to improve access to the Internet and technology for New Yorkers. I applaud the swift progress New York City has made in reaching over 1,000,000 users of LinkNYC in just one year! Let us keep up these innovative efforts and lead the nation in providing free public Wi-Fi."

"I am very excited that our city is able to catapult into the 21st Century's Technological Age reaching the 1 million user milestone in under one year," said **Council Member Vincent Gentile**. "LinkNYC has provided a facelift to New York City by replacing old payphones with free Wi-Fi kiosks empowering millions across the five boroughs. Congratulations on the accomplishment and here's to 1 million more!"

"In the reality of the world we live in, access to the Internet cannot be considered a luxury. So much of what we do depends on web connectivity, and is vital to people being able to exercise their right to freedom of expression. I applaud LinkNYC in working to make sure New Yorkers have access to Wi-Fi at no cost to the City's taxpayers," said **Council Member Jumaane D. Williams**.

---

**From:** Gardener, Stacy

**Sent:** Tuesday, January 17, 2017 3:52 PM

**To:** 'Grybauskas, Natalie' <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Cc:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** RE: Draft 1MM Release

I've gotten some quotes, I can compile at COB today and send over to you. And then whatever trickles in tomorrow morning

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 12:56 PM  
**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
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perf

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**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
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**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
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**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 7:41 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey

Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo  
<[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie  
<[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan  
<[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 6:48 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley  
<[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J.  
<[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey  
Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo  
<[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie  
<[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan  
<[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

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

From: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
Date: 1/16/17 5:51 PM (GMT-05:00)  
To: "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig,

Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy"  
<[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
Cc: Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>,  
Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>,  
Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
Subject: Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Grybauskas, Natalie](#)  
**To:** [Jovana Rizzo](#)  
**Cc:** [Gardener, Stacy \(DOITT\)](#); [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#); [Ruth Fasoldt](#); [Stacey Levine](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** Re: Draft IMM Release  
**Date:** Tuesday, January 17, 2017 7:04:23 PM

---

Ivan got mayor quote right?

Sent from mobile

On Jan 17, 2017, at 6:54 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Hi all, we're expecting amNY to run an item tomorrow morning. Here's an updated advisory we can blast in the morning, let me know if you have any edits. Thanks!

**MEDIA ADVISORY FOR: TODAY, Wednesday, January 18, 2017**

*Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)*

**LinkNYC, NYC Department of Information Technology & Telecommunications To Celebrate Link Reaching One Million Users**

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and partners for the major announcement of LinkNYC reaching one million users and to get new data about how New Yorkers and visitors are using Link.**

LinkNYC is the first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network at no cost to taxpayers. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, Maps, and direct access to 911 and 311. For more information, visit [link.nyc](http://link.nyc).

**When:** Wednesday, January 18, 2017 -- 12 p.m.

**Where:** Link kiosk in front of 56 Lafayette Ave (at the corner of Fort Greene Place), Brooklyn, NY 11217



**Who:**

Anne Roest, Commissioner of NYC Department of Information Technology & Telecommunications

Jen Hensley, LinkNYC General Manager

Miguel Gamiño, NYC Chief Technology Officer

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

---

**From:** Jovana Rizzo

**Sent:** Tuesday, January 17, 2017 3:08 PM

**To:** Gardener, Stacy; Grybauskas, Natalie; Dan Levitan; Shor, Stanley; Koenig, Anne J.

**Cc:** Ruth Fasoldt; Stacey Levine; Hines, Evan

**Subject:** RE: Draft 1MM Release

Great, will send out!

---

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]

**Sent:** Tuesday, January 17, 2017 3:04 PM

**To:** Jovana Rizzo; Grybauskas, Natalie; Dan Levitan; Shor, Stanley; Koenig, Anne J.

**Cc:** Ruth Fasoldt; Stacey Levine; Hines, Evan

**Subject:** RE: Draft 1MM Release

Looks good thanks Jovana

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]

**Sent:** Tuesday, January 17, 2017 3:02 PM

**To:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>

**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine

<[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>

**Subject:** RE: Draft 1MM Release

Yes -- updated:

*Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)*

**LinkNYC, NYC Department of Information Technology & Communications  
Make Major Announcement**

**Join officials from LinkNYC, NYC Department of Information Technology**

**& Telecommunications Commissioner Anne Roest, and partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

LinkNYC is the first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network at no cost to taxpayers. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, Maps, and direct access to 911 and 311. For more information, visit [link.nyc](http://link.nyc).

**When:** Wednesday, January 18, 2017 -- 12 p.m.

**Where:** Link kiosk in front of 56 Lafayette Ave (at the corner of Fort Greene Place), Brooklyn, NY 11217

**Who:**

Anne Roest, Commissioner of NYC Department of Information Technology & Communications

Jen Hensley, LinkNYC General Manager

Miguel Gamiño, NYC Chief Technology Officer

Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

---

**From:** Grybauskas, Natalie [[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]  
**Sent:** Tuesday, January 17, 2017 2:57 PM  
**To:** Jovana Rizzo; Gardener, Stacy (DOITT); Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Hines, Evan (DOITT)  
**Subject:** RE: Draft 1MM Release

Can we match the lede language to the edited press release language – take out privately-funded, add in “at no cost to taxpayers”?

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 2:52 PM  
**To:** Gardener, Stacy (DOITT); Dan Levitan; Shor, Stanley; Koenig, Anne J.

**Cc:** Ruth Fasoldt; Stacey Levine; Grybauskas, Natalie; Hines, Evan (DOITT)  
**Subject:** RE: Draft 1MM Release

Great, thanks! Updated:

Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)

**LinkNYC, NYC Department of Information Technology & Communications  
Make Major Announcement**

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and community partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

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**Who:**

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Jen Hensley, LinkNYC General Manager

Miguel Gamiño, NYC Chief Technology Officer

Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

---

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]  
**Sent:** Tuesday, January 17, 2017 2:44 PM  
**To:** Jovana Rizzo; Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Grybauskas, Natalie; Hines, Evan  
**Subject:** RE: Draft 1MM Release

Chief Technology Officer Miguel Gamiño is also attending and speaking.

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 2:40 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Sounds good, thanks! Here is a media advisory we can send out wide to NYC, tech and local press ASAP -- let us know if you have any edits:

Contact: Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc)

## **LinkNYC, NYC Department of Information Technology & Communications Make Major Announcement**

**Join officials from LinkNYC, NYC Department of Information Technology & Telecommunications Commissioner Anne Roest, and community partners for a major announcement and new data about how New Yorkers and visitors are using LinkNYC.**

LinkNYC is the privately-funded, first-of-its-kind communications network replacing the city's payphones to build the world's fastest, largest free public Wi-Fi network. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, and direct access to 911 and 311. For more information, visit [link.nyc](http://link.nyc).

**When:** Wednesday, January 18, 2017 -- 12 p.m.

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Phillip Kellogg, Executive Director of Fulton Business Alliance

**RSVP to:** Jovana Rizzo, [media@link.nyc](mailto:media@link.nyc), 646-200-5329

---

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]  
**Sent:** Tuesday, January 17, 2017 12:31 PM  
**To:** Dan Levitan; Shor, Stanley; Koenig, Anne J.  
**Cc:** Ruth Fasoldt; Stacey Levine; Jovana Rizzo; Grybauskas, Natalie; Hines, Evan  
**Subject:** RE: Draft 1MM Release

I'm going to ask folks I reached out to for a quote by 4:00 today. Does that timeline work?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 11:28 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Thanks. I accepted those changes and made a few more that Natalie requested. Attached should be near final.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 10:58 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Just a few edits/comments on the release, attached.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 10:45 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Yes, we have a portable mic stand.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 10:45 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Dan/Stacey/Jovana/Ruth – are you able to bring a podium/stand like the one we used at the Bronx event?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 7:41 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?

--

Dan Levitan  
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O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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**Sent:** Tuesday, January 17, 2017 6:48 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

----- Original message -----  
From: Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

Date: 1/16/17 5:51 PM (GMT-05:00)

To: "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
Cc: Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
Subject: Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.



**From:** [Grybauskas, Natalie](#)  
**To:** ["Dan Levitan"](#); [Gardener, Stacy \(DOITT\)](#)  
**Cc:** [Jovana Rizzo](#)  
**Subject:** RE: Draft 1MM Release  
**Date:** Wednesday, January 18, 2017 10:25:03 AM

---

Yeah sending in 2 min

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, January 18, 2017 10:24 AM  
**To:** Grybauskas, Natalie; Gardener, Stacy (DOITT)  
**Cc:** Jovana Rizzo  
**Subject:** RE: Draft 1MM Release

Great. Is there a near final we can print now and bring with us?

--

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

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Wednesday, January 18, 2017 10:23 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy (DOITT) <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

### **LinkNYC By the Numbers (As of January 4, 2017)**

- Total Wi-Fi **subscribers**: 1,040,000
- New Wi-Fi sign-ups per week: 40,000
- Wi-Fi sessions per week: 4,000,000
- Data downloaded by LinkNYC users since launch: 555,710 Gigabytes
- Busiest day by users: Jan 4, 2017: 125,756 unique users
- Busiest day by data transferred: Dec 31, 2016: 4,656 GB

Leaving the other ones as users

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, January 18, 2017 9:13 AM  
**To:** Grybauskas, Natalie; Gardener, Stacy (DOITT)  
**Subject:** RE: Draft 1MM Release

One little release edit: can we say "Subscribers" instead of "users" in the bulleted data list?

AM-NY came out well!

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 5:31 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy (DOITT) <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Yes will send in a moment

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 5:31 PM  
**To:** Gardener, Stacy (DOITT)  
**Cc:** Grybauskas, Natalie  
**Subject:** Re: Draft 1MM Release

That's great! Is mayor also doing quote?

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 5:21 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

So far:

“We’re incredibly excited to see the overwhelmingly positive response to LinkNYC over the past year,” said **Anne Roest, Commissioner of the Department of Information Technology and Telecommunications**. “Reaching 1 million users demonstrates that New Yorkers and our City’s record-breaking number of visitors are taking advantage of the free services that LinkNYC provides - superfast Wi-Fi, USB charging, City and emergency services, and phone calls. Our progress has been incredible so far, with over 500 active kiosks across the city, and we will continue to build on this ambitious, first-of-its kind network across the City in the coming years.”

“Free Wi-Fi internet access on our streets has been a game-changing new public service, and these numbers show it,” said **Manhattan Borough President Gale A. Brewer**. “It’s not often that government rolls out an entirely new service to the public. Despite the inevitable bumps in the road, LinkNYC shows what government can do when we’re ambitious and forward-looking.”

“LinkNYC has set the standard for free public municipal Wi-Fi,” said **Council Member James Vacca, Chair of the New York City Council Committee on Technology.**

“LinkNYC has provided a great benefit for residents, commuters, and tourists alike. Now with over 1,000,000 users, it’s clear that LinkNYC is here to stay and that free public Wi-Fi is the new standard for tech-friendly cities. I thank Mayor de Blasio and Commissioner Roest for their for their efforts.”

“Through advanced technology, New Yorkers of all backgrounds can now connect – locally and globally - for free. LinkNYC is a 21<sup>st</sup> Century approach to closing the digital divide. I would like to congratulate Mayor Bill de Blasio and the Department of Information Technology & Telecommunications (DoITT) for improving accessibility within Fort Greene and Crown Heights. I look forward to LinkNYC’s continued expansion throughout the 35<sup>th</sup> Council District and the City of New York,” said **Council Member Laurie A. Cumbo.**

“High speed broadband is the way of the present and future,” said **Council Member Rafael Espinal.** “In an ever increasingly digital world, we must take proactive steps to improve access to the Internet and technology for New Yorkers. I applaud the swift progress New York City has made in reaching over 1,000,000 users of LinkNYC in just one year! Let us keep up these innovative efforts and lead the nation in providing free public Wi-Fi.”

"I am very excited that our city is able to catapult into the 21st Century's Technological Age reaching the 1 million user milestone in under one year," said **Council Member Vincent Gentile.** “LinkNYC has provided a facelift to New York City by replacing old payphones with free Wi-Fi kiosks empowering millions across the five boroughs. Congratulations on the accomplishment and here's to 1 million more!"

“In the reality of the world we live in, access to the Internet cannot be considered a luxury. So much of what we do depends on web connectivity, and is vital to people being able to exercise their right to freedom of expression. I applaud LinkNYC in working to make sure New Yorkers have access to Wi-Fi at no cost to the City’s taxpayers,” said **Council Member Jumaane D. Williams.**

---

**From:** Gardener, Stacy

**Sent:** Tuesday, January 17, 2017 3:52 PM

**To:** 'Grybauskas, Natalie' <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

**Cc:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>

**Subject:** RE: Draft 1MM Release

I’ve gotten some quotes, I can compile at COB today and send over to you. And then whatever trickles in tomorrow morning

---

**From:** Grybauskas, Natalie [<mailto:NGrybauskas@cityhall.nyc.gov>]

**Sent:** Tuesday, January 17, 2017 12:56 PM  
**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

perf

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 12:53 PM  
**To:** Gardener, Stacy (DOITT)  
**Cc:** Grybauskas, Natalie  
**Subject:** RE: Draft 1MM Release

We can forward City's to our list

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 12:52 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Natalie Grybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Are you both sending releases or just City Hall?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 12:38 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Natalie Grybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: Draft 1MM Release

Ok, adding Natalie as I think she is doing final release

- Sent from my Galaxy S6 -

On Jan 17, 2017, at 11:35 AM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

I missed it when I edited, but if we're changing "world" to "city" in the text, we should change the "Where to Find the World's Most Popular Link" header as well.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 11:28 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Thanks. I accepted those changes and made a few more that Natalie requested. Attached should be near final.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 10:58 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Just a few edits/comments on the release, attached.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 10:45 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Yes, we have a portable mic stand.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 10:45 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Dan/Stacey/Jovana/Ruth – are you able to bring a podium/stand like the one we used at the Bronx event?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, January 17, 2017 7:41 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Mayoral release would be great.

I think our best shot at getting cameras tomorrow is a good lead-in story. Can you catch up quickly by phone this morning?

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

**From:** Gardener, Stacy [<mailto:SGardener@doitt.nyc.gov>]  
**Sent:** Tuesday, January 17, 2017 6:48 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: Draft 1MM Release

Thanks Dan. I thought the plan was to send a press release along with the mayors office?

Also if this is in the daily news wed morning, will reporters show up to the event?

Sent Via DoITT Mobile Device

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

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Date:** 1/16/17 5:51 PM (GMT-05:00)  
**To:** "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Gardener, Stacy" <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** Draft 1MM Release

Hi all –

Attached please find a draft 1 million user release. Please let us know any edits or comments. We'd love to pitch an exclusive on this tomorrow morning to the Daily News for Wednesday's paper.

Dan

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

---

This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.



**From:** [Grybauskas, Natalie](#)  
**To:** [\(dan@berlinrosen.com\)](#); [Gardener, Stacy \(DOITT\)](#); [Jovana Rizzo \(jovana@berlinrosen.com\)](#)  
**Subject:** latest version of release  
**Date:** Wednesday, January 18, 2017 10:28:08 AM  
**Attachments:** [011817 linknyc.docx](#)  
[image001.png](#)

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

**FOR IMMEDIATE RELEASE:** January 18, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958  
**CONTACT:** [media@link.nyc](mailto:media@link.nyc)

**DE BLASIO ADMINISTRATION AND CITYBRIDGE ANNOUNCE LINKNYC HAS REACHED ONE MILLION USERS IN LESS THAN ONE YEAR**

*Link usage rises to 4 million Wi-Fi sessions every week; 78 percent of New Yorkers have a favorable opinion of world's largest and fastest free public Wi-Fi network*

**NEW YORK** -- LinkNYC announced today that the world's largest and fastest free public Wi-Fi network has added its millionth user less than a year after publicly launching on the streets of New York City. As of January 4th, over 1,040,000 people – more than the populations of San Jose, San Francisco, Seattle, or Denver – have signed up to use its gigabit Wi-Fi service, with approximately 40,000 people joining the network for the first time each week.

“Bringing free Wi-Fi to our sidewalks is an important part of our efforts to increase internet access for all New Yorkers. It’s no surprise that people are using the LinkNYC program and are happy about the services it provides – ultrafast Wi-Fi, phone calls, and more – at no cost to taxpayers,” said **Mayor Bill de Blasio**.

“With Link kiosks now in all five boroughs, we have helped more than a million New Yorkers and visitors get online at the fastest speeds available in New York City, for free.” said **Jen Hensley, General Manager of LinkNYC**. “Less than one year in, we are thrilled with the response to LinkNYC.”

**LinkNYC By the Numbers (As of January 4, 2017)**

- Total Wi-Fi subscribers: 1,040,000
- New Wi-Fi sign-ups per week: 40,000
- Wi-Fi sessions per week: 4,000,000
- Data downloaded by LinkNYC users since launch: 555,710 Gigabytes
- Busiest day by users: Jan 4, 2017: 125,756 unique users

- Busiest day by data transferred: Dec 31, 2016: 4,656 GB

### **New Yorkers Know – and Love – LinkNYC**

71% of New Yorkers are aware of LinkNYC, and of them, 92% believe it has positive benefits for New York City, according to a survey conducted by Sachs Insights of 1,000 people across the New York City region. Among those aware of LinkNYC:

- 78% have a favorable opinion of the network.
- 89% believe LinkNYC makes NYC more innovative than other cities.
- 89% appreciate that LinkNYC's services are free thanks to advertising, which reaches over 11 million people weekly.

### **Where to Find the City's Most Popular Link**

The city's most popular Link stands in Herald Square (at 1313 Broadway) and has served about 600,000 Wi-Fi sessions all by itself.

“We're incredibly excited to see the overwhelmingly positive response to LinkNYC over the past year,” said **Anne Roest, Commissioner of the Department of Information Technology and Telecommunications**. “Reaching 1 million users demonstrates that New Yorkers and our City's record-breaking number of visitors are taking advantage of the free services that LinkNYC provides - superfast Wi-Fi, USB charging, City and emergency services, and phone calls. Our progress has been incredible so far, with over 500 active kiosks across the city, and we will continue to build on this ambitious, first-of-its kind network across the City in the coming years.”

“Over 1 million users is a major milestone but it is just the beginning for LinkNYC. As the network expands and the word gets out, LinkNYC will continue to be a key component to provide connectivity for New Yorkers across the 5 boroughs,” said **New York City Chief Technology Officer Miguel Gamiño**.

“Free Wi-Fi internet access on our streets has been a game-changing new public service, and these numbers show it,” said **Manhattan Borough President Gale A. Brewer**. “It's not often that government rolls out an entirely new service to the public. Despite the inevitable bumps in the road, LinkNYC shows what government can do when we're ambitious and forward-looking.”

“LinkNYC has set the standard for free public municipal Wi-Fi,” said **Council Member James Vacca, Chair of the Committee on Technology**. “LinkNYC has provided a great benefit for residents, commuters, and tourists alike. Now with over 1,000,000 users, it's clear that LinkNYC is here to stay and that free public Wi-Fi is the new standard for tech-friendly cities. I thank Mayor de Blasio and Commissioner Roest for their for their efforts.”

“Through advanced technology, New Yorkers of all backgrounds can now connect – locally and globally - for free. LinkNYC is a 21<sup>st</sup> Century approach to closing the digital divide. I would like to congratulate Mayor Bill de Blasio and the Department of Information Technology & Telecommunications (DoITT) for improving accessibility within Fort Greene and Crown Heights. I look forward to LinkNYC's continued expansion throughout the 35<sup>th</sup> Council District and the City of New York,” said **Council Member Laurie A. Cumbo**.

“High speed broadband is the way of the present and future,” said **Council Member Rafael Espinal**. “In an ever increasingly digital world, we must take proactive steps to improve access to the Internet and technology for New Yorkers. I applaud the swift progress New York City has made in reaching over 1,000,000 users of LinkNYC in just one year! Let us keep up these innovative efforts and lead the nation in providing free public Wi-Fi.”

"I am very excited that our city is able to catapult into the 21st Century's Technological Age reaching the 1 million user milestone in under one year," said **Council Member Vincent Gentile**. “LinkNYC has provided a facelift to New York City by replacing old payphones with free Wi-Fi kiosks empowering millions across the five boroughs. Congratulations on the accomplishment and here's to 1 million more!"

“The commemoration of 1 million unique users proves that our city is ready to move towards a more efficient and technologically friendly NYC,” said **Council Member Antonio Reynoso**. “Not only do these stations provide our communities with free Wi-Fi networks, they also promote accessibility to city services and provide charging stations. I would like to commend the Department of Information Technology and Telecommunications and CityBridge for their innovation to ensure our city remains at the forefront of technology.”

“In the reality of the world we live in, access to the Internet cannot be considered a luxury. So much of what we do depends on web connectivity, and is vital to people being able to exercise their right to freedom of expression. I applaud LinkNYC in working to make sure New Yorkers have access to Wi-Fi at no cost to the City’s taxpayers,” said **Council Member Jumaane D. Williams**.

### **About LinkNYC**

LinkNYC is the first-of-its-kind communications network replacing the city’s payphones to build the world’s fastest, largest free public Wi-Fi network at no cost to taxpayers. Since Mayor Bill de Blasio announced the public launch of LinkNYC in February, more than 600 Links have been installed across all five boroughs. Each Link provides New Yorkers with free, fast Wi-Fi, free domestic calling, two USB charging ports, Maps, and direct access to 911 and 311.

To find a Link near you, visit: [link.nyc/find-a-link.html](http://link.nyc/find-a-link.html)

###



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

**FOR IMMEDIATE RELEASE:** January 18, 2017

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**CONTACT:** [media@link.nyc](mailto:media@link.nyc)

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###

**From:** [Gardener, Stacy](#)  
**To:** [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Dan Levitan](#)  
**Subject:** RE: latest version of release  
**Date:** Wednesday, January 18, 2017 11:05:05 AM  
**Attachments:** [image001.png](#)

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Great thanks. See you in a bit

---

**From:** Jovana Rizzo [mailto:jovana@berlinrosen.com]  
**Sent:** Wednesday, January 18, 2017 11:02 AM  
**To:** Grybauskas, Natalie <NGrybauskas@cityhall.nyc.gov>; Dan Levitan <dan@berlinrosen.com>; Gardener, Stacy <SGardener@doitt.nyc.gov>  
**Subject:** RE: latest version of release

Thanks, I have copies. We're expecting News12 and DNAinfo, and following up with the rest of the desks and locals. See you soon!

Thanks,  
Jovana

---

**From:** Grybauskas, Natalie [NGrybauskas@cityhall.nyc.gov]  
**Sent:** Wednesday, January 18, 2017 10:28 AM  
**To:** Dan Levitan; Gardener, Stacy (DOITT); Jovana Rizzo  
**Subject:** latest version of release



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

**FOR IMMEDIATE RELEASE:** January 18, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958  
**CONTACT:** [media@link.nyc](mailto:media@link.nyc)

**DE BLASIO ADMINISTRATION AND CITYBRIDGE ANNOUNCE LINKNYC HAS REACHED ONE MILLION USERS IN LESS THAN ONE YEAR**

*Link usage rises to 4 million Wi-Fi sessions every week; 78 percent of New Yorkers have a favorable opinion of world's largest and fastest free public Wi-Fi network*

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“Bringing free Wi-Fi to our sidewalks is an important part of our efforts to increase internet access for all New Yorkers. It’s no surprise that people are using the LinkNYC program and are happy about the services it provides – ultrafast Wi-Fi, phone calls, and more – at no cost to taxpayers,” said **Mayor Bill de Blasio**.

“With Link kiosks now in all five boroughs, we have helped more than a million New Yorkers and visitors get online at the fastest speeds available in New York City, for free.” said **Jen Hensley, General Manager of LinkNYC**. “Less than one year in, we are thrilled with the response to LinkNYC.”

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###

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This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.

**From:** [Grybauskas, Natalie](#)  
**To:** [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com); [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** Fwd: DE BLASIO ADMINISTRATION AND CITYBRIDGE ANNOUNCE LINKNYC HAS REACHED ONE MILLION USERS IN LESS THAN ONE YEAR  
**Date:** Wednesday, January 18, 2017 12:22:14 PM  
**Attachments:** [image001.png](#)

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Sent from mobile

Begin forwarded message:

**From:** Mayor's Press Office <[pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov)>  
**Date:** January 18, 2017 at 12:21:48 PM EST  
**To:** Mayor's Press Office <[pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov)>  
**Subject: DE BLASIO ADMINISTRATION AND CITYBRIDGE ANNOUNCE LINKNYC HAS REACHED ONE MILLION USERS IN LESS THAN ONE YEAR**



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

**FOR IMMEDIATE RELEASE:** January 18, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958  
**CONTACT:** [media@link.nyc](mailto:media@link.nyc)

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###

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Cc:** [Jovana Rizzo](#)  
**Subject:** Re: melanie west  
**Date:** Wednesday, January 18, 2017 1:21:22 PM  
**Attachments:** [image001.png](#)

---

Will call in 20

- Sent from my Galaxy S6 -

On Jan 18, 2017, at 1:14 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

sure I'm free for a call

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Wednesday, January 18, 2017 1:04 PM  
**To:** Grybauskas, Natalie  
**Cc:** Jovana Rizzo  
**Subject:** Re: melanie west

Thanks. Let's talk by phone?

- Sent from my Galaxy S6 -

On Jan 18, 2017, at 1:02 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

Can we stay coordinated on response here?

I'm 99% sure that project is still active but running down answers on city side. But I'd like to see what you guys intend to provide re: coverage in harlem – tbh, seems like the part she's saying isn't "totally covered" is more covered than a lot of neighborhoods in NYC, so would like to tout progress there and note that it's expanding quickly in that neighborhood, if accurate.

**From:** West, Melanie [<mailto:melanie.west@wsj.com>]  
**Sent:** Wednesday, January 18, 2017 12:31 PM  
**To:** Mayor's Press Office; [media@link.nyc](mailto:media@link.nyc)  
**Subject:** Re: DE BLASIO ADMINISTRATION AND CITYBRIDGE ANNOUNCE LINKNYC HAS REACHED ONE MILLION USERS IN LESS THAN ONE YEAR

Hi,  
A question when you have a moment, please.

What happened to that free Wifi system that existed in Harlem? This was the program that began in 2013 and was the public-private partnership between the city, a private foundation and a company

called Sky Packets. Does that network still exist? I ask because the stretch of Harlem that was once covered through that program is not totally served by Link.

See here: <http://nycdoitt.tumblr.com/post/69695383684/public-outdoor-wifi-network-launches-in-harlem>

Thanks,  
Melanie

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<[pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov)> wrote:

<image001.png>

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

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MELANIE GRAYCE WEST

WALL STREET JOURNAL

1211 AVENUE OF THE AMERICAS

NEW YORK, NEW YORK 10036

[212-416-2967](tel:212-416-2967) DESK

[347-446-9054](tel:347-446-9054) MOBILE

[212-416-3255](tel:212-416-3255) FAX

[MELANIE.WEST@WSJ.COM](mailto:MELANIE.WEST@WSJ.COM)

[TWITTER.COM/MELANIEGWEST](https://twitter.com/MELANIEGWEST)

WHAT DO YOU WRITE ABOUT? [HTTP://ON.WSL.COM/1Hd8Hj8](http://on.wsl.com/1Hd8Hj8)

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#)  
**Subject:** update?  
**Date:** Wednesday, January 18, 2017 2:30:16 PM

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Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** FW: siting criteria  
**Date:** Thursday, January 19, 2017 11:24:00 AM

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**From:** West, Melanie [mailto:[melanie.west@wsj.com](mailto:melanie.west@wsj.com)]  
**Sent:** Thursday, January 19, 2017 9:52 AM  
**To:** Grybauskas, Natalie  
**Subject:** Re: siting criteria

Natalie,  
Thank you for this.

After speaking with you and the rep from Berlin, can you please tell me why the four Link kiosks along Amsterdam and 120-122 were installed first before the kiosks were installed between 122-125? By the open source map, there were/are payphones along that stretch and in front of the Grant Houses. What technically happened such that those went in first but not the others? And, yes, I understand the city is working to put them in everywhere and this takes time, but I'm specifically trying to understand the decision to site these four kiosks before others.

Additionally, can you please provide for me the following: The Franchisee's "True-Up Report" showing total Gross Revenues generated during the first six months of the current Contract Year and for the full twelve months of the recently completed Contract Year.

Thanks,  
Melanie

On Wed, Jan 18, 2017 at 2:16 PM, Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)> wrote:

Siting – here's what I've shared before publicly.

Link rollout will track closely to where payphones exist today, but they will not necessarily replace every payphone. Currently, some payphone "installations" (payphone(s) + advertising enclosure) consist of two or even three phones, and some payphone installations are in very close proximity to other payphone installations.

Payphone installations that are replaced will be replaced by only one Link kiosk, and each Link kiosk is required to be at least 50' from any others. There are various other siting criteria as enumerated in [Exhibit 4](#) of the LinkNYC franchise agreement. Payphones not replaced by Links will eventually be removed.

---

**From:** Grybauskas, Natalie  
**Sent:** Wednesday, January 18, 2017 2:13 PM  
**To:** 'West, Melanie'  
**Subject:** siting criteria

<https://www1.nyc.gov/assets/doitt/downloads/pdf/Proposed-PCS-Franchise-Exhibit-4-Siting->

[Criteria.pdf](#)

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**MELANIE GRAYCE WEST**

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WHAT DO YOU WRITE ABOUT? [HTTP://ON.WSJ.COM/1Hd8Hj8](http://on.wsj.com/1Hd8Hj8)

**From:** [Grybauskas, Natalie](#)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** stanley says  
**Date:** Thursday, January 19, 2017 11:53:07 AM

---

If the Grant houses are zoned residential they won't have any Links installed in front of them because advertising is not allowed in residential zones.

**Natalie Grybauskas**

Deputy Press Secretary | Mayor's Press Office

o: 212-788-2958 c: 917-856-1861



**From:** [Laura Nahmias](#)  
**To:** [Phillips, Eric Falk](#); [Dan Levitan](#)  
**Subject:** Fw: Quinnipiac NYC ISSUES Poll  
**Date:** Thursday, January 19, 2017 12:21:32 PM  
**Attachments:** [JAN 19 NYC ISSUES+BP.pdf](#)

---

do either of you want to respond to this?

Laura Nahmias  
Reporter, Politico New York  
LNahmias@politico.com  
twitter: @nahmias  
mobile: 718-612-3751

---

**From:** Julie Robinson <jrobinson@Rubenstein.com>  
**Sent:** Thursday, January 19, 2017 12:01 PM  
**To:** Laura Nahmias  
**Subject:** Quinnipiac NYC ISSUES Poll

**FOR RELEASE: JANUARY 19, 2017**

**NEW YORKERS DIVIDED ON MAYOR FIGHTING TRUMP,  
QUINNIPIAC UNIVERSITY POLL FINDS;  
CUOMO WOULD BETTER PROTECT CITY, VOTERS SAY 3-1**



**Tim Malloy, Assistant Director,  
(203) 645-8043**

**Rubenstein  
Contact: Pat Smith (212) 843-8026**

---

**FOR RELEASE: JANUARY 19, 2017**

**NEW YORKERS DIVIDED ON MAYOR FIGHTING TRUMP,  
QUINNIPIAC UNIVERSITY POLL FINDS;  
CUOMO WOULD BETTER PROTECT CITY, VOTERS SAY 3-1**

New York City voters are divided on whether Mayor Bill de Blasio should challenge Trump administration policies, as 46 percent say the mayor should try to get along with President-elect Donald Trump, while 45 percent say the mayor should be a national leader against Trump policies, according to a Quinnipiac University poll released today.

Voters say 67 – 21 percent that Gov. Andrew Cuomo would be more effective than Mayor de Blasio “making sure New York City interests are best represented, with Republicans in control of Congress and the White House,” the independent Quinnipiac (KWIN-uh-pe-ack) University Poll finds.

Homelessness is a “very serious” problem in New York City, 72 percent of voters say, as 25 percent say it’s “somewhat serious.” They are seeing more homeless people on the streets and in parks and subways than a few years ago, 53 percent of voters say, and 48 percent say they are encountering more homeless people asking for money.

New York City voters disapprove 59 – 31 percent of the way de Blasio is handling poverty and homelessness, but approve 54 – 38 of how he is handling another key issue – crime.

He gets mixed grades on handling other issues:

- Negative 37 – 45 percent for handling public schools;
- 47 – 40 percent approval for handling relations between blacks and whites;
- Negative 42 – 50 percent for handling relations between police and the community;
- Negative 36 – 41 percent for handling the city budget;
- Negative 30 – 50 percent for handling political corruption.

“New Yorkers hand Mayor Bill de Blasio a split decision on two key issues in the city: They approve of the way he is handling crime and disapprove of the way he is handling homelessness,” said Tim Malloy, assistant director of the Quinnipiac University Poll.

**-more-**

## Quinnipiac University Poll/January 19, 2017 – page 2

“Homelessness is hitting record numbers in New York City and three out of four voters say it’s a ‘very serious’ problem,” Malloy added.

### Moving or Staying

Even if they could move, 67 percent of New York City voters say they would rather remain in the city, while 31 percent say they would move. The itch to move by borough is:

- **Bronx** – 46 percent would move and 53 percent would stay;
- **Brooklyn** – 25 percent would move and 73 percent would stay;
- **Manhattan** – 21 percent would move and 79 percent would stay;
- **Queens** – 34 percent would move and 65 percent would stay;
- **Staten Island** – 53 percent would move and 46 percent would stay.

New York City voters approve 50 – 17 percent of the job Police Commissioner James O’Neill is doing, with approval among black, white and Hispanic voters.

Voters approve 67 – 25 percent of the way New York City police in general are doing their job. Approval is 79 – 15 percent among white voters, 52 – 37 percent among black voters and 73 – 24 percent among Hispanic voters.

A total of 86 percent of New York City voters say crime is a “very serious” or “somewhat serious” problem. A total of 71 percent of voters say police brutality is a “very serious” or “somewhat serious” problem. A total of 61 percent of voters say police corruption is a “very serious” or “somewhat serious” problem.

By comparison, a total of 82 percent of New York City voters say political corruption is a “very serious” or “somewhat serious” problem.

Mayor de Blasio does favors for developers who make political contributions to campaigns in which he is involved, voters say 52 – 28 percent.

From January 11 – 17, Quinnipiac University surveyed 1,005 New York City voters with a margin of error of +/- 3.1 percentage points. Live interviewers call landlines and cell phones.

The Quinnipiac University Poll, directed by Douglas Schwartz, Ph.D., conducts public opinion surveys in Pennsylvania, New York, New Jersey, Connecticut, Florida, Ohio, Virginia, Iowa, Colorado, North Carolina, Georgia and the nation as a public service and for research.

Visit [poll.qu.edu](http://poll.qu.edu) or [www.facebook.com/quinnipiacpoll](https://www.facebook.com/quinnipiacpoll)  
Call (203) 582-5201, or follow us on [Twitter](https://twitter.com/QuinnipiacPoll) @QuinnipiacPoll.

16. Do you approve or disapprove of the way James O'Neill is handling his job as Police Commissioner?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	50%	52%	51%	52%	51%	50%	53%	50%	53%
Disapprove	17	19	14	19	18	16	11	22	15
DK/NA	33	29	34	29	31	35	36	29	31
AREA.....									
	Brnx	Kngs	Man	Qns	StIsl	AGE IN	YRS.....		
						18-34	35-49	50-64	65+
Approve	47%	51%	44%	54%	63%	44%	47%	55%	57%
Disapprove	18	14	21	16	14	25	19	13	8
DK/NA	35	36	34	30	23	31	33	32	35

25. In general, how satisfied are you with the way things are going in New York City today; are you very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very satisfied	8%	4%	10%	5%	9%	7%	7%	8%	11%
Smwht satisfied	46	30	54	41	47	45	49	51	40
Smwht dissatisfied	30	35	26	36	28	32	28	28	34
Very dissatisfied	15	30	9	17	15	15	15	13	12
DK/NA	1	1	-	1	1	1	-	-	3
AREA.....									
	Brnx	Kngs	Man	Qns	StIsl	AGE IN	YRS.....		
						18-34	35-49	50-64	65+
Very satisfied	6%	8%	9%	8%	6%	9%	6%	9%	8%
Smwht satisfied	44	50	48	44	37	51	46	47	42
Smwht dissatisfied	41	27	30	27	34	30	30	26	35
Very dissatisfied	9	15	12	19	23	10	17	17	15
DK/NA	-	-	1	2	-	-	1	1	-

29. Do you approve or disapprove of the way Mayor de Blasio is handling - crime?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	54%	36%	65%	44%	53%	54%	52%	66%	53%
Disapprove	38	61	28	44	40	36	42	30	40
DK/NA	8	3	7	12	7	9	6	5	7
AREA.....									
	Brnx	Kngs	Man	Qns	StIsl	AGE IN	YRS.....		
						18-34	35-49	50-64	65+
Approve	47%	60%	58%	53%	32%	61%	55%	57%	45%
Disapprove	45	33	33	37	59	34	39	36	44
DK/NA	9	6	8	10	10	5	6	8	10

30. Do you approve or disapprove of the way Mayor de Blasio is handling - the public schools?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	37%	22%	45%	28%	35%	38%	27%	47%	47%
Disapprove	45	58	39	50	45	44	49	39	44
DK/NA	19	19	17	22	20	18	24	13	9

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Approve	44%	35%	35%	40%	21%	39%	36%	36%	32%
Disapprove	42	44	44	43	62	43	48	44	47
DK/NA	14	21	21	17	17	18	16	20	21

31. Do you approve or disapprove of the way Mayor de Blasio is handling - relations between blacks and whites?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	47%	23%	60%	35%	49%	46%	41%	59%	48%
Disapprove	40	71	29	47	41	40	50	28	40
DK/NA	12	6	11	18	11	14	9	12	11

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Approve	41%	45%	56%	51%	28%	46%	45%	52%	46%
Disapprove	45	40	34	36	67	40	45	37	42
DK/NA	14	15	10	13	5	14	10	11	12

32. Do you approve or disapprove of the way Mayor de Blasio is handling - relations between the police and the community?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	42%	17%	53%	34%	41%	43%	33%	60%	42%
Disapprove	50	79	39	61	53	48	59	33	53
DK/NA	8	4	8	5	6	9	8	6	5

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Approve	44%	43%	43%	43%	28%	40%	41%	45%	42%
Disapprove	46	50	49	49	70	53	54	47	48
DK/NA	10	7	8	8	2	7	5	7	10

33. Do you approve or disapprove of the way Mayor de Blasio is handling - the city budget?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	36%	25%	43%	28%	38%	35%	30%	49%	45%
Disapprove	41	62	34	47	42	41	47	34	39
DK/NA	22	13	23	25	20	24	23	18	17

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Approve	34%	38%	37%	38%	25%	37%	36%	39%	35%
Disapprove	41	41	38	38	64	44	47	42	36
DK/NA	25	20	25	23	12	19	17	19	28

34. Do you approve or disapprove of the way Mayor de Blasio is handling - political corruption?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	30%	22%	36%	20%	29%	30%	21%	42%	39%
Disapprove	50	63	44	57	55	46	58	41	45
DK/NA	21	14	20	22	17	24	22	17	16

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Approve	29%	31%	32%	27%	24%	29%	32%	32%	25%
Disapprove	50	46	48	55	54	49	53	51	50
DK/NA	21	23	20	18	22	23	15	16	25

35. Do you approve or disapprove of the way Mayor de Blasio is handling - poverty and homelessness?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	31%	16%	40%	21%	34%	29%	22%	42%	41%
Disapprove	59	77	52	68	58	60	70	49	52
DK/NA	10	6	8	11	9	11	8	10	7

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Approve	38%	28%	35%	31%	19%	28%	32%	34%	31%
Disapprove	53	62	57	59	67	62	59	58	59
DK/NA	9	10	8	11	14	10	9	9	10

36. Do you think Mayor de Blasio should be a national leader against Trump administration policies or do you think Mayor de Blasio should try to get along with President Trump?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Against Trump	45%	4%	60%	39%	42%	47%	45%	51%	40%
Get along with Trump	46	90	33	47	48	44	48	39	51
DK/NA	10	6	7	14	10	10	7	10	9

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Against Trump	47%	43%	57%	42%	16%	50%	52%	41%	39%
Get along with Trump	44	47	36	48	67	42	39	51	52
DK/NA	8	10	7	11	17	8	8	9	9

37. Who do you think would be more effective at making sure New York City interests are best represented, with Republicans in control of Congress and the White House, Mayor de Blasio or Governor Cuomo?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
de Blasio	21%	7%	26%	18%	20%	21%	17%	27%	19%
Cuomo	67	74	67	68	71	64	74	62	67
DK/NA	12	19	7	14	10	14	9	11	14

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
de Blasio	23%	23%	19%	20%	10%	28%	25%	16%	14%
Cuomo	67	63	70	65	80	57	65	74	75
DK/NA	9	14	10	15	10	15	10	10	11

38. How would you rate the quality of life in New York City; very good, good, fair, poor, or very poor?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very good	11%	12%	13%	6%	12%	10%	15%	10%	7%
Good	34	37	34	37	36	33	45	27	27
Fair	38	35	36	41	37	39	31	42	43
Poor	11	12	12	8	9	13	7	16	13
Very poor	5	4	4	9	5	5	2	3	10
DK/NA	1	1	1	-	2	1	1	2	-

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Very good	7%	11%	17%	10%	7%	7%	11%	13%	15%
Good	28	38	43	28	27	35	30	36	39
Fair	43	36	28	42	53	42	40	32	33
Poor	16	8	7	14	14	10	12	14	8
Very poor	6	6	4	5	-	5	6	4	3
DK/NA	-	1	1	1	-	1	1	2	1

39. Compared to a few years ago, do you think the quality of life in New York City has gotten better, gotten worse, or stayed about the same?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Better	22%	13%	27%	18%	24%	20%	17%	27%	30%
Worse	35	48	28	45	33	38	35	30	43
Stayed same	41	39	43	35	43	40	47	43	27
DK/NA	1	-	2	1	1	2	1	1	-

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Better	26%	19%	30%	18%	14%	27%	22%	21%	20%
Worse	33	34	31	38	54	26	38	38	36
Stayed same	39	45	39	42	30	45	40	40	41
DK/NA	2	1	-	2	2	2	-	1	2

40. Regardless of whether you will move, if you had the opportunity, would you like to move out of New York City, or would you rather remain in New York City?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Move	31%	32%	28%	40%	33%	30%	25%	33%	45%
Remain	67	68	71	60	66	68	74	66	54
DK/NA	1	-	1	-	1	1	1	1	1

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Move	46%	25%	21%	34%	53%	42%	34%	30%	20%
Remain	53	73	79	65	46	58	66	70	78
DK/NA	1	1	1	1	1	-	-	1	2

41. Do you feel like you can afford to live in New York City or not?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Yes	51%	51%	51%	48%	53%	49%	59%	49%	35%
No	47	47	47	48	44	49	39	49	60
DK/NA	2	2	2	4	2	2	2	1	4

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Yes	35%	50%	62%	53%	42%	37%	47%	55%	69%
No	62	49	34	45	54	63	51	43	26
DK/NA	2	2	4	2	4	1	1	2	5



42. In general, how serious a problem do you think homelessness is in New York City; a very serious problem, somewhat serious, not very serious, or not a problem at all?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very serious	72%	67%	75%	69%	65%	77%	67%	78%	78%
Smwht serious	25	26	24	27	29	22	30	20	20
Not very serious	2	2	1	2	3	1	2	1	3
Not a problem at all	-	2	-	-	1	-	-	-	-
DK/NA	1	2	-	2	2	1	1	2	-
AREA.....							AGE IN YRS.....		
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Very serious	69%	71%	74%	76%	62%	71%	68%	77%	70%
Smwht serious	28	25	25	20	35	27	28	21	25
Not very serious	2	2	1	2	2	-	2	1	4
Not a problem at all	-	-	-	1	1	-	2	-	-
DK/NA	-	3	-	1	-	1	1	1	1

43. Compared to a few years ago in New York City, have you seen more, less, or about the same number of homeless people on the streets, in parks and on the subway?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
More	53%	56%	52%	53%	47%	58%	52%	52%	56%
Less	13	8	16	12	13	13	7	22	15
About the same	28	25	28	32	35	23	36	21	22
DK/NA	5	11	4	3	5	5	5	5	7
AREA.....							AGE IN YRS.....		
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
More	56%	45%	59%	56%	56%	52%	55%	56%	49%
Less	22	14	10	12	7	7	14	13	17
About the same	20	35	28	23	32	38	30	24	24
DK/NA	1	6	3	8	6	4	1	6	10

44. Compared to a few years ago in New York City, have you encountered more, less or about the same number of homeless people asking for money?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
More	48%	52%	45%	48%	45%	50%	48%	42%	53%
Less	15	10	18	12	14	15	9	27	18
About the same	33	31	33	36	37	30	39	27	27
DK/NA	4	6	3	4	3	5	4	3	2
AREA.....							AGE IN YRS.....		
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
More	46%	38%	55%	51%	55%	46%	49%	52%	43%
Less	18	17	14	13	9	8	14	16	21
About the same	31	39	29	32	34	44	37	28	26
DK/NA	5	6	2	4	2	2	-	4	10

45. Do you think that homeless people are generally to blame for their situation or is it mostly due to factors beyond their control?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Blame	9%	18%	5%	14%	12%	7%	9%	11%	10%
Beyond control	81	62	88	78	81	81	84	81	77
DK/NA	10	20	8	8	7	12	7	8	13

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Blame	7%	11%	6%	11%	14%	5%	12%	12%	9%
Beyond control	83	78	87	77	80	87	78	80	80
DK/NA	9	11	7	13	6	8	10	9	11

46. Do you think New York City is doing too much, too little, or about the right amount to help homeless people?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Too much	3%	5%	3%	4%	4%	3%	1%	1%	8%
Too little	74	63	79	72	69	77	76	79	68
About right	15	19	14	15	21	11	15	16	17
DK/NA	7	13	4	10	6	8	8	4	6

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Too much	3%	1%	5%	5%	1%	1%	4%	4%	3%
Too little	77	73	76	68	79	82	72	74	69
About right	17	13	15	18	11	11	18	17	18
DK/NA	3	12	4	8	8	6	5	5	10

47. Do you think homeless people should be required to work for the city, such as cleaning streets or parks, in exchange for shelter or not?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Yes/Required	62%	77%	58%	63%	59%	65%	55%	67%	75%
No	32	17	36	30	36	28	39	28	19
DK/NA	6	7	6	7	5	7	6	5	6

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Yes/Required	69%	57%	51%	74%	66%	65%	62%	60%	66%
No	26	36	43	20	28	32	33	34	24
DK/NA	5	7	6	5	6	4	5	5	10

48. Do you think homeless people should be required to undergo random drug tests in exchange for shelter or not?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Yes/Required	48%	64%	43%	51%	44%	51%	39%	54%	59%
No	48	29	54	46	53	43	55	43	36
DK/NA	5	7	3	4	3	6	5	3	5

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Yes/Required	55%	50%	31%	55%	50%	46%	46%	49%	52%
No	42	45	66	38	46	52	51	46	39
DK/NA	4	5	2	7	4	2	3	5	9

49. How much sympathy do you have for homeless - adults; would you say you feel very sympathetic toward them, somewhat sympathetic, somewhat unsympathetic or very unsympathetic?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very sympathetic	49%	45%	53%	42%	48%	50%	54%	49%	51%
Smwht sympathetic	45	45	43	53	46	45	41	47	45
Smwht unsympathetic	3	4	2	2	2	3	3	2	3
Very unsympathetic	1	3	-	-	1	-	-	-	-
DK/NA	2	2	1	3	3	2	1	2	1

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Very sympathetic	50%	53%	52%	45%	33%	46%	45%	55%	51%
Smwht sympathetic	47	41	42	49	61	51	52	39	42
Smwht unsympathetic	2	3	3	2	6	2	2	3	4
Very unsympathetic	-	1	-	1	-	-	1	-	-
DK/NA	2	3	3	2	-	-	1	3	3

50. How much sympathy do you have for homeless - children; would you say you feel very sympathetic toward them, somewhat sympathetic, somewhat unsympathetic or very unsympathetic?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very sympathetic	93%	91%	94%	91%	90%	95%	95%	93%	92%
Smwht sympathetic	5	8	4	7	8	4	5	6	6
Smwht unsympathetic	1	-	2	-	-	1	-	-	-
Very unsympathetic	-	-	1	-	1	-	-	-	1
DK/NA	1	-	-	2	1	-	-	-	1

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Very sympathetic	91%	93%	92%	95%	89%	91%	94%	95%	92%
Smwht sympathetic	2	7	6	4	8	6	4	4	6
Smwht unsympathetic	4	-	-	1	-	3	1	-	-
Very unsympathetic	1	-	-	-	-	-	-	1	-
DK/NA	1	-	1	-	3	-	-	-	1

51. How much sympathy do you have for homeless - veterans; would you say you feel very sympathetic toward them, somewhat sympathetic, somewhat unsympathetic or very unsympathetic?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very sympathetic	84%	89%	85%	81%	78%	89%	86%	87%	78%
Smwht sympathetic	13	8	14	15	18	9	13	11	18
Smwht unsympathetic	1	1	1	3	1	1	1	1	1
Very unsympathetic	-	2	-	-	1	-	-	-	1
DK/NA	1	-	-	1	2	-	-	-	2
AREA.....						AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Very sympathetic	82%	84%	83%	87%	86%	86%	81%	85%	86%
Smwht sympathetic	15	15	14	11	12	13	17	12	11
Smwht unsympathetic	1	1	2	1	3	-	-	2	1
Very unsympathetic	1	-	-	1	-	-	1	-	1
DK/NA	1	-	2	-	-	1	-	-	1

52. There is a proposal by the Port Authority of New York & New Jersey to spend \$11 billion to build a new bus terminal in Manhattan, between 9th Avenue and 10th Avenue. Do you support or oppose this proposal?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Support	40%	35%	41%	42%	45%	35%	44%	37%	32%
Oppose	44	46	43	43	42	46	36	52	57
DK/NA	16	18	16	15	13	19	21	11	10
AREA.....						AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Support	27%	35%	43%	45%	56%	30%	45%	38%	46%
Oppose	61	44	38	42	33	56	43	47	32
DK/NA	12	20	19	13	11	14	12	15	22

53. How often do you use the existing Port Authority Bus Terminal at 42nd Street and 8th Ave: more than once a week, weekly, monthly, yearly, or never?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
More than once/week	3%	1%	3%	4%	3%	3%	3%	2%	7%
Weekly	3	3	3	3	4	2	2	5	2
Monthly	11	11	12	10	12	11	9	10	16
Yearly	32	25	34	34	32	33	29	36	35
Never	50	60	48	49	48	51	58	47	40
DK/NA	1	-	1	1	-	1	1	1	-
AREA.....						AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
More than once/week	4%	3%	4%	3%	-	6%	2%	3%	1%
Weekly	2	2	6	2	1	3	3	1	2
Monthly	10	10	16	12	2	13	11	11	8
Yearly	41	29	37	28	32	37	37	31	24
Never	41	54	38	55	65	40	46	53	63
DK/NA	2	1	-	-	-	-	1	1	2

54. Do you approve or disapprove of the way the New York City police are doing their job?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	67%	84%	63%	65%	68%	66%	79%	52%	73%
Disapprove	25	9	28	29	27	23	15	37	24
DK/NA	8	7	8	6	4	11	6	11	3

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Approve	54%	66%	71%	69%	81%	63%	59%	74%	75%
Disapprove	33	26	22	25	17	29	35	20	15
DK/NA	13	8	8	6	2	8	5	6	11

55. Do you approve or disapprove of the way the police in your community are doing their job?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Approve	76%	89%	74%	73%	74%	77%	85%	62%	77%
Disapprove	21	10	23	25	23	19	13	32	21
DK/NA	3	1	3	2	3	4	2	7	2

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Approve	67%	76%	78%	76%	85%	72%	66%	79%	86%
Disapprove	28	21	18	22	14	23	31	18	12
DK/NA	6	4	4	2	1	6	3	3	2

56. In general, how serious a problem do you think crime is in New York City; a very serious problem, somewhat serious, not very serious, or not a problem at all?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very serious	37%	39%	33%	40%	32%	40%	26%	43%	49%
Smwht serious	49	47	54	41	48	50	57	52	42
Not very serious	13	12	12	17	17	10	15	5	8
Not a problem at all	1	1	-	2	2	-	-	-	1
DK/NA	1	2	-	1	1	-	1	-	-

	AREA.....					AGE IN YRS.....			
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Very serious	47%	34%	28%	40%	45%	24%	42%	39%	38%
Smwht serious	46	53	48	49	39	57	41	50	51
Not very serious	5	12	23	10	10	16	16	11	9
Not a problem at all	2	-	1	1	2	2	-	-	-
DK/NA	-	1	-	-	3	1	-	-	2

57. In general, how serious a problem do you think police brutality is in New York City: a very serious problem, somewhat serious, not very serious, or not a problem at all?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very serious	31%	12%	37%	28%	28%	34%	17%	51%	36%
Smwht serious	40	20	43	47	39	41	44	38	35
Not very serious	21	40	17	18	24	19	27	9	24
Not a problem at all	6	25	2	7	8	5	10	1	4
DK/NA	1	3	1	-	1	2	2	1	1

	AREA.....					AGE IN YRS.....				
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+	
Very serious	44%	31%	32%	28%	13%	37%	34%	27%	24%	
Smwht serious	32	39	40	41	57	35	40	43	44	
Not very serious	19	21	22	21	20	19	21	21	24	
Not a problem at all	4	7	5	7	11	8	4	6	8	
DK/NA	1	2	1	2	-	1	1	3	1	

58. In general, how serious a problem do you think police corruption is in New York City: a very serious problem, somewhat serious, not very serious, or not a problem at all?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very serious	26%	10%	29%	30%	25%	27%	15%	42%	30%
Smwht serious	35	19	40	35	32	38	32	36	36
Not very serious	24	44	19	21	29	20	36	15	19
Not a problem at all	6	17	3	5	6	5	7	2	5
DK/NA	9	9	9	9	8	9	10	5	10

	AREA.....					AGE IN YRS.....				
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+	
Very serious	37%	27%	26%	24%	13%	33%	32%	18%	20%	
Smwht serious	39	33	38	30	45	39	34	38	31	
Not very serious	16	26	22	29	25	14	24	30	30	
Not a problem at all	2	5	4	8	9	8	5	6	4	
DK/NA	5	9	10	10	8	6	6	8	14	

59. In general, how serious a problem do you think political corruption is in New York City: a very serious problem, somewhat serious, not very serious, or not a problem at all?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Very serious	44%	50%	42%	45%	44%	43%	37%	50%	50%
Smwht serious	38	26	41	40	37	39	43	34	36
Not very serious	10	18	10	8	11	10	13	11	7
Not a problem at all	2	3	1	1	2	2	2	1	2
DK/NA	6	3	6	6	5	7	5	3	5

	AREA.....					AGE IN YRS.....				
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+	
Very serious	51%	42%	38%	48%	42%	48%	51%	40%	41%	
Smwht serious	35	43	39	34	35	36	36	39	39	
Not very serious	6	12	13	8	11	9	11	11	12	
Not a problem at all	1	-	1	3	4	2	-	2	2	
DK/NA	6	3	9	6	7	5	3	8	6	

60. Do you think Mayor de Blasio does favors for developers who make political contributions to campaigns in which he is involved or don't you think so?

	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Yes	52%	66%	47%	54%	55%	49%	62%	37%	48%
No	28	20	32	24	27	28	19	39	35
DK/NA	21	14	21	23	18	23	18	23	17
AREA..... AGE IN YRS.....									
	Brnx	Kngs	Man	Qns	StIsl	18-34	35-49	50-64	65+
Yes	52%	52%	47%	54%	54%	54%	47%	54%	57%
No	29	25	30	31	17	33	34	24	21
DK/NA	19	23	22	15	29	13	20	22	22

60a. (If yes q60) Which of the following statements best describes your view of de Blasio's actions in these matters: he did something illegal, he did something unethical, but nothing illegal, or he did not do anything seriously wrong?

	IF YES Q60.....								
	Tot	Rep	Dem	Ind	Men	Wom	Wht	Blk	Hsp
Illegal	25%	39%	13%	38%	29%	21%	28%	7%	28%
Unethical/Not illegl	57	52	65	47	56	59	55	77	45
Not seriously wrong	9	3	12	7	9	8	7	14	16
DK/NA	9	6	10	8	5	13	10	3	12

**From:** [Phillips, Eric Falk](#)  
**To:** [Laura Nahmias](#)  
**Cc:** [Dan Levitan](#)  
**Subject:** Re: Quinnipiac NYC ISSUES Poll  
**Date:** Thursday, January 19, 2017 1:12:27 PM

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### On Cuomo split/

This isn't a horse race. It's organized coalition building against a very real threat to the progressivism that's helped make our city so strong. The Mayor and Governor will both have an important role in that resistance.

### On battling Trump:

This is the kind of false choice that only exists in pollster conference rooms. There will be times when the Mayor aggressively challenges the incoming president, and I suspect there will be times one their interests align and they work together on an issue. The Mayor has both speeds - and he'll undoubtedly need them.

On Jan 19, 2017, at 12:21 PM, Laura Nahmias <[lnahmias@politico.com](mailto:lnahmias@politico.com)> wrote:

do either of you want to respond to this?

Laura Nahmias

Reporter, Politico New York

[LNahmias@politico.com](mailto:LNahmias@politico.com)

twitter: @nahmias

mobile: 718-612-3751

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**From:** Julie Robinson <[jrobinson@Rubenstein.com](mailto:jrobinson@Rubenstein.com)>  
**Sent:** Thursday, January 19, 2017 12:01 PM  
**To:** Laura Nahmias  
**Subject:** Quinnipiac NYC ISSUES Poll

**FOR RELEASE: JANUARY 19, 2017**

**NEW YORKERS DIVIDED ON MAYOR FIGHTING**



**TRUMP,  
QUINNIPIAC UNIVERSITY POLL FINDS;  
CUOMO WOULD BETTER PROTECT CITY, VOTERS SAY  
3-1**

<JAN 19 NYC ISSUES+BP.pdf>

**From:** [Julia Kerson](#)  
**To:** [Sheriza Majid](#)  
**Cc:** [cathy@berlinrosen.com](#); [Patricia Masi](#); [dlu@bthayerassociates.com](#); [cbinder@bthayerassociates.com](#); [Desiree Gazzo](#); [Bucich, Nicole A.](#); [lcullen@vhb.com](#); [jennifer.duval@jacobs.com](#); [Cassandra Alvarez](#); [Alexa.Gangemi@ch2m.com](#); [REDACTED]; [Kerson, Julia](#); [toolel@pbworld.com](#)  
**Subject:** Re: Agenda for tomorrow's phone call and action items list  
**Date:** Thursday, January 19, 2017 2:25:07 PM

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Good Afternoon,

Below is some initial research on the various silent auction website/apps that are out there. We can discuss in more detail this evening but wanted to send around some basic information.

Company	Cost	No. of Items	Method	Staff Assistance	Notes
Handbid	\$995	75 Items	App	Available	
GiveSmart	Flat rate based on event details.	Unlimited	App or Website/Text	Yes – Event Coordinator	
32Auctions	There is a free option, most expensive option is \$220	Free is up to 20 items, \$220 is 100 items.	Website only		
BidPal	Price not mentioned on website.	No limit	App	Yes	
BiddingOwl	5% of highest bids.	No limit.	Website		
My Mini Auction	Appears to be free of cost.	Unlimited	Website		
eFlea	Free of cost to non-profits	Unlimited	Website		Have to confirm non-profit status if we use this service.

On Wed, Jan 18, 2017 at 4:35 PM, Sheriza Majid <[smajid@hntb.com](mailto:smajid@hntb.com)> wrote:

All:

Attached is the agenda for tomorrow's phone call and the action items list.

Regards,

Sheriza Majid

Project Analyst II

HNTB Corporation

Empire State Building

350 Fifth Avenue, 57<sup>th</sup> Floor

New York, NY 10118

Tel.: [212-915-9571](tel:212-915-9571)

Fax: [212-947-4094](tel:212-947-4094)

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**From:** [Phillips, Eric Falk](#)  
**To:** [sgoldenberg](#); [Dan Levitan](#)  
**Subject:** Re: is he going to rally  
**Date:** Thursday, January 19, 2017 5:39:03 PM

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Mayor. BR has clients that are organizing it. mayor's just a participant in it.

---

**From:** Sally Goldenberg <[REDACTED]>  
**Date:** Thursday, January 19, 2017 at 5:36 PM  
**To:** Dan Levitan <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>, Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Subject:** is he going to rally

in capacity as mayor or candidate? it's on mayoral sked but flacked by BR?

Sally Goldenberg  
Senior Reporter  
POLITICO New York  
[www.capitalnewyork.com](http://www.capitalnewyork.com)  
646-766-1045  
732-895-5447  
@sallygold  
Sign up for my real estate newsletter: <http://www.capitalnewyork.com/newsletters>

**From:** [Dan Levitan](#)  
**To:** [Grybauskas, Natalie](#); [Shor, Stanley](#); [Gardener, Stacy \(DOITT\)](#)  
**Cc:** [Stacey Levine](#); [Ruth Fasoldt](#); [Jennifer Hensley](#); [Jovana Rizzo](#)  
**Subject:** RE: Questions from Crain's  
**Date:** Thursday, January 19, 2017 6:00:27 PM

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Gerald Schiffman

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

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**From:** Grybauskas, Natalie [mailto:NGrybauskas@cityhall.nyc.gov]  
**Sent:** Thursday, January 19, 2017 5:59 PM  
**To:** Dan Levitan <dan@berlinrosen.com>; Shor, Stanley <SShor@doitt.nyc.gov>; Gardener, Stacy (DOITT) <SGardener@doitt.nyc.gov>  
**Cc:** Stacey Levine <stacey.levine@intersection.com>; Ruth Fasoldt <ruth.fasoldt@intersection.com>; Jennifer Hensley <jennifer.hensley@intersection.com>; Jovana Rizzo <jovana@berlinrosen.com>  
**Subject:** RE: Questions from Crain's

Seems fine. Is this flamm?

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Thursday, January 19, 2017 5:58 PM  
**To:** Shor, Stanley; Gardener, Stacy (DOITT); Grybauskas, Natalie  
**Cc:** Stacey Levine; Ruth Fasoldt; Jennifer Hensley; Jovana Rizzo  
**Subject:** Questions from Crain's

Hi all –

Crain's New York's data reporter is writing about our 1 million user announcement and sent over the following questions. See our proposed answers below. Deadline is tomorrow AM.

**- The data on Open Data only goes through October, can they get the same data up to now?**

Yes [We will provide]

**- Can we provide any info on how people are using the wi-fi -- top websites etc? –**

LinkNYC does not store data on our users' browsing history or track the websites users visit on the Wi-Fi network. Anecdotally, we have seen who couldn't afford data plans relying on Link Wi-Fi to

stay connected, and parents have stopped by to download movies for their kids, and show them how to use the 911 and Vonage app for emergencies. Tourists love the network because it avoids roaming charges.

**- The average session duration jumped more than a minute between 9/19 and 9/26 -- is this for tablet or wi-fi, and do you have any explanation for how or why session usage goes up?**

We believe a software update that better logged user sessions produced that change in session duration data. While we think the current session duration data is more accurate than before that update, we do not think that user behavior changed significantly between 9/19 and 9/26.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** [Gardener, Stacy](#)  
**To:** [Dan Levitan](#); [Shor, Stanley](#); [Grybauskas, Natalie](#); [Koenig, Anne J.](#)  
**Cc:** [Jennifer Hensley](#); [Ruth Fasoldt](#); [Jovana Rizzo](#); [Stacey Levine](#)  
**Subject:** RE: BRIC TV on camera Interview request for Jan 25 on Link NYC kiosks privacy concerns  
**Date:** Wednesday, January 25, 2017 2:58:09 PM

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I think we're fine with it. Thanks

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**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Wednesday, January 25, 2017 1:39 PM  
**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** FW: BRIC TV on camera Interview request for Jan 25 on Link NYC kiosks privacy concerns

Hi all –

BRIC TV is doing a piece on the Link privacy rally. We are sending the response below, based on the already approved messaging. Please let us know if that works.

Dan

--

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

“New York City and LinkNYC have created a user-first privacy policy. We do not track or store your online activity, and we will never sell or share your personal information with any third party -- including city agencies -- unless lawfully required. Nearly one million people have signed up to use LinkNYC, which now offers all five boroughs access to free, super-fast Wi-Fi, free phone calls, access to 311 and emergency services, and more.” -- Jen Hensley, General Manager, LinkNYC

On background:

- We only ask for an e-mail address when you sign up to use LinkNYC's Wi-Fi, far less personal information than other internet service providers and cell phone carriers, which know your name, address, phone number, banking info and social security number.
- We do NOT store your browsing history or track the websites you visit when you use Link Wi-Fi with your personal device.

- There are 3 cameras on the Link kiosks and they are currently NOT turned on. There is no collection or storage of any audio.
- We will not use or share data or footage collected by LinkNYC cameras with anyone except:
  - to detect or address illegal activity on or associated with a Link
  - in response to vandalism
  - if we believe that disclosure is required by law or needed to protect your safety or the safety of others.

--

Dan Levitan  
BerlinRosen Public Affairs  
O: 646.200.5315  
C: 201.674.7475  
@DanLevitan

**From:** Filippo Piscopo [<mailto:> [REDACTED]]  
**Sent:** Wednesday, January 25, 2017 12:17 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: BRIC TV on camera Interview request for Jan 25 on Link NYC kiosks privacy concerns

Dear Dan,  
Thanks very much for your response and sorry I wasn't able to take your call.

I interviewed last week for my piece on the Link NYC program a group asserting that the link NYC kiosks are masquerading as free wifi but are in fact equipped to capture a great deal of citizens data, monetizing it and centralizing it for marketing purposes without the citizens' permission.

Also, according to this group (Re-Think Link NYC), the kiosks allegedly have cameras and microphones that capture audio and video that could be used to collect surveillance type of information potentially available to law enforcement agencies and/or private practice attorneys.

I wanted to be balanced in my piece and also feature your point of view, so if you get these questions answered I'd really appreciate it.

Thanks very much in advance for your help.  
Filippo Piscopo

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**From:** [Phillips, Eric](#)  
**To:** [Russo, Melissa \(NBCUniversal\)](#)  
**Cc:** [Dan Levitan](#)  
**Subject:** Re: Question related to investigation  
**Date:** Thursday, January 26, 2017 8:59:58 AM

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I don't have anything on this, Melissa. Thanks

On Jan 26, 2017, at 8:43 AM, Russo, Melissa (NBCUniversal)  
<[Melissa.Russo@nbcuni.com](mailto:Melissa.Russo@nbcuni.com)> wrote:

Sent from my iPad

On Jan 25, 2017, at 7:21 PM, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
wrote:

Q for Eric

- Sent from my Galaxy S6 -

On Jan 25, 2017, at 6:52 PM, Russo, Melissa (NBCUniversal)  
<[Melissa.Russo@nbcuni.com](mailto:Melissa.Russo@nbcuni.com)> wrote:

Tried to reach Barry Berke today to discuss reports from sources that he met with highest levels in Southern District in what has been described as "innocence proffer." Want to understand some more context from his side of this.

Best,  
Melissa

**From:** [Julia Kerson](#)  
**To:** [Sheriza Majid](#)  
**Cc:** [Cassandra Warde](#); [Cathy Rought](#); [Patricia Masi](#); [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [Desiree Gazzo](#); [Bucich, Nicole A.](#); [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); [Kerson, Julia](#); [toolel@pbworld.com](mailto:toolel@pbworld.com)  
**Subject:** Re: Wish list for ticket "auction"  
**Date:** Thursday, January 26, 2017 1:32:49 PM

---

Could we tell them that in follow up? Using their foundation funds means that we take from local scholarship money to fund national scholarships - seems like an odd use of funds since it doesnt equal more scholarships from WTS generally. It would be better if they found a few hundred dollars in their budget.

Julia

On Thu, Jan 26, 2017 at 1:29 PM, Sheriza Majid <[smajid@hntb.com](mailto:smajid@hntb.com)> wrote:

Should we also make a mention of chapters be able to use their Foundation funds to contribute?

**From:** Cassandra Warde [mailto:[\[REDACTED\]](mailto:)]  
**Sent:** Thursday, January 26, 2017 1:23 PM  
**To:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** Julia Kerson <[\[REDACTED\]](mailto:)> Sheriza Majid <[smajid@HNTB.com](mailto:smajid@HNTB.com)>; Patricia Masi <[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); Desiree Gazzo <[dgazzo@centralparknyc.org](mailto:dgazzo@centralparknyc.org)>; Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); [\[REDACTED\]](mailto:) Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)) <[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; [toolel@pbworld.com](mailto:toolel@pbworld.com)  
**Subject:** Re: Wish list for ticket "auction"

Hello all,

Please see attached for a draft silent auction fund solicitation letter. We can discuss further on our upcoming call.

Regarding the types of donations you are looking for, here are some additional thoughts:

- Electronics-**Best Buy has a reputation of being very philanthropic, especially with women's initiatives.**
- Experiences-**Does anyone have a connection to Sarah Feinberg? Though she is no longer with Facebook, perhaps she could facilitate the**

**donation of a special tour of their HQ and a meet and greet with a couple of their key leaders...**

- **Sporting tickets –The New York City Football Club: they are still a relatively new team and are actively seeking engagement opportunities. You might be able to get a VIP package from them.**

Many thanks,

Cassandra

On Tue, Jan 24, 2017 at 6:53 PM, Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)> wrote:

Here's the list of types of donations we will be looking for:

- Purses, accessories (i.e. sunglasses)
- Airline tickets/hotel room
- Electronics
- Experiences – cooking class
- Sporting tickets – Giants, Yankees, etc.
- Broadway tickets
- Restaurant gift certificates
- Sunset cruise
- Shore house weekly rental
- Spa gift cards
- Money! We can always use money to purchase some of the above items at discount if unable to get donated

**From:** Julia Kerson [mailto:████████████████████]  
**Sent:** Thursday, January 19, 2017 2:24 PM  
**To:** Sheriza Majid <[smajid@hntb.com](mailto:smajid@hntb.com)>

**Cc:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Patricia Masi <[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); Desiree Gazzo <[dgazzo@centralparknyc.org](mailto:dgazzo@centralparknyc.org)>; Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); Cassandra Alvarez <[REDACTED]> [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); [REDACTED] Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)) <[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; [toolel@pbworld.com](mailto:toolel@pbworld.com)

**Subject:** Re: Agenda for tomorrow's phone call and action items list

Good Afternoon,

Below is some initial research on the various silent auction website/apps that are out there. We can discuss in more detail this evening but wanted to send around some basic information.

Company	Cost	No. of Items	Method	Staff Assistance	Notes
Handbid	\$995	75 Items	App	Available	
GiveSmart	Flat rate based on event details.	Unlimited	App or Website/Text	Yes – Event Coordinator	
32Auctions	There is a free option, most expensive option is \$220	Free is up to 20 items, \$220 is 100 items.	Website only		
BidPal	Price not mentioned on website.	No limit	App	Yes	
BiddingOwl	5% of highest bids.	No limit.	Website		
My Mini Auction	Appears to be free of cost.	Unlimited	Website		
eFlea	Free of cost to non-profits	Unlimited	Website		Have to confirm non-profit status if we use

					this service.
--	--	--	--	--	------------------

On Wed, Jan 18, 2017 at 4:35 PM, Sheriza Majid <[smajid@hntb.com](mailto:smajid@hntb.com)> wrote:

All:

Attached is the agenda for tomorrow's phone call and the action items list.

Regards,

Sheriza Majid

Project Analyst II

HNTB Corporation

Empire State Building

350 Fifth Avenue, 57<sup>th</sup> Floor

New York, NY 10118

Tel.: [212-915-9571](tel:212-915-9571)

Fax: [212-947-4094](tel:212-947-4094)

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*This e-mail and any files transmitted with it are confidential and are intended solely for the use of the individual or entity to whom they are addressed. If you are NOT the intended recipient and receive this communication, please delete this message and any attachments. Thank you.*

**From:** [Goldstein, Freddi](#)  
**To:** ["Michael Gartland"](#)  
**Cc:** [Phillips, Eric](#); [Dan Levitan](#)  
**Subject:** RE: Telegraphed: de Blasio Sees Corruption Probes Into '18  
**Date:** Thursday, January 26, 2017 5:56:55 PM

---

They're reading the table wrong. Column 1 (12,483,718) is the current FY17 budget. Column 2, the number you reference below, is the current FY18 budget. This is for many, many different things that fit under this budget line and not specific to the investigations.

**From:** Michael Gartland [mailto:[mgartland@nypost.com](mailto:mgartland@nypost.com)]  
**Sent:** Thursday, January 26, 2017 4:09 PM  
**To:** Goldstein, Freddi  
**Cc:** Phillips, Eric; Dan Levitan  
**Subject:** Re: Telegraphed: de Blasio Sees Corruption Probes Into '18

They're referring to page 278 of this: <http://www1.nyc.gov/assets/omb/downloads/pdf/de1-17.pdf>

The \$6,524,718 figure. That's FY18.

On Thu, Jan 26, 2017 at 2:34 PM, Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)> wrote: Yes, which ends June 30th, 2017.

Sent from my iPhone

On Jan 26, 2017, at 2:33 PM, Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)> wrote:

FY17, correct?

On Thu, Jan 26, 2017 at 2:31 PM, Phillips, Eric <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)> wrote: Not clear what they're saying. The money is budget for '17, explicitly

---

**From:** Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)>  
**Date:** Thursday, January 26, 2017 at 1:30 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>  
**Subject:** Re: Telegraphed: de Blasio Sees Corruption Probes Into '18

Thanks. What exactly is that money tied to? Or are you saying it's not clear to what they're referring?

On Thu, Jan 26, 2017 at 2:24 PM, Phillips, Eric <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)> wrote: No. wrong. The money – which isn't even all for investigations cases – is explicitly tied to 2017. Not sure what they're talking about.

---

**From:** Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)>  
**Date:** Thursday, January 26, 2017 at 1:16 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>, Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Fwd: Telegraphed: de Blasio Sees Corruption Probes Into '18

Is this accurate? If so, how do you respond?

----- Forwarded message -----

From: **Massey for Mayor** <[mfullington@masseyformayor.com](mailto:mfullington@masseyformayor.com)>

Date: Thu, Jan 26, 2017 at 1:59 PM

Subject: Telegraphed: de Blasio Sees Corruption Probes Into '18

To: [mgartland@nypost.com](mailto:mgartland@nypost.com)

FOR IMMEDIATE RELEASE

Contact: Mollie Fullington, [917-414-1639](tel:917-414-1639)

[MFullington@MasseyforMayor.com](mailto:MFullington@MasseyforMayor.com)

### **IF DE BLASIO THINKS HE'S INNOCENT, WHY DID HE**

### **BUDGET \$6 MILLION FOR CRIMINAL DEFENSE LAWYERS IN 2018?**

New York--Jan. 26...Embattled New York City Mayor Bill de Blasio, who's facing unprecedented criminal probes at the local, state, and federal levels, announced this week that he will need an additional \$6 million in tax revenue -- on top of the \$10 million already budgeted -- to pay for his criminal defense lawyers *next year*.

Mr. de Blasio made the \$6 million budget request to cover anticipated legal costs for his Park Avenue criminal defense team in his just-rolled-out 2018 Budget proposal.

"Not to put too fine a point on this, but didn't this mayor just telegraph that his legal problems are only just beginning?," said Massey for Mayor spokesman William O'Reilly. "The mayor's criminal defense team is working off a \$10 million retainer, courtesy of hard working New Yorkers, but Mr. de Blasio is now saying he's going to need \$6 million more



headed into next year. Common sense tells you that this mayor knows he's in trouble.”

Mayor de Blasio is being investigated on myriad corruption issues, including [pay-to-play activities](#) and possible [election fraud](#). Two [criminal grand juries](#) are in session to look into the de Blasio scandals, according to reports.

###

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

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Michael Gartland  
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[mgartland@nypost.com](mailto:mgartland@nypost.com)  
@michaelgartland

**From:** [Michael Gartland](#)  
**To:** [Phillips, Eric](#)  
**Cc:** [Goldstein, Freddi](#); [Dan Levitan](#)  
**Subject:** Re: Telegraphed: de Blasio Sees Corruption Probes Into '18  
**Date:** Thursday, January 26, 2017 6:39:57 PM

---

So how much has the city spent so far? And wouldn't a projection of what hasn't been spent yet show up in fy2018 or is the idea that this spending will be thru by end of fy17?

On Thu, Jan 26, 2017 at 6:35 PM, Phillips, Eric <[EFPhillips@cityhall.nyc.gov](mailto:EFPhillips@cityhall.nyc.gov)> wrote:  
The contracts aren't for 18. They're for now.

On Jan 26, 2017, at 6:30 PM, Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)> wrote:

Why not? The contracts are in with the Comptroller's office.

On Thu, Jan 26, 2017 at 6:24 PM, Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)> wrote:

They would be included there. The point is there isn't funding for the probes in the FY18 budget.

**From:** Michael Gartland [mailto:[mgartland@nypost.com](mailto:mgartland@nypost.com)]  
**Sent:** Thursday, January 26, 2017 6:24 PM  
**To:** Goldstein, Freddi  
**Cc:** Phillips, Eric; Dan Levitan  
**Subject:** Re: Telegraphed: de Blasio Sees Corruption Probes Into '18

So where are they represented in the budget?

On Thu, Jan 26, 2017 at 6:22 PM, Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)> wrote:

No.

---

**From:** Michael Gartland [mailto:[mgartland@nypost.com](mailto:mgartland@nypost.com)]  
**Sent:** Thursday, January 26, 2017 6:00 PM  
**To:** Goldstein, Freddi  
**Cc:** Phillips, Eric; Dan Levitan  
**Subject:** Re: Telegraphed: de Blasio Sees Corruption Probes Into '18

Thanks. Does that line for 18 include probes or no?

On Jan 26, 2017, at 5:56 PM, Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)> wrote:

They're reading the table wrong. Column 1 (12,483,718) is the current FY17 budget. Column 2, the number you reference below, is the current FY18 budget. This is for many, many different things that fit under this budget line and not specific to the investigations.

**From:** Michael Gartland [mailto:[mgartland@nypost.com](mailto:mgartland@nypost.com)]  
**Sent:** Thursday, January 26, 2017 4:09 PM  
**To:** Goldstein, Freddi  
**Cc:** Phillips, Eric; Dan Levitan  
**Subject:** Re: Telegraphed: de Blasio Sees Corruption Probes Into '18

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this: <http://www1.nyc.gov/assets/omb/downloads/pdf/de1-17.pdf>

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Sent from my iPhone

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FY17, correct?

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Not clear what they're saying. The money is budget for '17, explicitly

---

**From:** Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)>  
**Date:** Thursday, January 26, 2017 at 1:30 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>  
**Subject:** Re: Telegraphed: de Blasio Sees Corruption Probes Into '18

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tied to 2017. Not sure what they're talking about.

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**Date:** Thursday, January 26, 2017 at 1:16 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>, Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Fwd: Telegraphed: de Blasio Sees Corruption Probes Into '18

Is this accurate? If so, how do you respond?

----- Forwarded message -----

From: **Massey for Mayor** <[mfullington@masseyformayor.com](mailto:mfullington@masseyformayor.com)>

Date: Thu, Jan 26, 2017 at 1:59 PM

Subject: Telegraphed: de Blasio Sees Corruption Probes Into '18

To: [mgartland@nypost.com](mailto:mgartland@nypost.com)

<~WRD367.jpg>

<image001.jpg>

FOR IMMEDIATE RELEASE

Contact: Mollie Fullington, [917-414-1639](tel:917-414-1639)

[MFullington@MasseyforMayor.com](mailto:MFullington@MasseyforMayor.com)

**IF DE BLASIO THINKS HE'S INNOCENT, WHY DID HE  
BUDGET \$6 MILLION FOR CRIMINAL DEFENSE LAWYERS IN 2018?**

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@michaelgartland

**From:** [Dan Levitan](#)  
**To:** [Yoav Gonen](#)  
**Cc:** [Phillips, Eric](#); [Paolucci, Nicholas \(Law\)](#)  
**Subject:** Re: mayor on radio  
**Date:** Friday, January 27, 2017 12:09:59 PM

---

I will call you. Gartland not wrong.

- Sent from my Galaxy S6 -

On Jan 27, 2017, at 12:06 PM, Yoav Gonen <[ygonen@nypost.com](mailto:ygonen@nypost.com)> wrote:

hey, adding Levitan in the hopes of getting clarity before we post online.  
Who's paying for Senate Dems 2014 campaign stuff - city or campaign?

What Gartland wrote last night is correct, right?

Legal bills to cover de Blasio's defense for a separate probe into efforts to back state senate candidates are being picked up by his political operation, a City Hall spokesman said.

On Fri, Jan 27, 2017 at 10:42 AM, Yoav Gonen <[ygonen@nypost.com](mailto:ygonen@nypost.com)> wrote:

hi guys, I need to clarify what mayor said on Lehrer about none of the \$11.7 million going toward campaign probes.

That's because the DA probe of the 2014 Senate Dems campaign is NOT included in the \$11.7m figure, correct?

--

Yoav Gonen  
City Hall Bureau Chief  
New York Post  
[\(646\) 229-8322](tel:(646)229-8322)  
[@yoavgonen](https://twitter.com/yoavgonen)

--

Yoav Gonen  
City Hall Bureau Chief  
New York Post  
(646) 229-8322  
[@yoavgonen](https://twitter.com/yoavgonen)



**From:** [Gardener, Stacy](#)  
**To:** [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Cc:** [Stacey Levine](#); [Dan Levitan](#); [Shor, Stanley](#); [Grybauskas, Natalie](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** RE: 2016 Employment Report  
**Date:** Friday, January 27, 2017 4:39:40 PM

---

We're ok with the stats.

---

**From:** Jovana Rizzo [mailto:[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)]  
**Sent:** Friday, January 27, 2017 4:12 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Hines, Evan <[ehines@doitt.nyc.gov](mailto:ehines@doitt.nyc.gov)>  
**Subject:** RE: 2016 Employment Report

Hi all, instead of providing the full report, we'd like to send them these two topline stats. Please let us know ASAP if we can send. Thanks!

LinkNYC Employment and Economic Impacts, NYC, 2016:  
Total full time employees: 350  
Total economic output: \$128,900,000

---

**From:** Jovana Rizzo  
**Sent:** Friday, January 27, 2017 1:53 PM  
**To:** Gardener, Stacy; Ruth Fasoldt  
**Cc:** Stacey Levine; Dan Levitan; Shor, Stanley; Grybauskas, Natalie; Hines, Evan  
**Subject:** Re: 2016 Employment Report

Hi all, just checking in on this, Crains is closing the issue soon. Thanks!

Sent from my phone.

On Jan 26, 2017, at 4:22 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Yes, same article (it got held a week)

---

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]  
**Sent:** Thursday, January 26, 2017 4:22 PM  
**To:** Ruth Fasoldt  
**Cc:** Stacey Levine; Dan Levitan; Jovana Rizzo; Shor, Stanley; Grybauskas, Natalie; Hines, Evan  
**Subject:** RE: 2016 Employment Report

+ Natalie and Evan

Is this the same article they sent questions on after the 1MM user announcement?

**From:** Ruth Fasoldt [<mailto:ruth.fasoldt@intersection.com>]  
**Sent:** Thursday, January 26, 2017 4:18 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
**Subject:** Fwd: 2016 Employment Report

Hello Stacy,

As mentioned on the phone Stacey and team are interested in sharing some of the results of the below Jobs report with Crain's. There is some great stuff in here! If we have a chance of getting Crain's to add this info into their article we'll need to send it to them ASAP.

As this is a public document I think it would be okay, and all the stats are great for the project but of course want to touch base with you first.

Thanks,

Ruth

----- Forwarded message -----

**From:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Date:** Thu, Jan 26, 2017 at 4:12 PM  
**Subject:** 2016 Employment Report  
**To:** "Shor, Stanley" <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>, "Koenig, Anne J." <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>, "Jenkins, Alphonso" <[aljenkins@doitt.nyc.gov](mailto:aljenkins@doitt.nyc.gov)>, "Gold, Jacqueline" <[jacgold@doitt.nyc.gov](mailto:jacgold@doitt.nyc.gov)>, "Bryant, Patrick" <[pbryant@doitt.nyc.gov](mailto:pbryant@doitt.nyc.gov)>  
**Cc:** Daniel Engelman <[daniel.engelman@intersection.com](mailto:daniel.engelman@intersection.com)>, Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>, Emily Pease <[emily.pease@intersection.com](mailto:emily.pease@intersection.com)>, "Schwab, Katie" <[kschwab@manatt.com](mailto:kschwab@manatt.com)>

Hello DoITT Team,

Please see attached for our 2016 Citybridge Employment Report (as well as 2015 Employment Report for reference) as outlined under 8.5 of the Franchise Agreement. We will ensure submission of this report to the FCRC by January 30th as stated in the Franchise Agreement as well.

If you have any questions do not hesitate to ask.

Best,

Ruth

 [CityBridge\\_LinkNYC 2016 Addendum\\_Final.pdf](#)

 [CityBridge\\_LinkNYC 2015 Employment Report\\_Final...](#)

--

**Ruth Fasoldt**

External Affairs Manager, LinkNYC

T: [929-241-1546](tel:929-241-1546)

[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)

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[intersection.com](http://intersection.com)

--

**Ruth Fasoldt**

External Affairs Manager, LinkNYC

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[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)

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**From:** [Phillips, Eric](#)  
**To:** [Michael Gartland](#)  
**Cc:** [Dan Levitan](#)  
**Subject:** Re: Regarding Sunday's CCNY Event  
**Date:** Sunday, January 29, 2017 8:22:57 AM

---

For now, yeah. He's got TV in a min and there's a chance he goes to this rally this aft

On Jan 29, 2017, at 7:31 AM, Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)> wrote:

Is this the only thing on the mayor's sked today?

Begin forwarded message:

**From:** David Helfenbein <[David\\_Helfenbein@dkcnews.com](mailto:David_Helfenbein@dkcnews.com)>  
**Date:** January 27, 2017 at 2:50:37 PM EST  
**To:** David Helfenbein <[David\\_Helfenbein@dkcnews.com](mailto:David_Helfenbein@dkcnews.com)>  
**Subject: Regarding Sunday's CCNY Event**

Thanks to you all for RSVPing for Sunday's Catholic Charities event.

The advisory, once again, is below.

Have a great rest of the day and see you on Sunday!

Best,  
David

<image001.jpg>

## MEDIA ADVISORY

**CARDINAL DOLAN TO GIVE MAJOR ADDRESS ON  
THE ROLE OF CHARITY AND PARTNERSHIP IN  
BUILDING A CARING NEW YORK, MARKING 100<sup>TH</sup>  
ANNIVERSARY OF  
CATHOLIC CHARITIES OF NEW YORK**

***WILL ANNOUNCE COMMITMENT OF MORE THAN \$100***

***MILLION OVER NEXT FIVE YEARS THAT WILL LEVERAGE  
MORE THAN \$4 BILLION  
FOR NEW YORKERS IN NEED***

***Guests include: US Senator Charles Schumer, NYS Governor  
Andrew Cuomo, NYC Mayor Bill de Blasio,  
NYS Attorney General Eric Schneiderman, NYS Comptroller  
Thomas DiNapoli,  
CEO of Etsy Chad Dickerson and President and CEO of Partnership  
for NYC  
Kathryn Wylde***

Cardinal Timothy Dolan will join top influencers from New York State – including business, finance, political, media and labor leaders – to deliver a major address on the role of charity and partnership in building a caring New York, marking the 100<sup>th</sup> anniversary of Catholic Charities of New York (CCNY), an organization committed to helping solve the problems of New Yorkers in need – non-Catholics and Catholics alike.

In his remarks, Cardinal Dolan will reveal several initiatives that Catholic Charities will undertake or launch over the course of their centennial year to meet the emerging needs of New Yorkers, including a Food Hub, a substance abuse recovery center, a low vision clinic, new affordable family apartments, safe haven beds for the homeless, and a “For Help” mobile application.

Cardinal Dolan will also announce a campaign to raise \$100 million private philanthropic dollars over the next five years to support compassionate and quality human services to provide help and create hope for the children and families of New York – particularly the poorest and most vulnerable. This campaign, combined with additional private philanthropy through CCNY’s federation of agencies, will leverage over \$4 billion to help New Yorkers in need.

**WHAT:** Catholic Charities kicks off its centennial celebration with a luncheon that will include top influencers and leaders from New York State. At the event, Cardinal Dolan will make a major announcement, committing more than \$4 billion over the next five years for New Yorkers in need.

**WHO:** His Eminence Timothy Michael Cardinal Dolan, Archdiocese of

New York

**U.S. Senator Charles Schumer**, Minority Leader of the U.S. Senate  
**Governor Andrew Cuomo**, New York State  
**Mayor Bill de Blasio**, New York City  
**Attorney General Eric Schneiderman**, New York State  
**Comptroller Thomas DiNapoli**, New York State  
**Monsignor Kevin Sullivan**, Executive Director of Catholic Charities  
of New York  
**Chad Dickerson**, CEO, Etsy  
**Kathryn Wylde**, President and CEO, Partnership for New York City

**WHEN:** Sunday, January 29, 2017  
11:15 AM Press Call  
Event to start at 12 PM

**WHERE:** 30 Rockefeller Plaza (50 W. 50<sup>th</sup> Street)

***Please Note:*** All media must be approved in advance. RSVP to  
[David\\_Helfenbein@dkcnews.com](mailto:David_Helfenbein@dkcnews.com) to confirm your attendance. **The  
deadline for press RSVPs is Friday, 1/27 at noon.**

**MEDIA CONTACTS:** David Helfenbein, (212) 981-5265,  
[David\\_Helfenbein@dkcnews.com](mailto:David_Helfenbein@dkcnews.com)  
\_\_\_\_ Alexandra Stromer, (212) 981-5173,  
[Alexandra\\_Stromer@dkcnews.com](mailto:Alexandra_Stromer@dkcnews.com)

**###**

<image002.jpg>

**David Helfenbein**

Vice President

212-981-5265 (w)

914-325-6766 (c)

[david\\_helfenbein@dkcnews.com](mailto:david_helfenbein@dkcnews.com)

261 Fifth Avenue 2FL

New York NY 10016

[DKC](#) [Facebook](#) [Twitter](#) [Blog](#)

**From:** [The Office of Mayor de Blasio](#)  
**To:** [Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)  
**Subject:** You are cordially invited to the 2017 State of the City Address  
**Date:** Thursday, February 02, 2017 9:59:31 AM

---



The Mayor of the City of New York

**Bill de Blasio**

cordially invites you to the

## **2017 STATE OF THE CITY ADDRESS**

Monday, February 13, 2017

Doors open at 6:00 PM  
Program begins promptly at 7:00 PM

Apollo Theater  
253 West 125th Street  
Manhattan

RSVP by Wednesday, February 8, 2017  
(212) 788-2569 or  
email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

Space is limited

This invitation is non-transferable.

The Mayor of the City of New York



**Bill de Blasio**

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(212) 788-2569 or  
email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

Space is limited

Seating is on a first come first serve basis.

**THIS INVITATION IS NON-TRANSFERABLE.**

**Yes, I am attending**

**No, I will not attend**



**From:** [Grybauskas, Natalie](#)  
**To:** [Stacey Levine](#)  
**Cc:** [Gardener, Stacy \(DOITT\)](#); [Shor, Stanley](#); [Dan Levitan](#); [Ruth Fasoldt](#)  
**Subject:** Re: Intersection interview with Crains  
**Date:** Friday, February 03, 2017 7:26:00 PM  
**Attachments:** [image001.png](#)

---

This looks fine.

Sent from mobile

On Feb 3, 2017, at 10:21 AM, Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)> wrote:

Hi all,

We got a few follow-up questions from Crain's about Link for Marta's feature. Just wanted to run them by you. Let me know if our response is ok.

**If possible... we want to get into some neighborhood distinctions, to show how local the Links could be. Could Marta give us any examples of how different neighborhoods are responding differently to the Links? For example, I saw the stat about Herald Square having the most WiFi sessions. Any other data you could supply, that we could turn into an answer?**

We understand usage down to the individual Link at any given time, including how many devices are using the Wi-Fi. For instance, we know that on January 1 at 12:05AM, a Link in Times Square had the most concurrent sessions of all Links all year -- you can imagine all the texts, SnapChats, Tweets, and Instagram posts that must have been shared at that moment!

**Any examples of a Link being used in an emergency?**

One of our street team members recalled seeing a bike messenger use the 911 feature to call an ambulance for another injured bike messenger. Another saw a father teach his young daughter how to use the 911 button in case of emergency.

On Wed, Jan 11, 2017 at 12:39 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

Sounds good.

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Wednesday, January 11, 2017 12:30 PM

**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>

**Cc:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>

**Subject:** Re: Intersection interview with Crains

Great! I'll give you a heads up if Matt plans to contact you.

On Wed, Jan 11, 2017 at 12:28 PM, Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)> wrote:

I agree.

<image001.png>

Stanley Shor

Assistant Commissioner, Franchise Administration

**New York City Department of**

**Information Technology & Telecommunications**

2 MetroTech Center, 4th Floor

Brooklyn, NY 11201

[718-403-8024](tel:718-403-8024)

[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)

<image002.jpg>

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**From:** Grybauskas, Natalie [mailto:[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)]

**Sent:** Wednesday, January 11, 2017 12:27 PM  
**To:** 'Stacey Levine' <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>  
**Cc:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Subject:** RE: Intersection interview with Crains

I feel good about that.

**From:** Stacey Levine [<mailto:stacey.levine@intersection.com>]  
**Sent:** Wednesday, January 11, 2017 12:21 PM  
**To:** Shor, Stanley  
**Cc:** Gardener, Stacy (DOITT); Dan Levitan; Ruth Fasoldt; Grybauskas, Natalie  
**Subject:** Re: Intersection interview with Crains

This is a routine interaction with the press regarding Intersection's product-driven advertising approach.

If asked about motion content, Marta's talking point will be: "We worked closely with DoITT and the City of New York on ensuring motion is appropriate for the locations it is deployed. Our advertisers have enthusiastically embraced this additional feature."

If questions come up about the business model, Marta will use our standard response that "CityBridge, a private company, is making all of the capital investment and we are generating approximately \$500mm over the life of our contract in revenue with the City of New York generated from our ad sales."

If questions come up about how many Links are deployed, we will use the public number from the website: "530+ active Links, which is over 1000 screens, making it the largest digital out of home ad network in New York."

If any other specific Link questions come up, other than Intersection's general approach to product driven advertising, Marta will defer and we will pass Matt on to DoITT.

On Wed, Jan 11, 2017 at 11:52 AM, Shor, Stanley  
<[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)> wrote:

I suspect he may ask about the advertising on the Links including motion video which could be controversial and about the greater number of Links in Manhattan paying for the deployment outside Manhattan. Why can't you tell him you have to clear any discussion of Links with DoITT?

<image001.png>

Stanley Shor

Assistant Commissioner, Franchise Administration

**New York City Department of**

**Information Technology & Telecommunications**

2 MetroTech Center, 4th Floor

Brooklyn, NY 11201

[718-403-8024](tel:718-403-8024)

[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)

<image002.jpg>

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Wednesday, January 11, 2017 11:46 AM

**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>

**Cc:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan  
<[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>;  
Grybauskas, Natalie ([NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov))

<[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

**Subject:** Re: Intersection interview with Crains

Hi Stanley,

To clarify, the interview is not about LinkNYC. It's about Intersection, which is an expansive business that has diverse contracts and projects in NYC and cities around the world. But since Link is our most high-profile project, I assume that he may ask some questions about it. She will not comment on deployment, privacy, or anything outside of her domain. She will talk about Intersection's approach to creating urban products supported by advertising, of which Link is an example -- along with our MTA kiosks, iPad ordering systems at LGA, Philly bus shelters, LinkUK, digital transit panels in Chicago and Minneapolis, etc.

Stacey

On Wed, Jan 11, 2017 at 11:20 AM, Shor, Stanley  
<[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)> wrote:

+ Natalie

I think we need to know what questions he will be asking about Links before we approve this interview.

<image001.png>

Stanley Shor

Assistant Commissioner, Franchise Administration

**New York City Department of  
Information Technology & Telecommunications**

2 MetroTech Center, 4th Floor

Brooklyn, NY 11201

[718-403-8024](tel:718-403-8024)

[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)

<image002.jpg>

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Wednesday, January 11, 2017 11:00 AM

**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>

**Subject:** Intersection interview with Crains

Hi Stacy,

Just a heads up: Matt Flamm from Crains is interviewing Intersection's new Chief Revenue Officer tomorrow morning. While she oversees sales for all of Intersection's businesses, LinkNYC is likely to come up. She will avoid any issues about deployment, etc. since that is outside the scope of her domain.

Thanks,

Stacey

--

**Stacey Levine**  
Communications Director

T: [646-834-9657](tel:646-834-9657)

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

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10 Hudson Yards 26th Floor New York, NY 10001

[intersection.com](http://intersection.com)

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**Stacey Levine**  
VP, Communications & Consumer Marketing

T: 646-834-9657

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**  
10 Hudson Yards 26th Floor New York, NY 10001  
[intersection.com](http://intersection.com)

**From:** [Julia Kerson](#)  
**To:** [Bucich, Nicole A.](#)  
**Cc:** [Cathy Rought](#); [Sheriza Majid](#); [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [Cassandra Warde](#); [Patricia Masi](#); [Desiree Gazzo](#); [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [Kerson, Julia](#); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); [Toole, Laura](#)  
**Subject:** Re: Wish list for ticket "auction"  
**Date:** Monday, February 06, 2017 7:39:22 AM

---

I agree that the email should go out asap - Laurie, you mentioned it could go out from the foundation. Do you folks have the emails and would you be able to send out the emails once language is finalized?

As for collecting funds - is there someone one your committee who wouldn't mind being the point person? I'll email WTSI and copy you regarding the process for depositing and spending to buy items.

In that same email I can request a quick call with you folks regarding the thinking on the raffle decision. I asked again on Friday and they mentioned one reason as the fact that they have advertised a silent auction and mentioned the idea of having a raffle during one event (like that big dinner).

Julia

Sent from my iPhone

On Feb 6, 2017, at 7:22 AM, Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)> wrote:

Julia –

Cathy and I will get together this week to figure out the best day/time for a regular call and develop an agenda.

In the meantime, I have some questions/comments about the letter:

- <!--[if !supportLists]-->• <!--[endif]-->I think this should go out ASAP
- <!--[if !supportLists]-->• <!--[endif]-->I agree we should not mention the use of chapter foundation funds
- <!--[if !supportLists]-->• <!--[endif]-->We need to add directions about who they send the check to - who should that be?
- <!--[if !supportLists]-->• <!--[endif]-->Who has the names, addresses and emails for the mailing?

I also wanted to chime in on International's reaction to the new silent auction method. I think doing both would be very confusing. Is it possible for Cathy and I to participate in a conversation with them?

Thanks-  
Nicole

Nicole A. Bucich  
NY Metropolitan Planning/Environmental Manager

WSP | Parsons Brinckerhoff  
One Penn Plaza

NY, NY 10119  
w. 212.465.5220  
c. 973.699.1937  
[bucichna@pbworld.com](mailto:bucichna@pbworld.com)

---

**From:** Julia Kerson [<mailto:> [REDACTED]]  
**Sent:** Wednesday, February 01, 2017 4:00 PM  
**To:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Sheriza Majid <[smajid@HNTB.com](mailto:smajid@HNTB.com)>;  
[dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); Cassandra Warde <[REDACTED]> Patricia Masi  
<[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>; Desiree Gazzo <[dgazzo@centralparknyc.org](mailto:dgazzo@centralparknyc.org)>;  
[lcullen@vhb.com](mailto:lcullen@vhb.com); Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com);  
[cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com)  
**Cc:** [REDACTED] Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov))  
<[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); Toole, Laura  
<[toole@pbworld.com](mailto:toole@pbworld.com)>  
**Subject:** Re: Wish list for ticket "auction"

Good Afternoon silent auction committee,

I just wanted to reach out quickly with an update. During the last weekly call with WTSI we discussed the silent auction format that the committee recommended. Unfortunately, they weren't sold and requested that, if we wanted the new format, we also have some items with the old format. I can bring it up with them again on our call this Friday but, in the meantime, what do you think about focusing on starting to collect donations.

Nicole/Cathy,

Do we have a timeline for getting the request letter out to the chapters? Anything you need from us as far as next steps on that? Additionally, now that we have identified you as co-chairs, please feel free to organize committee actions (calls, next steps, etc) as you see fit.

Thanks!  
Julia

Sent from my iPhone

On Jan 26, 2017, at 1:33 PM, Sheriza Majid <[smajid@HNTB.com](mailto:smajid@HNTB.com)> wrote:

Sure if we want. I just remembered it was mentioned during our first meeting so I just wanted to remind everyone.

**From:** Julia Kerson [<mailto:> [REDACTED]]  
**Sent:** Thursday, January 26, 2017 1:32 PM  
**To:** Sheriza Majid <[smajid@HNTB.com](mailto:smajid@HNTB.com)>  
**Cc:** Cassandra Warde <[REDACTED]> Cathy Rought  
<[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Patricia Masi <[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>;  
[dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); Desiree Gazzo

<[dgazzo@centralparknyc.org](mailto:dgazzo@centralparknyc.org)>; Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>;  
[lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com);  
[REDACTED] Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov))  
<[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; [toolel@pbworld.com](mailto:toolel@pbworld.com)

**Subject:** Re: Wish list for ticket "auction"

Could we tell them that in follow up? Using their foundation funds means that we take from local scholarship money to fund national scholarships - seems like an odd use of funds since it doesn't equal more scholarships from WTS generally. It would be better if they found a few hundred dollars in their budget.

Julia

On Thu, Jan 26, 2017 at 1:29 PM, Sheriza Majid <[smajid@hntb.com](mailto:smajid@hntb.com)> wrote:

Should we also make a mention of chapters be able to use their Foundation funds to contribute?

**From:** Cassandra Warde [mailto:[REDACTED]]  
**Sent:** Thursday, January 26, 2017 1:23 PM  
**To:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** Julia Kerson <[REDACTED]> Sheriza Majid <[smajid@HNTB.com](mailto:smajid@HNTB.com)>; Patricia Masi <[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); Desiree Gazzo <[dgazzo@centralparknyc.org](mailto:dgazzo@centralparknyc.org)>; Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com);  
[REDACTED] Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov))  
<[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; [toolel@pbworld.com](mailto:toolel@pbworld.com)  
**Subject:** Re: Wish list for ticket "auction"

Hello all,

Please see attached for a draft silent auction fund solicitation letter. We can discuss further on our upcoming call.

Regarding the types of donations you are looking for, here are some additional thoughts:

- **Electronics-Best Buy has a reputation of being very philanthropic, especially with women's initiatives.**
- **Experiences-Does anyone have a connection to Sarah Feinberg? Though she is no longer with Facebook, perhaps she could facilitate the donation of a special tour of their HQ and a meet and greet with a couple of their key leaders...**
- **Sporting tickets –The New York City Football Club: they are still a relatively new team and are actively seeking engagement opportunities. You might be able to get a VIP package from them.**

Many thanks,  
Cassandra

On Tue, Jan 24, 2017 at 6:53 PM, Cathy Rought  
<[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)> wrote:

Here's the list of types of donations we will be looking for:

- Purses, accessories (i.e. sunglasses)
- Airline tickets/hotel room
- Electronics
- Experiences – cooking class
- Sporting tickets – Giants, Yankees, etc.
- Broadway tickets
- Restaurant gift certificates
- Sunset cruise
- Shore house weekly rental
- Spa gift cards
- Money! We can always use money to purchase some of the above items at discount if unable to get donated

**From:** Julia Kerson [mailto:████████████████████]

**Sent:** Thursday, January 19, 2017 2:24 PM

**To:** Sheriza Majid <[smajid@hntb.com](mailto:smajid@hntb.com)>

**Cc:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Patricia Masi <[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); Desiree Gazzo <[dgazzo@centralparknyc.org](mailto:dgazzo@centralparknyc.org)>; Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); Cassandra Alvarez <████████████████████> [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); ████████████████████ Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)) <[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; [toolel@pbworld.com](mailto:toolel@pbworld.com)

**Subject:** Re: Agenda for tomorrow's phone call and action items list

Good Afternoon,

Below is some initial research on the various silent auction website/apps that are out there. We can discuss in more detail this evening but wanted to send around some basic information.

Company	Cost	No. of Items	Method	Staff Assistance	Notes
Handbid	\$995	75 Items	App	Available	
GiveSmart	Flat rate based on event details.	Unlimited	App or Website/Text	Yes – Event Coordinator	
32Auctions	There is a free option, most expensive option is \$220	Free is up to 20 items, \$220 is 100 items.	Website only		
BidPal	Price not mentioned on website.	No limit	App	Yes	
BiddingOwl	5% of highest bids.	No limit.	Website		
My Mini Auction	Appears to be free of cost.	Unlimited	Website		
eFlea	Free of cost to non-profits	Unlimited	Website		Have to confirm non-profit status if we use this service.

On Wed, Jan 18, 2017 at 4:35 PM, Sheriza Majid  
 <[smajid@hntb.com](mailto:smajid@hntb.com)> wrote:

All:  
 Attached is the agenda for tomorrow's phone call and the action items list.  
 Regards,

Sheriza Majid  
 Project Analyst II

HNTB Corporation  
 Empire State Building  
 th

350 Fifth Avenue, 57 Floor  
New York, NY 10118

Tel.: [212-915-9571](tel:212-915-9571)

Fax: [212-947-4094](tel:212-947-4094)

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**From:** [Dan Levitan](#)  
**To:** [Gardener, Stacy \(DOITT\)](#)  
**Cc:** [Shor, Stanley](#); [Ruth Fasoldt](#); [Jennifer Hensley](#); [Jovana Rizzo](#); [Stacey Levine](#); [Grybauskas, Natalie](#); [Hines, Evan \(DOITT\)](#)  
**Subject:** Re: Release for Black History Month  
**Date:** Monday, February 06, 2017 5:42:37 PM

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Thanks!

- Sent from my Galaxy S6 -

On Feb 6, 2017, at 5:34 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

Hi Dan,

We're fine with it. See Anne's quote below:

"With hundreds of kiosks across all five boroughs, LinkNYC is a perfect outlet to celebrate Black History Month," said Anne Roest, Commissioner of the Department of Information Technology and Telecommunications. "We thank Silicon Harlem for curating this important content."

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**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, February 06, 2017 4:30 PM  
**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** Release for Black History Month

Hi Stanley and Stacy –

Attached please find a draft release we would like to put out as soon as possible about the Black History Month promotion LinkNYC is running.

Please let us know what you think and if you would like to add a quote.

Dan

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This e-mail, including any attachments, may be confidential, privileged or otherwise legally protected. It is intended only for the addressee. If you received this e-mail in error or from someone who was not authorized to send it to you, do not disseminate, copy or otherwise use this e-mail or its attachments. Please notify the sender immediately by reply e-mail and delete the e-mail from your system.



**From:** [The Office of Mayor de Blasio](#)  
**To:** [Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)  
**Subject:** REMINDER: You are cordially invited to the 2017 State of the City Address  
**Date:** Wednesday, February 08, 2017 10:26:20 AM

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We look forward to having you attend the 2017 State of the City Address!

**Doors will open at 5:30 PM**

**Program will begin promptly at 7:00 PM**

If you are still interested in attending but have not yet had the opportunity to RSVP, please see the invitation below for event details and further instructions.

Please note:

Reserved parking is not available and street parking will be very limited. Guests are encouraged to use public transportation to travel to the venue. Guests are not permitted to bring backpacks, large bags, suitcases, signs or posters.

Special Accommodations:

If you need to request special accommodations, including ADA assistance, please call (212) 788-2569 or email [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov).



The Mayor of the City of New York

**Bill de Blasio**

cordially invites you to the

**2017 STATE OF THE CITY ADDRESS**

Monday, February 13, 2017

Doors open at 5:30 PM  
Program begins promptly at 7:00 PM

Apollo Theater  
253 West 125th Street  
Manhattan

RSVP by Wednesday, February 8, 2017  
(212) 788-2569 or  
email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

Space is limited

Seating is on a first come first serve basis.

**THIS INVITATION IS NON-TRANSFERABLE.**

**Yes, I am attending**

**No, I will not attend**



**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** ICYMI: MAYOR DE BLASIO, CHANCELLOR FARIÑA ANNOUNCE HIGHEST-EVER GRADUATION RATE  
**Date:** Friday, February 10, 2017 3:21:10 PM  
**Attachments:** [image001.png](#)

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Dear Jonathan –

I wanted to share today's important news with you.

Warm regards,  
Gabrielle

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

**FOR IMMEDIATE RELEASE:** February 10, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO, CHANCELLOR FARIÑA ANNOUNCE HIGHEST-EVER  
GRADUATION RATE**

*Graduation rate rises to 72.6 percent and dropout rate hits low of 8.5 percent with largest improvements for Hispanic and Black students*

**NEW YORK**—Mayor de Blasio and Chancellor Carmen Fariña today announced that New York City's four-year high school graduation rate hit a historic high in 2016 – 72.6 percent. The dropout rate fell to the lowest ever – 8.5 percent. The improvements in both graduation and dropout rates were highest for Hispanic and Black students. Every single borough saw its graduation rate increase and dropout rate decrease – with the highest increase in graduation rate in the Bronx.

Mayor de Blasio and Chancellor Fariña's Equity and Excellence for All agenda will build on this progress, ensuring that by 2026, 80 percent of students graduate high school on time and two-thirds of graduates are college ready. Equity and Excellence for All is building a path from pre-K to college and careers for every child in every neighborhood in New York City.

“Our public schools are unquestionably the strongest they've ever been – we're graduating more students than ever before, and we are on track to reach our Equity and Excellence for All goal of 80 percent of students graduating on time,” said **Mayor Bill de Blasio**. “From

Day 1, we've believed in the promise of our public schools as the ladder to success for all New Yorkers, and we are raising the bar at every school in every zip code."

"Our record-high graduation and the record-low dropout rates are a testament to the hard work of our students, their families, and our educators," said **Schools Chancellor Carmen Fariña**. "Our focus has always been on the work going on in every classroom, and that's where it's going to stay. While this is a day to celebrate progress, we're working harder than ever to improve instruction and provide equity and excellence for all students."

The rates below are the graduation and dropout percentages among the cohort of all students who entered 9th grade in the fall of 2012. All percentage point changes are comparisons to the previous year.

- The graduation rate rose to 72.6 percent, a 2.1 point gain
- The dropout rate fell to 8.5 percent, a 0.5 point decrease

Graduation rates improved across all ethnicities, with Hispanic and Black students posting the highest gains:

- Hispanic students' graduation rate increased to 66.9 percent, a 2.9 point gain
- Black students' graduation rate increased to 68.1 percent, a 2.6 point gain
- Asian students' graduation rate increased to 85.6 percent, a 0.6 point gain
- White students' graduation rate increased to 82.1 percent, a 0.1 point gain

Dropout rates fell or remained the same across all ethnicities:

- Hispanic students' dropout rate fell to 11.2 percent, a 0.7 point decrease
- Black students' dropout rate fell to 8.8 percent, a 0.6 point decrease
- Asian students' dropout rate fell to 4.6 percent, the same as last year
- White students' dropout rate fell to 4.8 percent, a 0.4 point decrease

Graduation rates increased and dropout rates fell in every borough. The largest improvement in graduation rates was in the Bronx:

	Graduation				Dropout			
	2016 # Cohort	% 2016 Grad	% 2015 Grad	Pt. Diff	2016 # Cohort	% 2016 Dropout	% 2015 Dropout	Pt. Diff
Bronx	13,838	64.8	61.8	<b>3.0</b>	13,838	12.7	13.1	<b>-0.4</b>
Brooklyn	20,823	72.2	70.8	<b>1.4</b>	20,823	7.6	8.3	<b>-0.7</b>
Queens	19,398	75.5	73.3	<b>2.2</b>	19,398	7.7	7.9	<b>-0.2</b>
Manhattan	15,569	74.6	72.5	<b>2.2</b>	15,569	7.4	7.7	<b>-0.4</b>
Staten Island	4,544	79.3	77.4	<b>1.9</b>	4,544	6.4	7.5	<b>-1.2</b>

Graduation rates also increased at the City's 31 Renewal high schools. The graduation rate increased to 59.3 percent, a 4.8 percent increase – more than double the citywide increase in graduation rate. The dropout rate was 18.6 percent, a 0.8 point increase.

Earlier this school year, Mayor de Blasio and Chancellor Fariña announced:

- The highest-ever postsecondary enrollment rate – 55 percent of the Class of 2015.
- The highest-ever number of New York City students taking and passing Advanced Placement exams in 2016 with an 8.4 percent jump in students taking at least one AP and 8.2 percent jump in students passing at least one AP over the previous year.
- The highest-ever college readiness rate – 37 percent of all students, and 51 percent of graduates, in the Class of 2016 graduated high school on time and met CUNY's standards for college readiness in English and math.
- The highest-ever percentage of high school juniors taking the SAT – 52 percent. All juniors will be able to take the SAT free of charge during the school day this school year.

The progress extends to elementary and middle school grades – students made substantial gains on the most recent State English and math exams. For the first time, City students are now outperforming their New York State peers in English.

Mayor de Blasio and Chancellor Fariña's Equity and Excellence for All initiatives are building a pathway to success in college and careers for all students. Our schools are starting earlier – free, full-day, high-quality pre-K for every four-year-old through Pre-K for All. They are strengthening foundational skills and instruction earlier – Universal Literacy so that every student is reading on grade level by the end of 2nd grade; and Algebra for All to improve elementary- and middle-school math instruction and ensure that all 8th graders have access to algebra. They are offering students more challenging, hands-on, college and career-aligned coursework – Computer Science for All will bring 21st Century computer science instruction to every school, and AP for All will give all high school students access to at least five Advanced Placement courses. Along the way, they are giving students and families additional support through College Access for All, Single Shepherd, and investment in Community Schools.

More information on New York City's graduation and college readiness and rates can be found at <http://schools.nyc.gov/Accountability/data/GraduationDropoutReports/default.htm>.

“Congratulations to our students, educators and families across New York City – this is truly remarkable work. The highest-ever graduation rate and the lowest-ever dropout rate in our City's history is a big accomplishment, and we won't rest until every single student is firmly on the path to succeed in college and careers. We will continue working towards our vision of equity and excellence for all, by strengthening teaching and learning in every single classroom from pre-K to graduation,” said **Deputy Chancellor for Teaching and Learning Phil Weinberg**.

"As a parent of a public school student, I realize how important the reforms Mayor de Blasio and Chancellor Farina have been for all students these past few years. Now everyone knows that they have proved successful. Careful attention to at -risk students, guidance counselors, after school middle school and support for our high schools as full comprehensive schools is raising graduation rates and perhaps even more importantly, lowering drop out and discharge

rates among our young adults; the future of our city. I look forward to even more positive results as pre-K and other Equity and Excellence initiatives continue. Congratulations to all the principals, teacher, parents, staff and students at all our schools, but especially our high schools," said **Assembly Member Cathy Nolan, Chair of the Assembly Committee on Education.**

"Graduation rates are at a record high thanks to our City's substantial investment in public education," said **Council Member Daniel Dromm, Chair of the Education Committee.** "Because we have embraced progressive approaches to education such as community schooling and restorative justice practices, thousands of students are now on the path to success. I celebrate these historic results and will continue to work alongside the administration to build upon this achievement."

"Our City's future is tied to the quality of education we provide to our young people and how successfully we equip them for adulthood," said **Manhattan Borough President Gale A. Brewer.** "These higher achievement rates are great news, and I will continue to work with the Department of Education to strengthen the opportunities and support provided in our schools, with an emphasis on access to the latest technology and STEAM resources."

"Any improvement in graduation rates is encouraging. I look forward to the day when our children can all do math and reading at grade level, because we all know that there are too many people who need remedial work when they enter college. I also look forward to the day when the schools in my district receive the same resources as children in other parts of the city, so they can have the same opportunities to thrive and compete in our global market," said **State Senator Ruben Diaz Sr.**

"Our students, our teachers, our schools have been doing the hard work, and here you are seeing the results," said **President of the United Federation of Teachers Michael Mulgrew.** "By focusing our energy and resources on the classroom, we are making a difference for students across the city. Our job now is to keep up the momentum."

"These numbers are a tribute to our students, their families, and the teachers, staff and school leaders who make our public schools second to none," said **Council of School Supervisors and Administrators President Ernest Logan.** "We must not forget that high school diplomas change lives."

"In 2004, a study commissioned by the Partnership for New York City identified the four year graduation rate as a dismal 54.3 percent. The significant improvement in student performance reported today reflects the impact of mayoral control of school governance and the success of the de Blasio Administration and Chancellor Farina in aligning the interests of teachers, parents and the business community in support of our public schools," said **Kathryn Wylde, President and CEO of Partnership for New York City.**

"The growth in graduation rates and decrease in dropouts underscores the fact that reforms based on increasing student opportunities are more effective than the old test and punish approach," said **Billy Easton, Executive Director of Alliance for Quality Education.**

"There is no doubt the City's school system is moving in the right direction under Mayor de Blasio and Chancellor Fariña," said **José Calderón, President of the Hispanic Federation.** "We are starting to see real gains in Latino student performance and outcomes due to

visionary investments in universal pre-kindergarten, community schools and English language learner programs. Nonetheless, far too many Latino students are still struggling to learn in underfunded, overcrowded schools without the full array of academic and social service supports needed to graduate college ready. Hispanic Federation is committed to continuing to work with this administration to amplify and speed up these improvements to ensure another generation of Latino kids doesn't fall through the cracks.”

###

**From:** [Grybauskas, Natalie](#)  
**To:** [Gardener, Stacy \(DOITT\)](#)  
**Cc:** [Jovana Rizzo](#); [Shor, Stanley](#); [Koenig, Anne J.](#); [Dan Levitan](#); [Stacey Levine](#); [Ruth Fasoldt](#); [Jennifer Hensley \(Jennifer.Hensley@intersection.com\)](#)  
**Subject:** Re: Valentines release + travel outlet request  
**Date:** Monday, February 13, 2017 5:37:01 PM  
**Attachments:** [image001.png](#)

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I dig it

Sent from mobile

On Feb 13, 2017, at 5:12 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

+ Natalie for awareness

That's cute. Maybe Link will become the updated version of the sporting event big screen proposal 😊

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Monday, February 13, 2017 5:04 PM  
**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Jennifer Hensley ([Jennifer.Hensley@intersection.com](mailto:Jennifer.Hensley@intersection.com)) <[Jennifer.Hensley@intersection.com](mailto:Jennifer.Hensley@intersection.com)>  
**Subject:** RE: Valentines release + travel outlet request

Proposed talking points for Skift are below, let us know if you have any edits or comments. Also, some great news for Valentine's Day! As you know, there has been a campaign running asking people to get in touch with Link if they are planning to propose on Valentine's Day. There is a proposal happening tomorrow evening and the Daily News is potentially interested in doing a story about the first LinkNYC proposal! Could be a very fun NYC story. We will keep you posted when we know more.

Thanks!  
Jovana

### What is LinkNYC? How did this idea come about?

<!--[if !supportLists]-->• <!--[endif]-->LinkNYC is a new communications network replacing the city's pay phones with free, super-fast wi-fi hotspots and services.

<!--[if !supportLists]-->• <!--[endif]-->The City of New York held a competition to replace the city's pay phones. After a competitive bidding process, the City announced that CityBridge – a consortium of companies that includes Intersection, Qualcomm, and CIVIQ Smartscares – was selected to develop and operate the first-of-its-kind



LinkNYC network, bringing the world's fastest municipal Wi-Fi to millions of New Yorkers and visitors.

<!--[if !supportLists]-->• <!--[endif]-->The five-borough network is funded entirely through advertising revenues and is being built at no-cost to taxpayers or users.

<!--[if !supportLists]-->• <!--[endif]-->Each Link is equipped with free services like high-speed Wi-Fi, phone calls, a tablet for maps and city services, 911 button for emergencies and device charging for anyone living in or visiting New York City to enjoy.

### **What has usage been like since the launch?**

<!--[if !supportLists]-->• <!--[endif]-->The reception from New Yorkers and visitors has been incredible.

<!--[if !supportLists]-->• <!--[endif]-->We are now in all five boroughs.

<!--[if !supportLists]-->• <!--[endif]-->We reached more than 1 million users in less than one year, and are seeing approximately 40,000 people join the network every week.

<!--[if !supportLists]-->• <!--[endif]-->There are about 4 million Wi-Fi sessions every week.

<!--[if !supportLists]-->• <!--[endif]-->We've heard some great anecdotes about how people are using Link -- a man wasn't able to pay for a data plan on his device and was relying on Link to stay connected. Parents have stopped by with their kids to show them how to use the 911 and Vonage app for emergencies. Teenagers are using the wi-fi and USB charging while they run around the city playing Pokemon.

<!--[if !supportLists]-->• <!--[endif]-->We recently announced that Link is coming to the London and the UK this year.

### **What are the benefits of Link for travelers?**

<!--[if !supportLists]-->• <!--[endif]-->Tourists can stay connected to the Link Wi-Fi without incurring onerous roaming charges or using expensive international data plans.

<!--[if !supportLists]-->• <!--[endif]-->They can use Link's tablet to get directions on the go and make domestic calls, and to charge their phones.

### **How are visitors using Link?**

<!--[if !supportLists]-->• <!--[endif]-->Anecdotally, visitors are using Link, taking advantage of the free wi-fi, device charging, and maps on

the go.

<!--[if !supportLists]-->• <!--[endif]-->It's especially helpful for people from overseas who don't want to get costly data plans.

<!--[if !supportLists]-->• <!--[endif]-->There are Links in popular tourist areas -- Times Square, Midtown, Columbus Circle, and throughout the city.

<!--[if !supportLists]-->• <!--[endif]-->We had a street team out when it was warmer and tourists would stop by to learn about Link and sign up for the Wi-Fi -- nearly everyone was shocked and so excited that it is a free service.

<!--[if !supportLists]-->• <!--[endif]-->Visitors from England, Germany and South America all asked when Link would be expanding and coming to their cities.

<!--[if !supportLists]-->• <!--[endif]-->Some people even stopped to take pictures of Links -- it has become a part of the NYC streetscape.

---

**From:** Shor, Stanley [[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)]  
**Sent:** Monday, February 13, 2017 3:04 PM  
**To:** Jovana Rizzo; Gardener, Stacy; Koenig, Anne J.  
**Cc:** Dan Levitan; Stacey Levine; Ruth Fasoldt; Jennifer Hensley ([Jennifer.Hensley@intersection.com](mailto:Jennifer.Hensley@intersection.com))  
**Subject:** RE: Valentines release + travel outlet request

Please also give us your proposed answers to the questions. Thanks.

<image001.png>

Stanley Shor  
Assistant Commissioner, Franchise Administration  
**New York City Department of  
Information Technology & Telecommunications**  
2 MetroTech Center, 4th Floor  
Brooklyn, NY 11201

718-403-8024  
[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)

<image002.jpg>

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**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Monday, February 13, 2017 2:55 PM  
**To:** Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine

<[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>;  
Jennifer Hensley ([Jennifer.Hensley@intersection.com](mailto:Jennifer.Hensley@intersection.com))  
<[Jennifer.Hensley@intersection.com](mailto:Jennifer.Hensley@intersection.com)>

**Subject:** RE: Valentines release + travel outlet request

Thanks so much and sorry for the short notice on the release! For the Skift interview, questions will include the following, and we can definitely recommend the reporter reach out to NYC&Co if he has not already.

- What is LinkNYC? How did this idea come about?
- What has usage been like since the launch?
- What are the benefits of Link for travelers?
- How are visitors using Link?

Thanks,  
Jovana

---

**From:** Shor, Stanley [[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)]  
**Sent:** Monday, February 13, 2017 1:43 PM  
**To:** Jovana Rizzo; Gardener, Stacy; Koenig, Anne J.  
**Cc:** Dan Levitan; Stacey Levine; Ruth Fasoldt; Jennifer Hensley ([Jennifer.Hensley@intersection.com](mailto:Jennifer.Hensley@intersection.com))  
**Subject:** RE: Valentines release + travel outlet request

+ Jen  
Hi Jovana,

This press release is approved. However, we are not happy regarding the short amount of time we were given to review it. Please give us more time in the future. We are working on guidelines to address notification procedures for tablet content as well as innovative advertising, such as this campaign. For now, please make sure that DoITT has an opportunity to comment *before* campaigns like these are released to the public.

Regarding the Skift interview, may we see a list of questions? It would also be appropriate to connect them with NYC & Co., if they haven't already been in touch with them.

Thanks.

<image001.png>

Stanley Shor  
Assistant Commissioner, Franchise Administration  
**New York City Department of  
Information Technology & Telecommunications**  
2 MetroTech Center, 4th Floor  
Brooklyn, NY 11201

718-403-8024  
[sshor@doitt.nyc.gov](mailto:sshor@doitt.nyc.gov)

<image002.jpg>

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Monday, February 13, 2017 10:33 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Subject:** FW: Valentines release + travel outlet request

Hi all, just re-upping the Valentine's Day release we'd like to send today, please see attached.

Thanks!  
Jovana

---

**From:** Jovana Rizzo  
**Sent:** Friday, February 10, 2017 5:43 PM  
**To:** [SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov); [SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)  
**Cc:** Stacey Levine; Ruth Fasoldt; Dan Levitan  
**Subject:** Valentines release + travel outlet request

Hi Stanley and Stacy,  
LinkNYC has a fun Instagram campaign for Valentine's Day that we'd like to send a release out about on Monday -- please see attached draft for your review.

We also received in an inquiry from the global travel outlet [Skift](#) -- they are interested in doing a story about the benefits of Link for travelers and tourists. It sounds like a good opportunity, and we are planning to schedule a short interview with them with Jen next week. Please let me know if you have any questions or want to discuss.

Thanks so much - enjoy the weekend!  
Jovana

BerlinRosen Public Affairs  
646-200-5329

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**From:** [Bucich, Nicole A.](#)  
**To:** [Kerson, Julia](#)  
**Cc:** [Cathy Rought](#)  
**Subject:** FW: WTS Silent Auction Letter-Draft 2-14-17.docx  
**Date:** Tuesday, February 14, 2017 3:19:26 PM  
**Attachments:** [WTS Silent Auction Letter-Draft 2-14-17.docx](#)

---

Julia-

So the letter is finalized and now need to get it out the door. How do we get the list of email addresses for each of the chapter leaders? I can bring it up tomorrow at the all hands but I thought I'd ask you first!

Thanks-  
Nicole

Nicole A. Bucich  
NY Metropolitan Planning/Environmental Manager

WSP|Parsons Brinckerhoff  
One Penn Plaza  
NY, NY 10119  
w. 212.465.5220  
c. 973.699.1937  
[bucichna@pbworld.com](mailto:bucichna@pbworld.com)

---

**From:** Cullen, Laurie [mailto:[LCullen@VHB.com](mailto:LCullen@VHB.com)]  
**Sent:** Tuesday, February 14, 2017 8:52 AM  
**To:** Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com)  
**Subject:** RE: WTS Silent Auction Letter-Draft 2-14-17.docx

Hi Nicole,

I reviewed the letter one more time. It looks great. No additional comments. Unfortunately, I do not have a list of donors from last year. I would guess the chapter that sponsored the conference last year would have that. I think it was in Austin, TX, which is the Heart of Texas chapter. I'm not sure who chaired the silent auction committee last year. Sorry. Also, if you need chapter leadership contacts, I think the WTS office could give you that. I would send the letter to the chapter presidents and copy the chapter scholarship chairs. Thanks.

**Laurie K. Cullen, A.A.E.**  
Senior Program Manager  
P 401.457.7804 | M 401.644.9907

---

**From:** Bucich, Nicole A. [<mailto:bucichna@pbworld.com>]  
**Sent:** Monday, February 13, 2017 8:39 AM

**To:** Cullen, Laurie <[LCullen@VHB.com](mailto:LCullen@VHB.com)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>

**Subject:** WTS Silent Auction Letter-Draft 2-14-17.docx

Laurie-

Attached is the latest and greatest for your final review and distribution. Thanks so much for your help. Also, we were wondering if you have access to this list of donors from last year's conference.

Take care-

Nicole

Nicole A. Bucich

NY Metropolitan Planning/Environmental Manager

WSP|Parsons Brinckerhoff

One Penn Plaza

NY, NY 10119

w. 212.465.5220

c. 973.699.1937

[bucichna@pbworld.com](mailto:bucichna@pbworld.com)

---

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February 14, 2017

Recipient name  
Address  
City, State Zip

Dear (use a mail merge field: Recipient First Name):

**“When women support each other, incredible things happen.”** On the eve of WTS’s 40th anniversary, this tenet holds more truth than ever and is evidenced daily by all the amazing things our members accomplish. This is why the WTS Foundation (WTSF) is counting on your support for the 2017 WTSF Fundraiser at the Annual Conference to help raise much needed funds for our national scholarship fund.

As you know for many years, the WTS Foundation has helped encourage, recognize and financially support generations of current and aspiring women transportation professionals. Our mentoring, networking, professional development and scholarship programs have touched the lives of hundreds over the years, but we need your help to ensure this longstanding tradition of support and empowerment continues.

In years past, this fundraiser was a silent auction. This year we are trying something new – a ticket raffle – which is described below.

At the 2017 WTS Annual Conference in New York City, we are working to build a more inclusive and dynamic fundraising competition to raise money for the WTSF fund. Our annual conference is one of the largest revenue drivers for the WTSF, which allows us to continue to award these national scholarships.

In celebration of our landmark 40<sup>th</sup> anniversary, we will have the first annual **“Hamilton’s Lucky Draw”** ticket raffle – Hamilton refers to the face on the \$10 bill, which is what we will charge for each ticket sold. Members will be able to buy as many tickets as they wish and then place their tickets in raffle drawings for individual prizes. The more tickets you buy, the more chances you can enter to win each prize. At the end of the raffle, one ticket will be drawn to award each prize. We believe this approach will be more inclusive to all income levels and raise more money for the Foundation fund, while offering exciting prizes and experiences to those that enter and win.

As part of this new approach, the WTS Foundation and the WTS Annual Conference Raffle Committee is asking for monetary donations from each of the chapters. Our committee will use your funds to purchase gifts that will be included in the ticket raffle. **This is a special year for WTS so please support the WTSF scholarship, education and research programs for tomorrow’s women leaders by making a gift of \$250, \$400 or \$500 (or more) to our WTS Conference Hamilton Lucky’s Draw today.** No amount is too small, and especially for our larger and older chapters, this is a chance to commemorate all the

opportunities, friends and networks you've come to know through your involvement with WTS.

In addition to your chapter's financial contribution, we are also looking for big-ticket items to raffle, including plane tickets, hotel rooms, sporting event tickets, cooking classes, gift certificates, Broadway tickets, designer purses and more. As always, all donations are appreciated and are tax-deductible.

Proceeds generated by Hamilton's Lucky Draw will fund much-needed graduate and undergraduate scholarships to help young women overcome some of the barriers that stand between them and their professional aspirations in transportation. Your support is essential to continuing this program and plays a vital role in helping young women reach their highest potential.

*"Women who support other women are confident, generous, visionaries."*

*- Mariela Dabbah, global career development guru*

Join us in believing in the power of tomorrow's leaders by making a contribution to our WTS Conference Hamilton's Lucky Draw fund today. All donation checks should be made payable to the "WTS Foundation" and mailed with the donation form to Nicole Bucich, WSP|Parsons Brinckerhoff, One Penn Plaza, NY, NY 10119. If you are interested in donating an item in addition to your contribution, please contact Cathy Rought at [cathy@berlinrosen.com](mailto:cathy@berlinrosen.com) or 202-263-9097 for more information. Thank you in advance for your support.

With sincere gratitude,

Laurie K Cullen, A.A.E.  
WTS Foundation Board Chair

Nicole Bucich  
2017 WTS Conference Foundation Fundraiser Co-Chair

Cathy Rought  
2017 WTS Conference Foundation Fundraiser Co-Chair

Attachment: Donation Form



**DONATION FORM**  
**2017 WTS Annual Conference**  
**“HAMILTON’S LUCKY DRAW” DONATION FORM**

Name: \_\_\_\_\_

Chapter Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Donation Amount (please check box below):

\$250

\$400

\$500

Other \$

Please make checks payable to “WTS Foundation” and mail donations to:

Nicole Bucich  
WSP|Parsons Brinckerhoff  
One Penn Plaza, 2<sup>nd</sup> floor  
New York, NY 10019

Interested in also donating an item for the raffle? Contact Cathy Rought  
at [cathy@berlinrosen.com](mailto:cathy@berlinrosen.com) or 202-263-9097. All donations are tax-deductible.

**From:** [Kerson, Julia](#)  
**To:** [Bucich, Nicole A.](#)  
**Cc:** [Cathy Rought](#)  
**Subject:** Re: WTS Silent Auction Letter-Draft 2-14-17.docx  
**Date:** Tuesday, February 14, 2017 3:52:38 PM

---

I can reach out to international and copy you folks with the question - you should also feel free to reach out to Lisa Marie directly if you feel comfortable but international definitely has that contact information.

Julia

Sent from my iPhone

On Feb 14, 2017, at 3:19 PM, Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)> wrote:

Julia-

So the letter is finalized and now need to get it out the door. How do we get the list of email addresses for each of the chapter leaders? I can bring it up tomorrow at the all hands but I thought I'd ask you first!

Thanks-  
Nicole

Nicole A. Bucich  
NY Metropolitan Planning/Environmental Manager

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NY, NY 10119  
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c. 973.699.1937  
[bucichna@pbworld.com](mailto:bucichna@pbworld.com)

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**Sent:** Tuesday, February 14, 2017 8:52 AM  
**To:** Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
**Cc:** [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com)  
**Subject:** RE: WTS Silent Auction Letter-Draft 2-14-17.docx

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**Laurie K. Cullen, A.A.E.**  
Senior Program Manager  
P 401.457.7804 | M 401.644.9907

---

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**Subject:** WTS Silent Auction Letter-Draft 2-14-17.docx

Laurie-  
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Take care-  
Nicole

Nicole A. Bucich  
NY Metropolitan Planning/Environmental Manager

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<WTS Silent Auction Letter-Draft 2-14-17.docx>

---

**From:** Diaz, Melissa  
**Sent:** Tuesday, February 14, 2017 5:12 PM  
**To:** Diaz, Melissa  
**Subject:** FW: This is your city.

Good afternoon,

See below for a message from City Hall on the State of our City – I think it’s something you might be interested in. I encourage you to click the images and share, and I’ll be sure to share other good news out of City Hall in the future.

Thank you!

Melissa

**Melissa J. Diaz**  
Office of the Mayor | City of New York  
C: (929) 375-1721  
[@MelissaJDiaz](#)

---

**From:** Bill de Blasio [mailto:no-reply@cityhall.nyc.gov]  
**Sent:** Tuesday, February 14, 2017 4:56 PM  
**To:** Diaz, Melissa  
**Subject:** This is your city.



THE CITY OF NEW YORK

Fellow New Yorker,

Part of what has always made New York City such an extraordinary place is the fact that anyone has a shot here. It is one of the most beautiful things about this place, but that beautiful reality is at risk.

Yesterday, I gathered with New Yorkers to consider the state of our city, and to propose strong solutions to improve the lives of 8.5 million of our neighbors. The fact is: people are so fundamentally challenged by the affordability crisis that this city must do more and must do it quickly.

To any New Yorker who’s struggling to pay the bills, who’s fighting to stay in their own neighborhood, or who isn’t sure if they’re going to have enough to

keep going: I say again, this is your city, and we are here for you.

In case you missed it, here's what you should know – **click the images and share:**

We will fight to keep New Yorkers in their homes.



I proposed a 2.5% tax on homes costing more than \$2 million to help fund affordable senior housing.

---

**A Mansion Tax  
to fund affordable  
housing for seniors.**

---

THIS IS YOUR CITY

**NYC**

We're building more affordable housing so more New Yorkers can stay New Yorkers.

---

**Affordable  
housing for 3  
million New  
Yorkers.**

---

THIS IS YOUR CITY

**NYC**

We're investing to create more jobs in industries that provide a good wage and a better future.

---

**100,000 new  
good-paying  
jobs by 2026.**

---

THIS IS YOUR CITY

**NYC**

Thanks to Pre-K for All and AP for All, we plan to make our graduation rate grow as large as our student's ambitions.

---

**Highest graduation  
rate. EVER.**

---

THIS IS YOUR CITY

**NYC**

And in case you didn't have an opportunity to meet Gershy, check out our video. He wants to tell you all about the things he did in Pre-K:





We need to stay a beacon of hope. And we need to remember that this is our city. We want to make sure you can grow here – and stay here – for a long time to come.

In solidarity,

Mayor Bill de Blasio

This email was sent to [mdiaz@cityhall.nyc.gov](mailto:mdiaz@cityhall.nyc.gov) | [Unsubscribe](#) | [Privacy Policy](#)



New York City Hall, City Hall Park, New York, NY 10007

**From:** [Gardener, Stacy](#)  
**To:** [Jovana Rizzo](#)  
**Cc:** [Stacey Levine](#); [Dan Levitan](#); [Grybauskas, Natalie](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Subject:** RE: Media enquiry about LinkNYC kiosks  
**Date:** Thursday, February 23, 2017 1:44:40 PM

---

+ Natalie

Please let us know what your responses will be. Thanks!

---

**From:** Jovana Rizzo [mailto:jovana@berlinrosen.com]  
**Sent:** Thursday, February 23, 2017 1:41 PM  
**To:** Gardener, Stacy <SGardener@doitt.nyc.gov>; Shor, Stanley <SShor@doitt.nyc.gov>; Koenig, Anne J. <ankoenig@doitt.nyc.gov>  
**Cc:** Stacey Levine <stacey.levine@intersection.com>; Dan Levitan <dan@berlinrosen.com>  
**Subject:** FW: Media enquiry about LinkNYC kiosks

Hi all, Link + DoITT received the following press inquiry. We will reach out to clarify on her questions and send some positive user stats. Let us know if you have any questions.

Thanks,  
Jovana

---

**From:** Jane [jane.gray@epochtimes.com]  
**Sent:** Thursday, February 23, 2017 12:07 PM  
**To:** [media@link.nyc](mailto:media@link.nyc)  
**Cc:** [communications@doitt.nyc.gov](mailto:communications@doitt.nyc.gov)  
**Subject:** Media enquiry about LinkNYC kiosks

Hello,

I'm working on an article about the new LinkUK Wi-Fi kiosks that are replacing phone boxes on London's streets. The first is set to be installed in North London mid-this year.

Relating to this, I have a couple of questions about LinkNYC. I read that there were complaints about the screens in NY last year because some people were watching pornography on the internet browsers on the kiosks. I wondered what action was taken on this? Were the Internet browsers still turned off? How secure are the browsers?

If you could get back to me by tomorrow (Friday) morning that would be great,

Many thanks,  
Jane

Jane Gray  
Journalist, UK Edition  
O +44 (0)203 865 2203  
A Unit 5, 70 Malham Road, London SE23 1AG  
E [jane.gray@epochtimes.com](mailto:jane.gray@epochtimes.com)

[www.TheEpochTimes.com](http://www.TheEpochTimes.com) @epochtimes @itsjanegrays

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**From:** [Grybauskas, Natalie](#)  
**To:** [Gardener, Stacy \(DOITT\)](#)  
**Cc:** [Jovana Rizzo](#); [Stacey Levine](#); [Dan Levitan](#); [Shor, Stanley](#); [Koenig, Anne J.](#)  
**Subject:** Re: Media enquiry about LinkNYC kiosks  
**Date:** Thursday, February 23, 2017 1:45:24 PM

---

We have an old answer to this that I can dig up.

Sent from mobile

On Feb 23, 2017, at 1:44 PM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

+ Natalie

Please let us know what your responses will be. Thanks!

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**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** FW: Media enquiry about LinkNYC kiosks

Hi all, Link + DoITT received the following press inquiry. We will reach out to clarify on her questions and send some positive user stats. Let us know if you have any questions.

Thanks,  
Jovana

---

**From:** Jane [[jane.gray@epochtimes.com](mailto:jane.gray@epochtimes.com)]  
**Sent:** Thursday, February 23, 2017 12:07 PM  
**To:** [media@link.nyc](mailto:media@link.nyc)  
**Cc:** [communications@doitt.nyc.gov](mailto:communications@doitt.nyc.gov)  
**Subject:** Media enquiry about LinkNYC kiosks

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If you could get back to me by tomorrow (Friday) morning that would be great,

Many thanks,  
Jane

Jane Gray  
Journalist, UK Edition  
O +44 (0)203 865 2203  
A Unit 5, 70 Malham Road, London SE23 1AG  
E [jane.gray@epochtimes.com](mailto:jane.gray@epochtimes.com)

[www.TheEpochTimes.com](http://www.TheEpochTimes.com) @epochtimes @itsjanegray

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**From:** [Blumm, Kate](#)  
**To:** [Gardener, Stacy \(DOITT\)](#); [Dan Levitan](#); [Koenig, Anne J.](#); [Jovana Rizzo](#)  
**Cc:** [Stacey Levine](#); [Grybauskas, Natalie](#); [Shor, Stanley](#); [Ruth Fasoldt \(ruth.fasoldt@intersection.com\)](#)  
**Subject:** RE: Media enquiry about LinkNYC kiosks  
**Date:** Tuesday, February 28, 2017 5:39:35 PM  
**Attachments:** [image007.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)

---

Yes, thanks. If you can forward me the response I'd appreciate it—helpful as I get up to speed!

---

**From:** Gardener, Stacy  
**Sent:** Tuesday, February 28, 2017 2:18 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Ruth Fasoldt ([ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)) <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>  
**Subject:** RE: Media enquiry about LinkNYC kiosks

+ Kate, our new Asst. Commissioner for Comms and External Affairs

I think that should be fine. Thanks all.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Tuesday, February 28, 2017 11:07 AM  
**To:** Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Ruth Fasoldt ([ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)) <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Subject:** RE: Media enquiry about LinkNYC kiosks

Just circling back on this -- we made sure the reporter has the latest stats on number of Links and users.

--

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

---

**From:** Koenig, Anne J. [<mailto:ankoenig@doitt.nyc.gov>]  
**Sent:** Friday, February 24, 2017 12:09 PM

**To:** Jovana Rizzo; Gardener, Stacy  
**Cc:** Stacey Levine; Dan Levitan; Grybauskas, Natalie; Shor, Stanley; Ruth Fasoldt ([ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com))  
**Subject:** RE: Media enquiry about LinkNYC kiosks

Looks like it's time to update the update statement! (400 Links in three boroughs? 475,00 users?)

**Anne J. Koenig**

Senior Director of Public Communications Structures

**New York City Department of  
Information Technology & Telecommunications**

2 Metro Tech Center, 4th Floor, 4.109F  
Brooklyn, NY 11201

Phone (718) 804-4814

Fax (718) 403-8586

[ankoeng@doitt.nyc.gov](mailto:ankoeng@doitt.nyc.gov)



---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]

**Sent:** Thursday, February 23, 2017 5:25 PM

**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>

**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoeng@doitt.nyc.gov](mailto:ankoeng@doitt.nyc.gov)>

**Subject:** RE: Media enquiry about LinkNYC kiosks

We'll direct the reporter to the service update statement (<https://link.nyc/service-update.html>) and let them know:

- The issue was monopolization and long-term use of the kiosks
- The web browser was removed from all Links on September 14 — loitering complaints dropped 96% immediately and Link kiosk usage increased
- LinkNYC reached more than 1 million users in less than a year, with tens of thousands of tablet sessions every week

---

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]

**Sent:** Thursday, February 23, 2017 1:42 PM

**To:** Jovana Rizzo

**Cc:** Stacey Levine; Dan Levitan; Grybauskas, Natalie; Shor, Stanley; Koenig, Anne J.

**Subject:** RE: Media enquiry about LinkNYC kiosks

+ Natalie

Please let us know what your responses will be. Thanks!

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Thursday, February 23, 2017 1:41 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoening@doitt.nyc.gov](mailto:ankoening@doitt.nyc.gov)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** FW: Media enquiry about LinkNYC kiosks

Hi all, Link + DoITT received the following press inquiry. We will reach out to clarify on her questions and send some positive user stats. Let us know if you have any questions.

Thanks,  
Jovana

---

**From:** Jane [[jane.gray@epochtimes.com](mailto:jane.gray@epochtimes.com)]  
**Sent:** Thursday, February 23, 2017 12:07 PM  
**To:** [media@link.nyc](mailto:media@link.nyc)  
**Cc:** [communications@doitt.nyc.gov](mailto:communications@doitt.nyc.gov)  
**Subject:** Media enquiry about LinkNYC kiosks

Hello,

I'm working on an article about the new LinkUK Wi-Fi kiosks that are replacing phone boxes on London's streets. The first is set to be installed in North London mid-this year.

Relating to this, I have a couple of questions about LinkNYC. I read that there were complaints about the screens in NY last year because some people were watching pornography on the internet browsers on the kiosks. I wondered what action was taken on this? Were the Internet browsers still turned off? How secure are the browsers?

If you could get back to me by tomorrow (Friday) morning that would be great,

Many thanks,  
Jane

Jane Gray  
Journalist, UK Edition  
O +44 (0)203 865 2203  
A Unit 5, 70 Malham Road, London SE23 1AG  
E [jane.gray@epochtimes.com](mailto:jane.gray@epochtimes.com)

[www.TheEpochTimes.com](http://www.TheEpochTimes.com) @epochtimes @itsjanegray

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**From:** [Grybauskas, Natalie](#)  
**To:** [Dan Levitan](#)  
**Cc:** [Stacey Levine](#); [Blumm, Kate \(KBlumm@doitt.nyc.gov\)](#)  
**Subject:** Re: Privacy announcement  
**Date:** Tuesday, March 07, 2017 4:44:05 PM

---

I'm in a meeting  
Can connect at 5

Sent from mobile

> On Mar 7, 2017, at 4:41 PM, Dan Levitan <dan@berlinrosen.com> wrote:  
>  
> Does this time still work?  
>  
> [REDACTED] PIN [REDACTED]  
> <meeting.ics>

**From:** [Stacey Levine](#)  
**To:** [Blumm, Kate](#); [Grybauskas, Natalie](#); [Dan Levitan](#); [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Subject:** Updated talking points and press release  
**Date:** Wednesday, March 08, 2017 3:57:03 PM  
**Attachments:** [PrivacyPolicyAnnouncementPlan\\_030817.docx](#)

---

Updated plan attached.

Please let us know if DoITT has any changes to the FAQ and if there are any updates from NYCLU.

Stacey

--

**Stacey Levine**  
VP, Communications & LinkNYC Marketing

+1 646.834.9657  
[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

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## **Privacy Policy Update Plan**

**Goal:** Clarify our strong user-first policies for the press and public and announce security camera activation.

### **Timeline:**

Finalize FAQ	March 9
Finalize validator quotes	March 10
Brief Stakeholders	March 10
Email to LinkNYC users	March 13
Press release	March 13

Embargoed briefings for select reporters:

- Kaveh Waddell, The Atlantic
- Andy Hawkins, The Verge
- Ruth Reader, Fast Company
- Charlie Herman, WNYC
- Matt Flamm, Crain's

### **Key Topline Messages:**

- New York City and CityBridge take your privacy seriously. We have updated our privacy policy to make our practices and policies more clear and explain the ways we protect personal information.
- We only ask for an e-mail address when you sign up to use LinkNYC's Wi-Fi, far less personal information than most other internet service providers.
- We do not store your browsing history or track the websites you visit when you use LinkNYC's Wi-Fi.
- We will never sell your personal information, or share it with anyone else for their own use, including advertisers and City agencies, except as may be required by law, such as in response to a subpoena or court order. This policy also applies to LinkNYC camera footage.
- We heard NYCLU's feedback and worked to implement many of their suggestions into the revised policy.

## Press Release

For Immediate Release: March 13, 2017

Contact: [media@link.nyc](mailto:media@link.nyc)

### **LinkNYC and DoITT Announce Updated Privacy Policy** **Revised policy outlines the superfast, free Wi-Fi network's commitment to user privacy.**

NEW YORK - LinkNYC and New York City's Department of Information Technology and Telecommunications (DoITT) announced today the release of an updated privacy policy that outlines the superfast, free Wi-Fi network's commitment to user privacy.

While there is no change in LinkNYC's day-to-day privacy practices, the revised policy makes clear that:

- LinkNYC does not store your browsing history or track the websites you visit when you use LinkNYC's Wi-Fi.
- LinkNYC will never sell your personal information, or share it with anyone else for their own use, including advertisers and government agencies, except in response to a subpoena or court order.
- LinkNYC asks for an e-mail address when you sign up to use the Wi-Fi network, and does not require other personal information like name, address, or phone number.
- LinkNYC encrypts all user personal data using industry-leading security, and offers users with compatible devices access to a fully encrypted Private Wi-Fi network.

"New York City and CityBridge take your privacy seriously, and we have updated our privacy policy to make clear our commitment to the more than one million people who have signed up to use the LinkNYC network," said Jennifer Hensley, General Manager of LinkNYC. "LinkNYC will never sell your personal data, or track what you do on our Wi-Fi network."

CITY QUOTE

OTHER QUOTES

Read the full, revised privacy policy at: TK

### **Link Camera Activation**

LinkNYC also announced today that security cameras on Link kiosks will be activated **this week**. Each Link kiosk has two security cameras, above each 55-inch side panel display, which will be used to monitor and maintain the Links and prevent vandalism.

All data and footage from LinkNYC cameras will be subject to the same strict privacy policy announced today. CityBridge will not use or share data or footage collected by cameras except to detect or address illegal activity on or associated with a Link, in response to vandalism, or in response to a subpoena or similar lawful request. Footage from Link cameras will be stored for a maximum for 7 days, unless the footage is necessary to investigate an incident. There is no collection or storage of any audio.

Link tablets have a built-in, user-activated camera that could be used for video calling or other user-initiated applications in the future. These cameras will remain inactive until a future announcement on new LinkNYC features.

###

## **Leak Statement**

*To be used if planned revisions to privacy policy leak before announcement:*

“CityBridge is in conversations with DoITT and the City of New York to clarify our privacy policy and make it easier to understand. We take LinkNYC users’ privacy seriously and do not track what users do on the Wi-Fi network, and we will never share or sell your personal data with anyone for their own use.”

## **Interview Q and A**

### **Q: So what exactly is changing here?**

It's important to note that our day-to-day practices are not changing. What we are doing here is clarifying our privacy policy to match our commitment to user security and privacy. Specifically, the updated privacy policy makes clear that:

1. We do not track what users do on the Wi-Fi on their own devices.
2. We will not share any personal information about our users with anyone, including the City, without their explicit permission or a court order.
3. And it makes clear that any footage from LinkNYC cameras is subject to our privacy policy.

### **Q: Seems like a simple change, why did it take so long?**

We wanted to make sure we got this right, and again, our day to day practices have been consistent since the start of the project and will remain the same.

### **Q: It seems like you’ve addressed some of the concerns that NYCLU and other groups raised, were they involved in drafting the revised policy?**

We heard their feedback and are happy to have been able to implement their suggestions.

### **Q: MAC Addresses identify your phone, a personal device that is with you all the time. Shouldn’t that be treated as PII too?**

We anonymize MAC addresses in our system, and our privacy policy makes clear that if technical information like MAC address is combined with any personal data or data that could identify the user -- like where that mobile device has connected to the network -- we would treat that as personally identifiable information, and we would not share or sell it.

### **Q: This is a lot of cameras, are they really needed?**

The cameras will help us maintain the network and make sure LinkNYC is running smoothly for New Yorkers and visitors. All camera footage is subject to our privacy policy -- we do not share footage with anyone, including the NYPD, without a subpoena or court order.

**Q: Will the cameras feed into NYPD's Domain Awareness System?**

No.

**Q: You say that you will not share personal information without a court order or subpoena. How many such orders have you processed?**

To date we have not received any.

**Q: Will you let people know if their data has been requested by law enforcement?**

We will make a reasonable effort to let people know if we are able to. Of course, we only have the emails that people use to sign up for the network, and no other contact information, so that is the only way we can communicate with users.

**From:** [Blumm, Kate](#)  
**To:** [Stacey Levine](#)  
**Cc:** [Grybauskas, Natalie](#); [Dan Levitan](#); [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Subject:** Re: Updated talking points and press release  
**Date:** Wednesday, March 08, 2017 9:16:09 PM

---

Per Chad, all is still good w NYCLU and they will be positive. He writes "The only caveat she gave me was that she couldn't say that this is the model everyone should follow when putting together a privacy policy because there are many models out there that could work." As soon as I know/have more substance I will share.

On Mar 8, 2017, at 8:48 PM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

Ah yes to my ears that phrasing sounds much better!

We should stick w Monday target yes.

On Mar 8, 2017, at 8:38 PM, Stacey Levine  
<[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)> wrote:

It's more like "our policy is changing to better reflect and clarify our day to day practices".

Still working on our list. Will have to you tomorrow.

Is it still looking like we are going to push this out a few days?

On Wed, Mar 8, 2017 at 8:24 PM, Blumm, Kate  
<[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

Thanks, Stacy. This plan looks good. My notes/comments:

1) it may be important to qualify why the day to day practices are not changing (I guess some acceptable expression of "because we've never done any of these things but now we officially can't even if we wanted to"). I think that it's a bit head scratching to say we're making this update and then transition into "but nothing's changing"

2) can you send the list of validators?

I'll send an nyclu update shortly.

On Mar 8, 2017, at 7:51 PM, Stacey Levine  
<[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)> wrote:

Thanks Kate. We'll stay tuned...



On Wed, Mar 8, 2017 at 5:38 PM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

Thanks, Stacey. I've passed on the FAQ and Mike may send changes back directly.

DoITT and NYCLU lawyers are having a check-in this evening and I'll let you know how that goes, in addition to my next communication with their comms team.

One developing thing to make you aware of: based on some other stuff (non-Link related) that's brewing, we may have some flexibility on the date of the actual rollout – having Anne announce in budget the intention to issue the new policy either Wednesday or Thursday, and speak about it in broad strokes, but bump the media play to a day or two after. I figured this would make you happy! Things are shifting in real time with respect to this, and I assure you I'll stay in close touch about this as well.

Talk soon.

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Wednesday, March 08, 2017 3:57 PM

**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Grybauskas, Natalie <[ngrybauskas@cityhall.nyc.gov](mailto:ngrybauskas@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>

**Subject:** Updated talking points and press release

Updated plan attached.

Please let us know if DoITT has any changes to the FAQ and if there are any updates from

NYCLU.

Stacey

--

**Stacey Levine**

VP, Communications & LinkNYC Marketing

[+1 646.834.9657](tel:+16468349657)

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**From:** [Dan Levitan](#)  
**To:** [Stacey Levine](#); [Blumm, Kate](#)  
**Cc:** [Grybauskas, Natalie](#); [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Subject:** RE: Updated talking points and press release  
**Date:** Thursday, March 09, 2017 11:40:21 AM

---

Could you all get back on the phone this afternoon to finalize?

Thanks again!

---

**From:** Stacey Levine [stacey.levine@intersection.com]  
**Sent:** Wednesday, March 08, 2017 9:15 PM  
**To:** Blumm, Kate  
**Cc:** Grybauskas, Natalie; Dan Levitan; Jovana Rizzo; Ruth Fasoldt  
**Subject:** Re: Updated talking points and press release

I assume we have one of the many models that works for them?

On Wed, Mar 8, 2017 at 9:14 PM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

Per Chad, all is still good w NYCLU and they will be positive. He writes "The only caveat she gave me was that she couldn't say that this is the model everyone should follow when putting together a privacy policy because there are many models out there that could work." As soon as I know/have more substance I will share.

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Talk soon.

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Wednesday, March 08, 2017 3:57 PM

**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>;  
Grybauskas, Natalie <[ngrybauskas@cityhall.nyc.gov](mailto:ngrybauskas@cityhall.nyc.gov)>;  
Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo  
<[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Ruth Fasoldt  
<[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>

**Subject:** Updated talking points and press release

Updated plan attached.

Please let us know if DoITT has any changes to the FAQ and if there are any updates from NYCLU.

Stacey

--

**Stacey Levine**

VP, Communications & LinkNYC Marketing

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**From:** [Dan Levitan](#)  
**To:** [Blumm, Kate](#)  
**Cc:** [Stacey Levine](#); [Grybauskas, Natalie](#); [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Subject:** Re: Updated talking points and press release  
**Date:** Thursday, March 09, 2017 1:33:14 PM

---

Good here

- Sent from my Galaxy S6 -

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Yes. 3:30 ok?

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**Sent:** Thursday, March 09, 2017 11:40 AM  
**To:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>  
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**To:** ["Stacey Levine"; Dan Levitan](#)  
**Cc:** [Blumm, Kate](#); [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Subject:** RE: Updated talking points and press release  
**Date:** Thursday, March 09, 2017 1:35:27 PM

---

I can't but kate will fill me in after – do without me

**From:** Stacey Levine [<mailto:stacey.levine@intersection.com>]  
**Sent:** Thursday, March 09, 2017 1:35 PM  
**To:** Dan Levitan  
**Cc:** Blumm, Kate; Grybauskas, Natalie; Jovana Rizzo; Ruth Fasoldt  
**Subject:** Re: Updated talking points and press release

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**Cc:** [Grybauskas, Natalie](#); [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Subject:** RE: Updated talking points and press release  
**Date:** Thursday, March 09, 2017 5:31:11 PM

---

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**From:** [Blumm, Kate](#)  
**To:** [Grybauskas, Natalie](#); ["Stacey Levine"](#); [Dan Levitan](#)  
**Subject:** DoITT comments on press release  
**Date:** Thursday, March 09, 2017 11:39:28 PM  
**Attachments:** [Link\\_privacy THU1128pm.docx](#)

---

Hey guys. Sorry for the late send; getting back online after an email snafu.

Sent this to the lawyers who made some changes and I piled on a bit too. Can you take a look, incorporate/edit, and send back in the body of an email?

Another email re: comms plan coming shortly.

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## Press Release

For Immediate Release: March TK, 2017

Contact: [media@link.nyc](mailto:media@link.nyc)

### CityBridgeLinkNYC and DoITT Announce Updated Privacy Policy for LinkNYC

~~Revised-~~ policy outlines the superfast, free Wi-Fi network's commitment to user privacy.

NEW YORK — ~~CityBridge LinkNYC~~ and New York City's Department of Information Technology and Telecommunications (DoITT) announced today the release of an updated privacy policy ~~for the that outlines the~~ superfast, free LinkNYC Wi-Fi network's ~~commitment to user privacy~~.

The policy is changing to better reflect and clarify ~~CityBridge's LinkNYC's~~ day-to-day privacy practices and make clear that:

- ~~CityBridge LinkNYC~~ does not store your browsing history or track the websites you visit when you use the LinkNYC's Wi-Fi network.
- ~~CityBridge LinkNYC~~ will never sell your ~~personal~~ personal information, or share it with anyone else for their own use, including advertisers and government agencies, except in response to a subpoena or court order.
- ~~CityBridge LinkNYC~~ asks for an e-mail address when you sign up to use the Wi-Fi network, and does not require other personal information like name, address, or phone number.
- ~~CityBridge LinkNYC~~ encrypts all user personal data using industry-leading security, and offers users with compatible devices access to a fully encrypted Private Wi-Fi network.
- The LinkNYC data retention period associated with an individual session is 60 days for user data other than anonymized device information, which is retained for 1 year, and the email address provided at registration which is retained up to 1 year after last use.

Comment [RC1]: Is this new?

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Comment [Md2]: The lawyers put that in...happy if we could simplify the language

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- Information provided to the City under the agreement does not include information on any individual's usage of the system, technical or personal, except in response to a subpoena or court order.

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Comment [Md3]: Same re: making more human

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“New York City and CityBridge take your privacy seriously, and we have updated our privacy policy to make clear our commitment to the more than one million people who have signed up to use the LinkNYC network.” said Jennifer Hensley, General Manager of CityBridge LinkNYC. “CityBridge LinkNYC will never sell your personal data, or track what you do on our Wi-Fi network.”

CITY QUOTE

OTHER QUOTES

Read the full, revised privacy policy at: TK

## **Link Camera Activation**

CityBridge LinkNYC also announced today that security cameras on Link kiosks will be activated this week. Each Link kiosk has two security cameras, above each 55-inch side panel display, which will be used to monitor and maintain the Links and prevent vandalism.

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All data and footage from LinkNYC cameras will be subject to the same strict privacy policy announced today. CityBridge will not use or share data or footage collected by cameras except to detect or address illegal activity on or associated with a Link, in response to vandalism, or in response to a subpoena or similar lawful request. Footage from Link cameras will be stored for a maximum ~~of for~~ 7 days, unless the footage is necessary to investigate an incident. There is no collection or storage of any audio.

Link tablets have a built-in, user-activated camera that could be used for video calling or other user-initiated applications in the future. These cameras will remain inactive until a future announcement on new LinkNYC features.

###

## **Interview Q and A**



**Q: So what exactly is changing here?**

It's important to note that our day to day practices are not changing. What we are doing here is clarifying our privacy policy to match our commitment to user security and privacy. Specifically, the updated privacy policy makes clear that:

1. We do not track what users do on the Wi-Fi on their own devices.
2. We will not share any personal information about our users with anyone, including the City, without ~~their~~ our users' explicit permission or a court order.
3. And it makes clear that any footage from LinkNYC cameras is subject to our privacy policy.
4. The policy also advises as to our data retention policy.

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**Q: Seems like ~~a~~ simple changes, why did it take so long?**

We wanted to make sure we got this right, and again, our day to day privacy practices have been consistent since the start of the project and will remain the same.

**Q: It seems like you've addressed some of the concerns that NYCLU and other groups raised, were they involved in drafting the revised policy?**

Yes. We appreciated their feedback and we are happy to have been able to implement their suggestions.

**Q: MAC Addresses identify your phone, a personal device that is with you all the time. Shouldn't that be treated as PII too?**

We anonymize MAC addresses in our system, which are needed to "remember" your device, and our privacy policy makes clear that if technical information like MAC address is combined with any personal data or data that could identify the user -- like where that mobile device has connected to the network -- we would treat that as personally identifiable information, and we would not share or sell it.

**Q: This is a lot of cameras, are they really needed?**

The cameras will help us maintain the network and make sure LinkNYC is running smoothly for New Yorkers and visitors. The cameras are not actively monitored. All camera footage is subject to our privacy policy -- we do not share footage with anyone, including the NYPD, without a subpoena or court order.

**Q: Will the cameras feed into NYPD's Domain Awareness System?**

No.

**Q: You say that you will not share personal information without a court order or subpoena. How many such orders have you processed?**

To date we have not received any.

**Q: Will you let people know if their data has been requested by law enforcement?**

We will make a reasonable effort to let people know if we are able to. Of course, we only have the emails [addresses](#) that people use to sign up for the network, and no other contact information, so that is the only way we can communicate with users.

[Q: What are sensors?](#)

[Q: Does the LinkNYC network access my device while charging using the USB?](#)

--

**From:** [Dan Levitan](#)  
**To:** [Blumm, Kate](#)  
**Cc:** [Grybauskas, Natalie](#); [Stacey Levine](#); [Gardener, Stacy \(DOITT\)](#)  
**Subject:** Re: DoITT comments on press release  
**Date:** Friday, March 10, 2017 6:46:24 AM

---

Thanks, well take a look

- Sent from my Galaxy S6 -

On Mar 9, 2017, at 11:51 PM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

Adding Stacy. Re: the comms plan (pasted here for convenience); all looks good though you can push back the dates to be consistent with a rollout on Wednesday. We will brief key electeds (Stacy can share list) on Monday.

Did the FAQ get worked out?

#### Privacy Policy Update Plan

Goal: Clarify our strong user-first policies for the press and public and announce security camera activation.

#### Timeline:

Finalize FAQ March 9

Finalize validator quotes March 10

Brief Stakeholders March 10

Email to LinkNYC users March 13

Press release March 13

Embargoed briefings for select reporters:

- \* Kaveh Waddell, The Atlantic
- \* Andy Hawkins, The Verge
- \* Ruth Reader, Fast Company
- \* Charlie Herman, WNYC
- \* Matt Flamm, Crain's

Key Topline Messages:

- \* New York City and CityBridge take your privacy seriously. We have updated our privacy policy to make our practices and policies more clear and explain the ways we protect personal information.
- \* We only ask for an e-mail address when you sign up to use LinkNYC's Wi-Fi, far less personal information than most other internet service providers.
- \* We do not store your browsing history or track the websites you visit when you use LinkNYC's Wi-Fi.
- \* We will never sell your personal information, or share it with anyone else for their own use, including advertisers and City agencies, except as may be required by law, such as in response to a subpoena or court order. This policy also applies to LinkNYC camera footage.
- \* We heard NYCLU's feedback and worked to implement many of their suggestions into the revised policy.

---

**From:** Blumm, Kate  
**Sent:** Thursday, March 9, 2017 11:37 PM  
**To:** Grybauskas, Natalie; 'Stacey Levine'; Dan Levitan  
**Subject:** DoITT comments on press release

Hey guys. Sorry for the late send; getting back online after an email snafu.

Sent this to the lawyers who made some changes and I piled on a bit too. Can you take a look, incorporate/edit, and send back in the body of an email?

Another email re: comms plan coming shortly.

---

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**From:** [Cathy Rought](#)  
**To:** [Bucich, Nicole A.](#); [Kerson, Julia](#)  
**Subject:** RE: Marriott  
**Date:** Friday, March 10, 2017 3:28:51 PM

---

Wonderful!!!!

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

From: Bucich, Nicole A. [<mailto:bucichna@pbworld.com>]  
Sent: Friday, March 10, 2017 3:05 PM  
To: Kerson, Julia <[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
Subject: RE: Marriott

Great! Thanks so much.

Nicole A. Bucich  
NY Metropolitan Planning/Environmental Manager

WSP|Parsons Brinckerhoff  
One Penn Plaza  
NY, NY 10119  
w. 212.465.5220  
c. 973.699.1937  
[bucichna@pbworld.com](mailto:bucichna@pbworld.com)

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

From: Kerson, Julia [<mailto:JKerson@cityhall.nyc.gov>]  
Sent: Friday, March 10, 2017 2:51 PM  
To: Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>; Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>  
Subject: Marriott

Nicole/Cathy,

I spoke with Lisa Marie today and they have no problem with us soliciting a donation from the Marriott for the silent auction. She is going to get us a contact to reach out to - I'll follow up with her next week and forward you the contact info.

Have a good weekend!  
Julia

Sent from my iPhone

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NOTICE: This communication and any attachments ("this message") may contain confidential information for the sole use of the intended recipient(s). Any unauthorized use, disclosure, viewing, copying, alteration, dissemination or distribution of, or reliance on this message is strictly prohibited. If you have received this message in error, or you are not an authorized recipient, please notify the sender immediately by replying to this message, delete this message and all copies from your e-mail system and destroy any printed copies.

**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** I know you can hire 1 summer intern  
**Date:** Monday, March 13, 2017 2:51:43 PM

---

Dear Jonathan —

**Today, NYC launched a call to action to employers all over our City: hire a top NYC student for a summer internship.**

This city-wide, multimedia advertising campaign seeks to encourage New York City employers to hire summer interns not just to open a door of opportunity for a young person, but to strengthen the talent pool from which employers hire. The Ladders for Leaders internship program creates a pipeline of local, diverse, high-achieving talent into NYC's best companies, big and small; a win-win for students and businesses.

Since 2014 we have increased employer participation 300% to 475 employers and 35% of the students received full-time job offers.

In addition to the ad campaign, we are promoting your success stories through an online public engagement campaign—we would be happy to package your content and share it with our network of hundreds of partners.

I hope you'll join us in shaping our future workforce and in creating access to careers.

Please email me or click [WWW.LADDERSFORLEADERS.ORG](http://WWW.LADDERSFORLEADERS.ORG) for more information and sign-up.

Best Regards,  
Gabrielle

[Wall Street Journal: New York City Wants More Companies to Hire Summer Interns](#)

[CRAIN'S NY: Give a city kid an internship—you might end up with a CEO](#) — by Y&R Global CEO David Sable

[Press Release: Mayor de Blasio and Senior Advisor Gabrielle Fialkoff Launch Ad Campaign Encouraging Employers to Hire Summer Interns](#)





## WORKING LIKE A DOG?

Get help. Give experience.  
Hire a New York City intern.

LaddersforLeaders.org

New York. New Talent.



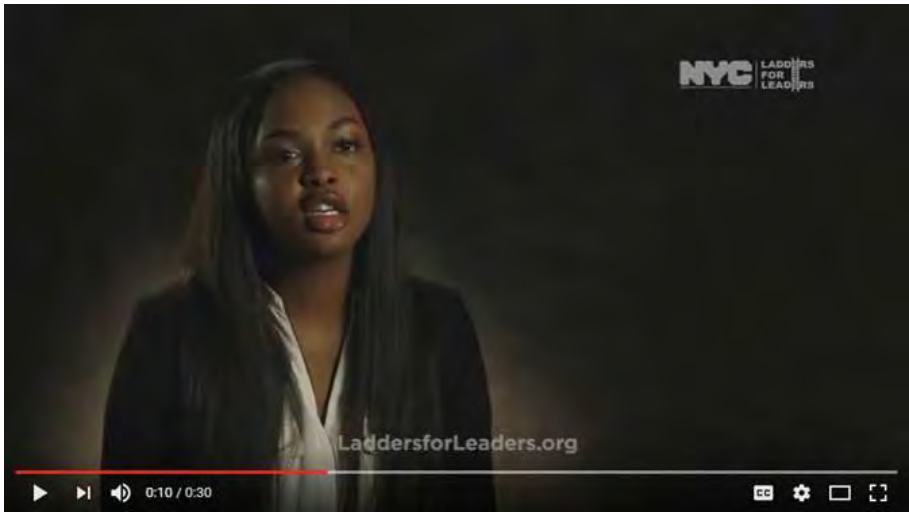
## PULLED IN TOO MANY DIRECTIONS?

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Hire a New York City intern.

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New York. New Talent.





Gabrielle Fialkoff  
Senior Advisor to the Mayor  
Director of the Office of Strategic Partnerships  
212-341-5084  
[gfialkoff@cityhall.nyc.gov](mailto:gfialkoff@cityhall.nyc.gov)



**From:** [Emily Walsh](#)  
**To:** [Gil, Claudia](#)  
**Subject:** RE: Dinner  
**Date:** Monday, March 13, 2017 5:49:12 PM

---

Great! Yes, sounds good.

Thanks so much!

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

---

**From:** Gil, Claudia [[cgil@cityhall.nyc.gov](mailto:cgil@cityhall.nyc.gov)]  
**Sent:** Monday, March 13, 2017 5:46 PM  
**To:** Emily Walsh  
**Subject:** RE: Dinner

Hi Emily,

The 29<sup>th</sup> works for Emma. Can we do location TBD?

Thank you.

---

**Claudia Gil** | 212-788-3679

---

**From:** Emily Walsh [<mailto:emily@berlinrosen.com>]  
**Sent:** Monday, March 13, 2017 5:06 PM  
**To:** Schnake Mahl, Gabriel; Gil, Claudia  
**Subject:** RE: Dinner

Thanks, Gabe!

Claudia let me know what's best and we can lock it!  
Thanks

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

---

**From:** Schnake Mahl, Gabriel [[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)]  
**Sent:** Monday, March 13, 2017 5:03 PM  
**To:** Emily Walsh; Gil, Claudia  
**Subject:** Dinner

Emily –

Claudia here can advise on dates for that work Emma to get together w/ Val for dinner. Initial ideas were 3/22, 3/28, 3/29.

Take it away. Thanks!

-Gabe

**From:** [Daniel Levitan](#)  
**To:** [Blumm, Kate](#); [Daniel Levitan](#); [Stacey Levine](#); [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Cc:** [Grybauskas, Natalie](#)  
**Subject:** RE: Privacy  
**Date:** Wednesday, March 15, 2017 12:25:40 PM

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Thanks

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

---

**From:** Blumm, Kate [mailto:[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)]  
**Sent:** Wednesday, March 15, 2017 12:24 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: Privacy

Anne quote: “LinkNYC is on track to be the world’s largest, fastest free public Wi-Fi system, with one of the strongest privacy policies of any network of its kind,” said Anne Roest, Commissioner of the New York City Department of Information Technology and Telecommunications. “The updated policy clarifies what LinkNYC is doing every day to keep New Yorkers’ information private. All 8.5 million New Yorkers—and our tens of millions of visitors—can rest assured that their privacy is of chief concern.”

Happening today:

- Kate send elected quotes
- Kate send updated NYCLU release
- CB update talking points
- CB update press release
- Tentative embargoed briefing for key media (CB)

---

**From:** Blumm, Kate  
**Sent:** Wednesday, March 15, 2017 12:05 PM  
**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: Privacy

NYCLU statement (part of full release):

“It’s great that the city was so responsive to our concerns and now New Yorkers have significantly improved privacy protections when using public Wi-Fi,” said NYCLU Senior Staff Attorney Mariko Hirose. “Internet access is a modern-life necessity and public WiFi should be designed in partnership with the community to minimize the privacy risks of data collection and maximize the benefits to the public.”

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**From:** [Dan Levitan](#)  
**To:** [Blumm, Kate](#); [Grybauskas, Natalie](#); [Stacey Levine](#)  
**Cc:** [Jovana Rizzo](#)  
**Subject:** RE: revised NYCLU release  
**Date:** Wednesday, March 15, 2017 2:50:09 PM  
**Attachments:** [PrivacyPolicyAnnouncementPlan 3.15.docx](#)

---

Thanks, reviewing now. In the meantime, here is slightly updated release and talking points:

--

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

---

**From:** Blumm, Kate [mailto:[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)]  
**Sent:** Wednesday, March 15, 2017 2:44 PM  
**To:** NGrybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** revised NYCLU release

It's better than it was but still is a bit sensational. My least favorite sentence is the last one before the bullet points and I may push back on that. Checking w lawyers now.

New York Civil Liberties Union  
125 Broad Street, New York, NY 10004  
[www.nyclu.org](http://www.nyclu.org)

CONTACT:  
NYCLU Press Office, 212.607.3372

## City Strengthens Public Wi-Fi Privacy Policy after NYCLU Raises Concerns

FOR IMMEDIATE RELEASE

March 16, 2017 – CityBridge, the company behind the kiosks for the city’s public Wi-Fi network LinkNYC, announced today that it has greatly improved LinkNYC’s privacy policy. The improvements follow the letter sent by the New York Civil Liberties Union raising concerns about the previous policy.

“We applaud the city for being so responsive to our concerns and now New Yorkers have significantly improved privacy protections when using public Wi-Fi,” said NYCLU Senior Staff Attorney Mariko Hirose. “Internet access is a modern-life necessity and public WiFi should be

designed in partnership with the community to minimize the privacy risks of data collection and maximize the benefits to the public.”

LinkNYC, which was publicly launched in January of last year, will eventually become a network of as many as 7,500 to 10,000 public kiosks offering fast and free Wi-Fi throughout all five boroughs. In March of 2016, the NYCLU sent a letter to the Office of the Mayor warning that, under the previous privacy policy, CityBridge, the company behind the LinkNYC kiosks, could potentially retain a vast amount of information about users – often indefinitely. The NYCLU contended that this gave CityBridge the ability to build a massive database that could pose a risk of security breaches and unwarranted NYPD surveillance. The NYCLU further contended that the policy also left open the possibility that data collected by cameras at the LinkNYC kiosks might be available to the city or NYPD.

Under the old policy, users had to submit their e-mail addresses and agree to allow CityBridge to collect information about what websites they visited on their devices, where and how long they lingered on certain information on a webpage, and what links they clicked on. The privacy policy only offered to make “reasonable efforts” to clear out this massive amount of personally identifiable user information, and even then, only if there was 12 months of user inactivity. That meant that New Yorkers who used LinkNYC regularly could have their personally identifiable information stored for a lifetime and beyond.

The new policy announced today makes the following improvements:

- Clarifies that browsing history from personal devices will not be stored.
- Sets the retention period of most technical information for individual sessions to 60 days from the end of their last activity.
- Clarifies that disclosure of information will occur only as required by law and that there will be notice.
- Limits camera use and prohibits facial recognition on cameras.

For more information, visit:

-XXX-

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## Press Release

For Immediate Release: March 16, 2017

Contact: media@link.nyc

## CityBridge and DoITT Announce Updated LinkNYC Privacy Policy

Revised written policy now matches strong outlines the superfast, free Wi-Fi network's strong commitment to user privacy.

NEW YORK - CityBridge and New York City's Department of Information Technology and Telecommunications (DoITT) announced today the release of an updated LinkNYC privacy policy that outlines the superfast, free Wi-Fi network's commitment to user privacy.

The policy is changing to better reflect and clarify LinkNYC's day-to-day privacy practices and make clear that:

- LinkNYC does not store your browsing history or track the websites you visit when you use LinkNYC's Wi-Fi.
- LinkNYC will never sell your personal information (including any data about your usage of the network), or share it with anyone else for their own use, including advertisers, the City of New York, and government agencies, except in response to a subpoena or court order.
- LinkNYC asks for an e-mail address when you sign up to use the Wi-Fi network, and does not require other personal information like name, address, or phone number.
- LinkNYC encrypts all user personal data using industry-leading security, and offers users with compatible devices access to a fully encrypted Private Wi-Fi network.

“CityBridge takes your privacy seriously, and we have updated our privacy policy to make clear our commitment to the City of New York and the more than one million people who have signed up to use the LinkNYC network,” said **Jennifer Hensley**, General Manager of CityBridge. “LinkNYC will never sell your personal data, or track what you do on our Wi-Fi network.”

“LinkNYC is on track to be the world's largest, fastest free public Wi-Fi system, with one of the strongest privacy policies of any network of its kind,” said **Anne Roest**, Commissioner of the New York City Department of Information Technology and Telecommunications. “The updated policy clarifies what LinkNYC is doing every day to keep New Yorkers' information private. All 8.5 million New Yorkers—and our tens of millions of visitors—can rest assured that their privacy is of chief concern.”

### OTHER QUOTES

“LinkNYC is a great example of how a public-private partnership can benefit the city and its citizens — and of the responsibility tech companies have to protect users' privacy,” said **Julie Samuels, Executive Director of Tech:NYC**. “We're encouraged by LinkNYC's commitment to data privacy and security

and to educating New Yorkers about these practices, and we think these standards are a workable, digestible framework that could also work for other technology projects that serve the public.”

“It’s great to see the LinkNYC working to maximize the social utility of public wifi while simultaneously taking important steps to safeguard user privacy,” said **Professor Jonathan Askin**, Founder/Director, Brooklyn Law Incubator & Policy Clinic and internet law expert. “It’s sometimes a tough balancing act to foster robust functionality while protecting user privacy. LinkNYC recognizes this balance between occasionally conflicting objectives and has taken important steps to advance both objectives.”

LinkNYC’s updated privacy policy also makes clear how security camera footage from Links can be used. Each Link kiosk has two security cameras, above each 55-inch side panel display, which will be turned on starting this week to monitor and maintain the Links and prevent vandalism.

CityBridge will not use or share data or footage collected by cameras except to detect or address illegal activity on or associated with a Link, in response to vandalism, or in response to a subpoena or similar lawful request. Footage from Link cameras will be stored for a maximum of 7 days, unless the footage is necessary to investigate an incident. There is no collection or storage of any audio.

Link tablets have a built-in, user-activated camera that could be used for video calling or other user-initiated applications in the future. These cameras will remain inactive until a future announcement on new LinkNYC features.

Read the full, revised privacy policy at: TK

###

## **Interview Q and A**

### **Q: So what exactly is changing here?**

**It's important to note that our day to day practices are not changing.** What we are doing here is clarifying our privacy policy to match our commitment to user security and privacy. Specifically, the updated privacy policy makes clear that:

1. We do not track what users do on the Wi-Fi on their own devices.
2. We will not share any personal information about our users with anyone, including the City, without their explicit permission or a court order.
3. And it makes clear that any footage from LinkNYC cameras is subject to our privacy policy.

### **Q: Seems like a simple change, why did it take so long?**

We wanted to make sure we got this right, and again, our day to day privacy practices have been consistent since the start of the project and will remain the same.



**Q: It seems like you've addressed some of the concerns that NYCLU and other groups raised, were they involved in drafting the revised policy?**

We appreciated their feedback and we are happy to have been able to implement their suggestions.

**Q: MAC Addresses identify your phone, a personal device that is with you all the time. Shouldn't that be treated as PII too?**

We anonymize MAC addresses in our system, which are needed to "remember" your device, and our privacy policy makes clear that if technical information like MAC address is combined with any personal data or data that could identify the user -- like where that mobile device has connected to the network -- we would treat that as personally identifiable information, and we would not share or sell it.

**Q: This is a lot of cameras, are they really needed?**

The cameras will help us maintain the network and make sure LinkNYC is running smoothly for New Yorkers and visitors. The cameras are not actively monitored. All camera footage is subject to our privacy policy -- we do not share footage with anyone, including the NYPD, without a subpoena or court order.

**Q: Will the cameras feed into NYPD's Domain Awareness System?**

No.

**Q: You say that you will not share personal information without a court order or subpoena. How many such orders have you processed?**

To date we have not received any.

**Q: Will you let people know if their data has been requested by law enforcement?**

We will make a reasonable effort to let people know if we are able to. Of course, we only have the emails that people use to sign up for the network, and no other contact information, so that is the only way we can communicate with users.

**Q: What about environmental sensors?**

The sensors monitor the Link's environment, things like temperature and humidity. They do not capture any person information.

**From:** [Blumm, Kate](#)  
**To:** [Dan Levitan](#); [Grybauskas, Natalie](#); [Stacey Levine](#)  
**Cc:** [Jovana Rizzo](#)  
**Subject:** RE: revised NYCLU release  
**Date:** Wednesday, March 15, 2017 3:39:07 PM

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This looks good. Update to Anne's quote:

"LinkNYC is on track to be the world's largest, fastest free public Wi-Fi system, with one of the strongest privacy policies of any network of its kind," said **Anne Roest**, Commissioner of the New York City Department of Information Technology and Telecommunications. "The updated policy **clarifies what LinkNYC is doing every day** to keep New Yorkers' information private. All 8.5 million New Yorkers—and our tens of millions of visitors—can rest assured that their privacy is of chief concern."

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Wednesday, March 15, 2017 2:50 PM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; NGrybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** RE: revised NYCLU release

Thanks, reviewing now. In the meantime, here is slightly updated release and talking points:

--

Dan Levitan  
BerlinRosen Public Affairs  
O: [646.200.5315](tel:646.200.5315)  
C: [201.674.7475](tel:201.674.7475)  
[@levitandan](https://twitter.com/levitandan)

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**From:** Blumm, Kate [mailto:[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)]  
**Sent:** Wednesday, March 15, 2017 2:44 PM  
**To:** NGrybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** revised NYCLU release

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125 Broad Street, New York, NY 10004  
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CONTACT:  
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“We applaud the city for being so responsive to our concerns and now New Yorkers have significantly improved privacy protections when using public Wi-Fi,” said NYCLU Senior Staff Attorney Mariko Hirose. “Internet access is a modern-life necessity and public WiFi should be designed in partnership with the community to minimize the privacy risks of data collection and maximize the benefits to the public.”

LinkNYC, which was publicly launched in January of last year, will eventually become a network of as many as 7,500 to 10,000 public kiosks offering fast and free Wi-Fi throughout all five boroughs. In March of 2016, the NYCLU sent a letter to the Office of the Mayor warning that, under the previous privacy policy, CityBridge, the company behind the LinkNYC kiosks, could potentially retain a vast amount of information about users – often indefinitely. The NYCLU contended that this gave CityBridge the ability to build a massive database that could pose a risk of security breaches and unwarranted NYPD surveillance. The NYCLU further contended that the policy also left open the possibility that data collected by cameras at the LinkNYC kiosks might be available to the city or NYPD.

Under the old policy, users had to submit their e-mail addresses and agree to allow CityBridge to collect information about what websites they visited on their devices, where and how long they lingered on certain information on a webpage, and what links they clicked on. The privacy policy only offered to make “reasonable efforts” to clear out this massive amount of personally identifiable user information, and even then, only if there was 12 months of user inactivity. That meant that New Yorkers who used LinkNYC regularly could have their personally identifiable information stored for a lifetime and beyond.

The new policy announced today makes the following improvements:

- Clarifies that browsing history from personal devices will not be stored.
- Sets the retention period of most technical information for individual sessions to 60 days from the end of their last activity.
- Clarifies that disclosure of information will occur only as required by law and that there will be notice.
- Limits camera use and prohibits facial recognition on cameras.

For more information, visit:

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**From:** [Phillips, Eric](#)  
**To:** [Laura Nahmias](#)  
**Cc:** [Dan Levitan](#); [Finan, Austin](#)  
**Subject:** Re: Florida again?  
**Date:** Wednesday, March 15, 2017 4:55:43 PM

---

It's so hot down there, though. And the humidity - my god the humidity!

On Mar 15, 2017, at 4:30 PM, Laura Nahmias <[lnahmias@politico.com](mailto:lnahmias@politico.com)> wrote:

hello —

source tells me mayor is traveling to Florida again next week. Is this a governmental trip or a fundraising one? Or a vacation? And if latter does it involve attending any spring training games?

Laura Nahmias

Reporter, Politico New York

[LNahmias@politico.com](mailto:LNahmias@politico.com)

twitter: @nahmias

mobile: 718-612-3751

**From:** [Blumm, Kate](#)  
**To:** [Stacey Levine](#)  
**Cc:** [Dan Levitan](#); [Grybauskas, Natalie](#); [Jovana Rizzo](#); [Gardener, Stacy \(DOITT\)](#)  
**Subject:** RE: revised NYCLU release  
**Date:** Wednesday, March 15, 2017 5:02:48 PM

---

Got it. Anything else folks?

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Wednesday, March 15, 2017 4:40 PM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; NGrybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** Re: revised NYCLU release

We always limited facial recognition and use of camera footage. From the [current policy](#):

We will not keep any footage captured by any camera for longer than seven days, unless the footage is necessary to investigate an incident. • We will not give any data collected by environmental sensors or cameras to anyone other than the City or governmental law enforcement, unless 1) we are legally required to, 2) it is necessary to operate and maintain the System and the Services, or 3) we get advanced, written permission from the City. • We will not use facial recognition technology for any reason, and we will not use our cameras to track your movement through the city.

On Wed, Mar 15, 2017 at 4:21 PM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

We'll do Friday per my call with Jovana just now. Let me know your thoughts on the release ASAP. I am proposing an edit to that last line before the bullets begin. Obvi we can't ask them to recast their whole release but if you have other specific suggestions, let me know as soon as possible. Thanks!

---

**From:** Blumm, Kate  
**Sent:** Wednesday, March 15, 2017 4:00 PM  
**To:** 'Dan Levitan' <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; NGrybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Subject:** RE: revised NYCLU release

Feedback here? We need to make the call about tomorrow vs Friday soon.

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Wednesday, March 15, 2017 2:50 PM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; NGrybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** RE: revised NYCLU release

Thanks, reviewing now. In the meantime, here is slightly updated release and talking points:

--

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

---

**From:** Blumm, Kate [<mailto:KBlumm@doitt.nyc.gov>]  
**Sent:** Wednesday, March 15, 2017 2:44 PM  
**To:** NGrybauskas <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>  
**Subject:** revised NYCLU release

It's better than it was but still is a bit sensational. My least favorite sentence is the last one before the bullet points and I may push back on that. Checking w lawyers now.

New York Civil Liberties Union  
125 Broad Street, New York, NY 10004  
[www.nyclu.org](http://www.nyclu.org)

CONTACT:  
NYCLU Press Office, [212.607.3372](tel:212.607.3372)

## City Strengthens Public Wi-Fi Privacy Policy after NYCLU Raises Concerns

FOR IMMEDIATE RELEASE

March 16, 2017 – CityBridge, the company behind the kiosks for the city's public Wi-Fi network LinkNYC, announced today that it has greatly improved LinkNYC's privacy policy. The improvements follow the letter sent by the New York Civil Liberties Union raising concerns about the previous policy.

“We applaud the city for being so responsive to our concerns and now New Yorkers have significantly improved privacy protections when using public Wi-Fi,” said NYCLU Senior Staff Attorney Mariko Hirose. “Internet access is a modern-life necessity and public WiFi should be designed in partnership with the community to minimize the privacy risks of data collection and maximize the benefits to the public.”

LinkNYC, which was publicly launched in January of last year, will eventually become a network of as many as 7,500 to 10,000 public kiosks offering fast and free Wi-Fi throughout all five boroughs. In March of 2016, the NYCLU sent a letter to the Office of the Mayor warning that, under the previous privacy policy, CityBridge, the company behind the LinkNYC kiosks, could potentially retain a vast amount of information about users – often indefinitely. The NYCLU contended that this gave CityBridge the ability to

build a massive database that could pose a risk of security breaches and unwarranted NYPD surveillance. The NYCLU further contended that the policy also left open the possibility that data collected by cameras at the LinkNYC kiosks might be available to the city or NYPD.

Under the old policy, users had to submit their e-mail addresses and agree to allow CityBridge to collect information about what websites they visited on their devices, where and how long they lingered on certain information on a webpage, and what links they clicked on. The privacy policy only offered to make “reasonable efforts” to clear out this massive amount of personally identifiable user information, and even then, only if there was 12 months of user inactivity. That meant that New Yorkers who used LinkNYC regularly could have their personally identifiable information stored for a lifetime and beyond.

The new policy announced today makes the following improvements:

- Clarifies that browsing history from personal devices will not be stored.
- Sets the retention period of most technical information for individual sessions to 60 days from the end of their last activity.
- Clarifies that disclosure of information will occur only as required by law and that there will be notice.
- Limits camera use and prohibits facial recognition on cameras.

For more information, visit:

-XXX-

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**Stacey Levine**

VP, Communications & LinkNYC Marketing



+1 646.834.9657

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

10 Hudson Yards 26th Floor New York, NY 10001

[intersection.com](http://intersection.com)

**We're hiring!** Come build the future with us.

**From:** [Madeline Kaye](#)  
**To:** [Grace, Melissa](#)  
**Cc:** [Woloch, David](#); [Elizabeth "Libby" Rohlfing \(rohlfinge@hpd.nyc.gov\)](mailto:Elizabeth%20Libby%20Rohlfing%40hpd.nyc.gov)  
**Subject:** Re: Melissa: Press Release for BPL Sunset Park project?  
**Date:** Thursday, March 16, 2017 12:20:01 PM

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Thank you! I'll be there today as well.

Madeline

Sent from my iPhone

On Mar 16, 2017, at 12:16 PM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Hi!

Adding Libby, and I just need to get a quote approved and will send it your way.

---

**From:** Madeline Kaye [<mailto:Madeline.Kaye@berlinrosen.com>]  
**Sent:** Thursday, March 16, 2017 12:05 PM  
**To:** Grace, Melissa  
**Cc:** Woloch, David  
**Subject:** Melissa: Press Release for BPL Sunset Park project?

Hey Melissa;

Understand that David Woloch reached out about a possible release around the Sunset Park project in front of City Council today. We have something ready to go- but obviously we want to defer to CC plans on press. Please let us know if we are free to go ahead with our release or if you have edits or would like us to hold.

Thank you much! My cell phone is below if you'd like to give me a call.

Madeline

--

Madeline Kaye  
BerlinRosen Public Affairs  
O: (646) 200-5297 C: (646) 369-8226

**From:** [Woloch, David](#)  
**To:** ["ktowell@council.nyc.gov"](mailto:ktowell@council.nyc.gov)  
**Cc:** [Estrada, David \(DEstrada@council.nyc.gov\)](#); ["vpiedraleon@council.nyc.gov"](#); [Madeline Kaye \(Madeline.Kaye@berlinrosen.com\)](#); [Leddy, Adam](#); [Rohlfing, Elizabeth \(HPD\)](#); ["Pierre-Antoine, Juliet \(HPD\)"](#); [Grace, Melissa](#)  
**Subject:** sunset park  
**Date:** Thursday, March 16, 2017 12:49:12 PM  
**Attachments:** [Sunset Park rel w FAC edits.docx](#)

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Katherine: Attached is a draft release on Sunset Park. Would be great if we could do in conjunction with the Council. I believe the Administration is providing a quote as well. I have cc'd CM Menchaca's office, HPD and City Hall press offices, and Madeline from BerlinRosen who is coordinating for BPL.

**David Woloch | Executive Vice President, External Affairs**  
**Brooklyn Public Library**

718.230.2088  
bklynlibrary.org

**FOR IMMEDIATE RELEASE:** March 16, 2017



**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976



**Fifth Avenue Committee**  
Our Community. Our Future.

## **Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between Brooklyn Public Library, Fifth Avenue Committee to Nearly Double Size of One of Brooklyn's Busiest Branches, Create 49 Units of Deeply Affordable Housing*

Plan Receives **Overwhelming Support** in Final Round of Rigorous Public Approval Process

**BROOKLYN, NY**—The New York City Council has voted to approve the Sunset Park Library Redevelopment Project (**almost unanimously/unanimously**), Brooklyn Public Library and development partner Fifth Avenue Committee announced today, finalizing the formal public approval process for the innovative project. The proposal previously received unanimous approval from the City Planning Commission and the city council's Land Use Committee and Subcommittee on Planning, Dispositions and Concessions. The project was also approved by the Borough President and the members of Community Board 7.

Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development, Brooklyn Public Library's new Sunset Park branch will provide the neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60 branches.

"Thanks to the support of the city council and the residents of Sunset Park, we will soon begin construction on a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve," said **Brooklyn Public Library President and CEO Linda E. Johnson**. "We

look forward to designing and building the new Sunset Park Library with input from the community.”

“Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction,” said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI); the majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. FAC, as a locally based, nonprofit developer whose mission is to advance economic and social justice, is committed to permanent affordability for all of the apartments, with 35% of the apartments being permanently affordable through City Regulatory Agreements that will be recorded with the property.

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library's core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201

Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

**About Brooklyn Public Library:**

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the fifth largest library system in the United States with 60 neighborhood libraries located throughout the borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL's eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website: [www.bklynlibrary.org](http://www.bklynlibrary.org).

**About Fifth Avenue Committee**

Fifth Avenue Committee, Inc. (FAC) is a nationally recognized South Brooklyn based non-profit comprehensive community development corporation formed in 1978 whose mission is to advance economic and social justice by building vibrant, diverse communities where residents have genuine opportunities to achieve their goals as well as the power to shape the community's future. FAC works to transform the lives of over 5,500 low and moderate income New Yorkers annually so that we can all live and work with dignity and respect while making our community more equitable, sustainable, inclusive and just. To achieve our mission FAC develops and manages affordable housing and community facilities, creates economic opportunities and ensures access to economic stability, organizes residents and workers, offers student centered adult education, and combats displacement caused by gentrification. FAC has developed nearly 900 units of affordable housing, currently manages more than 500 units and has an affordable housing pipeline of more than 1,000 units. For more information about FAC go to [www.fifthave.org](http://www.fifthave.org)

**From:** [Towell, Katherine](#)  
**To:** ["Leddy, Adam"](#); [Grace, Melissa](#); [Woloch, David](#)  
**Cc:** [Estrada, David](#); [Piedra Leon, Veronica](#); [Madeline Kaye \(Madeline.Kaye@berlinrosen.com\)](#); [Rohlfing, Elizabeth \(HPD\)](#); ["Pierre-Antoine, Juliet \(HPD\)"](#)  
**Subject:** RE: sunset park  
**Date:** Thursday, March 16, 2017 2:42:56 PM  
**Attachments:** [Sunset Park rel w FAC edits.RM.docx](#)

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Council Land Use division provided some minor edits in the attached version. Speaker will be passing on a quote to give fuller credit to CM Menchaca.

Katherine Towell  
Press Officer  
New York City Council  
**D:** 212.788.0260 | **M:** 646.263.1699

---

**From:** Leddy, Adam [mailto:[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)]  
**Sent:** Thursday, March 16, 2017 1:33 PM  
**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>; Towell, Katherine <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** Estrada, David <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>; Piedra Leon, Veronica <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)) <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>; Rohlfing, Elizabeth (HPD) <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>; 'Pierre-Antoine, Juliet (HPD)' <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Got it, thank you Melissa. Will await the edits.

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
[bklynlibrary.org](http://bklynlibrary.org)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 1:29 PM  
**To:** Woloch, David; 'ktowell@council.nyc.gov'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); 'vpiedraleon@council.nyc.gov'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

HPD is working on some edits for your release.

In the meantime, here is a statement from our Deputy Mayor Alicia Glen for the release:

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

---

**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]

**Sent:** Thursday, March 16, 2017 12:49 PM

**To:** 'ktowell@council.nyc.gov'

**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); 'vpiedraleon@council.nyc.gov'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'; Grace, Melissa

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**David Woloch | Executive Vice President, External Affairs  
Brooklyn Public Library**

718.230.2088  
bklynlibrary.org

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**FOR IMMEDIATE RELEASE:** March 16, 2017



**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976



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**From:** [Pierre-Antoine, Juliet \(HPD\)](#)  
**To:** ["Estrada, David"](#); [Towell, Katherine](#); ["Leddy, Adam"](#); [Grace, Melissa](#); [Woloch, David](#)  
**Cc:** [Piedra Leon, Veronica](#); [Madeline Kaye \(Madeline.Kaye@berlinrosen.com\)](#); [Rohlfing, Elizabeth \(HPD\)](#)  
**Subject:** RE: sunset park  
**Date:** Thursday, March 16, 2017 3:45:02 PM  
**Attachments:** [Sunset Park rel w HPD edits.docx](#)

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“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said HPD Commissioner Maria Torres-Springer. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

I’ve attached a press release draft with updates from HPD. Let us know if you have any questions.

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de

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Katherine Towell  
Press Officer  
New York City Council  
**D:** 212.788.0260 | **M:** 646.263.1699

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**Sent:** Thursday, March 16, 2017 1:33 PM

**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>;  
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**Cc:** Estrada, David <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>; Piedra Leon, Veronica  
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<[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>; Rohlfing, Elizabeth (HPD) <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>; 'Pierre-  
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Got it, thank you Melissa. Will await the edits.

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
[bklynlibrary.org](http://bklynlibrary.org)

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**David Woloch | Executive Vice President, External Affairs**

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**Fifth Avenue Committee**  
Our Community. Our Future.



**FOR IMMEDIATE RELEASE:** March 16, 2017

**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976



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### Sunset Park Library Redevelopment Project Approved by City Council

*Innovative Partnership Between the City of New York, Brooklyn Public Library, Fifth Avenue Committee to Nearly Double Size of One of Brooklyn's Busiest Branches, Create 49 Units of Deeply Affordable Housing*

Plan Receives **Overwhelming Support** in Final Round of Rigorous Public Approval Process

**BROOKLYN, NY**—The New York City Council has voted to approve the Sunset Park Library Redevelopment Project (**almost unanimously/unanimously**), Brooklyn Public Library and development partner Fifth Avenue Committee, **and the de Blasio Administration** announced today, finalizing the formal public approval process for the innovative project. The proposal previously received unanimous approval from the City Planning Commission and the City Council's Land Use Committee and Subcommittee on Planning, Dispositions and Concessions. The project was also approved by the Borough President and the members of Community Board 7.

Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development, Brooklyn Public Library's new Sunset Park branch will provide the neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60 branches.

"**Thanks to the support of the City Council** and the residents of Sunset Park, we will soon begin construction on a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve," said **Brooklyn Public Library President and CEO Linda E. Johnson**. "We look forward to designing and building the new Sunset Park Library with input from the community."

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"Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction," said Michelle de la Uz, Fifth Avenue Committee Executive Director.

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The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library's core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

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**To:** ["Estrada, David"](#); ["Towell, Katherine"](#); ["Leddy, Adam"](#); [Grace, Melissa](#); ["Woloch, David"](#)  
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**Subject:** RE: sunset park  
**Date:** Thursday, March 16, 2017 3:54:45 PM  
**Attachments:** [Sunset Park rel w HPD edits.docx](#)

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More suggested changes attached

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**Sent:** Thursday, March 16, 2017 3:45 PM  
**To:** 'Estrada, David'; Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
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**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

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**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976

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**From:** [Madeline Kaye](#)  
**To:** [Pierre-Antoine, Juliet \(HPD\)](#); ["Estrada, David"](#); [Towell, Katherine](#); ["Leddy, Adam"](#); [Grace, Melissa](#); [Woloch, David](#)  
**Cc:** [Piedra Leon, Veronica](#); [Rohlfing, Elizabeth \(HPD\)](#); [Camonghne Felix](#)  
**Subject:** Re: sunset park  
**Date:** Thursday, March 16, 2017 4:03:44 PM  
**Attachments:** [Sunset Park rel March16.docx](#)

---

All;

We await CM Menchaca's quote, and once we receive, we will send the following out to relevant contacts. I hope I have accommodated everyone's edits and that we're in agreement, but just in case, any further edits should be done on this copy, below and attached.

Best and thanks,  
Madeline

**FOR IMMEDIATE RELEASE:** March 16, 2017

**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976

<!--[if !supportLineBreakNewLine]-->  
<!--[endif]-->

### **Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between the City of New York, Brooklyn Public Library, Fifth Avenue Committee to Nearly Double Size of One of Brooklyn's Busiest Branches, Create 49 Units of Deeply Affordable Housing*

Plan Receives Unanimous Support 45-0 in Final Round of Rigorous Public Approval Process

**BROOKLYN, NY**—The New York City Council has voted to approve the Sunset Park Library Redevelopment Project unanimously, Brooklyn Public Library, Fifth Avenue Committee, and the de Blasio Administration announced today, finalizing the formal public approval process for the innovative project. The proposal previously received unanimous approval from the City Planning Commission and the City Council's Land Use Committee and Subcommittee on Planning, Dispositions and Concessions. The project was also approved by the Borough President and the members of Community Board 7.

Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development,



Brooklyn Public Library's new Sunset Park branch will provide the neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60 branches.

"Thanks to the support of the City Council and the residents of Sunset Park, we will soon begin construction on a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve," said **Brooklyn Public Library President and CEO Linda E. Johnson**. "We look forward to designing and building the new Sunset Park Library with input from the community."

"Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction," said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

#### **CM MENCHACA QUOTE**

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. 35% of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

"By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come," said **HPD Commissioner Maria Torres-Springer**. "Today's vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and

expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library’s core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

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--

Madeline Kaye

BerlinRosen Public Affairs

O: (646) 200-5297 C: (646) 369-8226

---

**From:** <Pierre-Antoine>, "Juliet (HPD)" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>

**Date:** Thursday, March 16, 2017 2:44 PM

**To:** "'Estrada, David'" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>, "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>, "'Grace, Melissa'" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>,

"Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>

**Cc:** "Piedra Leon, Veronica" <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Rohlfing, Elizabeth (HPD)" <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>

**Subject:** RE: sunset park

Here is a quote from HPD Commissioner Maria Torres-Springer:

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said HPD Commissioner Maria Torres-Springer. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

I’ve attached a press release draft with updates from HPD. Let us know if you have any questions.

---

**From:** Estrada, David [<mailto:DEstrada@council.nyc.gov>]

**Sent:** Thursday, March 16, 2017 3:10 PM

**To:** Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David

**Cc:** Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); Pierre-Antoine, Juliet (HPD)

**Subject:** RE: sunset park

And Council Member Menchaca’s quote will be sent in a few moments.

I note the 45-0 passage of all land use items at Stated Meeting today.

de

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**From:** Towell, Katherine

**Sent:** Thursday, March 16, 2017 2:43 PM

**To:** 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David

**Cc:** Estrada, David; Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'

**Subject:** RE: sunset park

Council Land Use division provided some minor edits in the attached version. Speaker will be passing on a quote to give fuller credit to CM Menchaca.

Katherine Towell

Press Officer

New York City Council

**D:** 212.788.0260 | **M:** 646.263.1699

---

**From:** Leddy, Adam [<mailto:ALeddy@bklynlibrary.org>]

**Sent:** Thursday, March 16, 2017 1:33 PM

**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>;  
Towell, Katherine <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** Estrada, David <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>; Piedra Leon, Veronica  
<[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com))  
<[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>; Rohlfing, Elizabeth (HPD) <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>; 'Pierre-  
Antoine, Juliet (HPD)' <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Got it, thank you Melissa. Will await the edits.

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
[bklynlibrary.org](http://bklynlibrary.org)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 1:29 PM  
**To:** Woloch, David; '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye  
([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet  
(HPD)'  
**Subject:** RE: sunset park

HPD is working on some edits for your release.

In the meantime, here is a statement from our Deputy Mayor Alicia Glen for the release:

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

---

**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 12:49 PM  
**To:** '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye  
([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet  
(HPD)'; Grace, Melissa  
**Subject:** sunset park

Katherine: Attached is a draft release on Sunset Park. Would be great if we could do in conjunction with the Council. I believe the Administration is providing a quote as well. I have cc'd CM Menchaca's office, HPD and City Hall press offices, and Madeline from BerlinRosen who is coordinating for BPL.

**David Woloch | Executive Vice President, External Affairs**  
**Brooklyn Public Library**

718.230.2088  
bklynlibrary.org

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**FOR IMMEDIATE RELEASE:** March 16, 2017

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[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

FAC Contact: Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
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### CM MENCHACA QUOTE

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The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library’s core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

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**From:** [Grace, Melissa](#)  
**To:** ["Pierre-Antoine, Juliet \(HPD\)"; "Woloch, David"; "Madeline Kaye"; "Estrada, David"; Towell, Katherine; Leddy, Adam](#)  
**Cc:** [Piedra Leon, Veronica; Rohlfig, Elizabeth \(HPD\); Camonghne Felix](#)  
**Subject:** RE: sunset park  
**Date:** Thursday, March 16, 2017 4:47:24 PM

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Please include Deputy Mayor Alicia Glen quote!

Would be great if it could be before or after the library's quote.

Also, can you send us final before you issue. Thanks.

"Today's vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come."

---

**From:** Pierre-Antoine, Juliet (HPD) [mailto:morrisj@hpd.nyc.gov]  
**Sent:** Thursday, March 16, 2017 4:28 PM  
**To:** 'Woloch, David'; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine; Leddy, Adam; Grace, Melissa  
**Cc:** Piedra Leon, Veronica; Rohlfig, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Can we add the language I dropped in below in red?

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**From:** Woloch, David [mailto:DWoloch@bklynlibrary.org]  
**Sent:** Thursday, March 16, 2017 4:10 PM  
**To:** 'Madeline Kaye'; Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'  
**Cc:** Piedra Leon, Veronica; Rohlfig, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Need to add in D/M Glen quote

**David Woloch | Executive Vice President, External Affairs**  
**Brooklyn Public Library**

718.230.2088  
bklynlibrary.org

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**From:** Madeline Kaye [mailto:Madeline.Kaye@berlinrosen.com]  
**Sent:** Thursday, March 16, 2017 4:04 PM  
**To:** Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Rohlfig, Elizabeth (HPD); Camonghne Felix  
**Subject:** Re: sunset park

All;

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Madeline Kaye

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**From:** <Pierre-Antoine>, "Juliet (HPD)" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>

**Date:** Thursday, March 16, 2017 2:44 PM

**To:** "'Estrada, David'" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>, "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>, "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, "Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>

**Cc:** "Piedra Leon, Veronica" <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Rohlfing, Elizabeth (HPD)" <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>

**Subject:** RE: sunset park

Here is a quote from HPD Commissioner Maria Torres-Springer:

"By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come," said HPD Commissioner Maria Torres-Springer. "Today's vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood."

I've attached a press release draft with updates from HPD. Let us know if you have any questions.

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**From:** Estrada, David [<mailto:DEstrada@council.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 3:10 PM  
**To:** Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); Pierre-Antoine, Juliet (HPD)  
**Subject:** RE: sunset park

And Council Member Menchaca's quote will be sent in a few moments.

I note the 45-0 passage of all land use items at Stated Meeting today.

de

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**From:** Towell, Katherine  
**Sent:** Thursday, March 16, 2017 2:43 PM  
**To:** 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Estrada, David; Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

Council Land Use division provided some minor edits in the attached version. Speaker will be passing on a quote to give fuller credit to CM Menchaca.

Katherine Towell  
Press Officer  
New York City Council  
**D:** 212.788.0260 | **M:** 646.263.1699

---

**From:** Leddy, Adam [<mailto:ALeddy@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 1:33 PM  
**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>; Towell, Katherine <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** Estrada, David <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>; Piedra Leon, Veronica <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)) <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>; Rohlfing, Elizabeth (HPD) <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>; 'Pierre-Antoine, Juliet (HPD)' <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Got it, thank you Melissa. Will await the edits.

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
bklynlibrary.org

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 1:29 PM  
**To:** Woloch, David; '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
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**Subject:** RE: sunset park

HPD is working on some edits for your release.

In the meantime, here is a statement from our Deputy Mayor Alicia Glen for the release:

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

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**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 12:49 PM  
**To:** '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'; Grace, Melissa  
**Subject:** sunset park

Katherine: Attached is a draft release on Sunset Park. Would be great if we could do in conjunction with the Council. I believe the Administration is providing a quote as well. I have cc'd CM Menchaca's office, HPD and City Hall press offices, and Madeline from BerlinRosen who is coordinating for BPL.

**David Woloch | Executive Vice President, External Affairs**  
**Brooklyn Public Library**

718.230.2088  
bklynlibrary.org

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**From:** [Leddy, Adam](#)  
**To:** [Grace, Melissa](#); ["Pierre-Antoine, Juliet \(HPD\)"; Woloch, David; "Madeline Kaye"; "Estrada, David"; Towell, Katherine](#)  
**Cc:** [Piedra Leon, Veronica](#); [Rohlfing, Elizabeth \(HPD\)](#); [Camonghne Felix](#); [Ron Zak](#)  
**Subject:** RE: sunset park  
**Date:** Thursday, March 16, 2017 5:11:53 PM  
**Attachments:** [Sunset Park release.docx](#)

---

No problem Melissa. The attached version incorporates everyone's edits and quotes. As soon as you sign off, Madeline Kaye will issue it to press.

Thanks all,

---Adam

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
[bklynlibrary.org](http://bklynlibrary.org)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 4:47 PM  
**To:** 'Pierre-Antoine, Juliet (HPD)'; Woloch, David; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine; Leddy, Adam  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Please include Deputy Mayor Alicia Glen quote!

Would be great if it could be before or after the library's quote.

Also, can you send us final before you issue. Thanks.

"Today's vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come."

---

**From:** Pierre-Antoine, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 4:28 PM  
**To:** 'Woloch, David'; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine; Leddy, Adam; Grace, Melissa  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Can we add the language I dropped in below in red?

---

**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 4:10 PM  
**To:** 'Madeline Kaye'; Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix

**Subject:** RE: sunset park

Need to add in D/M Glen quote

**David Woloch | Executive Vice President, External Affairs  
Brooklyn Public Library**

718.230.2088  
bklynlibrary.org

---

**From:** Madeline Kaye [<mailto:Madeline.Kaye@berlinrosen.com>]  
**Sent:** Thursday, March 16, 2017 4:04 PM  
**To:** Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** Re: sunset park

All;

We await CM Menchaca's quote, and once we receive, we will send the following out to relevant contacts. I hope I have accommodated everyone's edits and that we're in agreement, but just in case, any further edits should be done on this copy, below and attached.

Best and thanks,  
Madeline

**FOR IMMEDIATE RELEASE:** March 16, 2017

**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976

## **Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between the City of New York, Brooklyn Public Library, Fifth Avenue Committee to Nearly Double Size of One of Brooklyn's Busiest Branches, Create 49 Units of Deeply Affordable Housing*

Plan Receives Unanimous Support 45-0 in Final Round of Rigorous Public Approval Process

**BROOKLYN, NY**—The New York City Council has voted to approve the Sunset Park Library Redevelopment Project unanimously, Brooklyn Public Library, Fifth Avenue



Committee, and the de Blasio Administration announced today, finalizing the formal public approval process for the innovative project. The proposal previously received unanimous approval from the City Planning Commission and the City Council's Land Use Committee and Subcommittee on Planning, Dispositions and Concessions. The project was also approved by the Borough President and the members of Community Board 7.

Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development, Brooklyn Public Library's new Sunset Park branch will provide the neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60 branches.

"Thanks to the support of the City Council and the residents of Sunset Park, we will soon begin construction on a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve," said **Brooklyn Public Library President and CEO Linda E. Johnson**. "We look forward to designing and building the new Sunset Park Library with input from the community."

"Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction," said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

#### **CM MENCHACA QUOTE**

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch **with anticipated funding from the New York City Department of Housing Preservation and Development (HPD)**. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be

reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. 35% of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said **HPD Commissioner Maria Torres-Springer**. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library’s core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

#### **About Brooklyn Public Library:**

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the fifth largest library system in the United States with 60 neighborhood libraries located throughout the borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL’s eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website: [www.bklynlibrary.org](http://www.bklynlibrary.org).

#### **About Fifth Avenue Committee**

Fifth Avenue Committee, Inc. (FAC) is a nationally recognized South Brooklyn based non-profit comprehensive community development corporation formed in 1978 whose mission is to advance economic and social justice by building vibrant, diverse communities where residents have genuine opportunities to achieve their goals as well as the power to shape the community’s future. FAC works to transform the lives of over 5,500 low and moderate income New Yorkers annually so that we can all live and work with dignity and respect while making our community more equitable, sustainable, inclusive and just. To achieve our mission FAC develops and manages affordable housing and community facilities, creates economic opportunities and ensures access to economic stability, organizes residents and workers, offers student centered adult education, and combats displacement caused by gentrification. FAC has developed nearly 900 units of affordable housing, currently manages more than 500 units and has an affordable housing pipeline of more than 1,000 units. For more information about FAC go to [www.fifthave.org](http://www.fifthave.org)

--

Madeline Kaye

BerlinRosen Public Affairs

O: (646) 200-5297 C: (646) 369-8226

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Press Officer

New York City Council

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**David Woloch | Executive Vice President, External Affairs  
Brooklyn Public Library**

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**FOR IMMEDIATE RELEASE:** March 16, 2017

BPL Contact: Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

FAC Contact: Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976



**Fifth Avenue Committee**  
Our Community. Our Future.

## **Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between the City of New York,  
Brooklyn Public Library, Fifth Avenue Committee to Nearly  
Double Size of One of Brooklyn's Busiest Branches, Create  
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programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve,” said **Brooklyn Public Library President and CEO Linda E. Johnson**. “We look forward to designing and building the new Sunset Park Library with input from the community.”

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities,” said **Deputy Mayor Alicia Glen**. “By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said **Department of Housing, Preservation and Development Commissioner Maria Torres-Springer**. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

“Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction,” said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

“For the past two years, Sunset Park stakeholders and I have held public meetings and hearings on how to rebuild our aging library. A call for an expanded and modern library that meets local needs such as affordable housing and community space was at the center of this process. Together, we’ve worked to ensure that our residents’ recommendations were heard. Today, the New York City Council voted unanimously in approval of a project that includes legal requirements for 100% affordable housing and a permanently protected community library. I want to thank the Brooklyn Public Library and Fifth Avenue Committee for crafting a project that will serve Sunset Park residents for generations to come,” said **Council Member Carlos Menchaca**.

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse

patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch, with anticipated financing from the New York City Department of Housing Preservation and Development. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. Thirty-five percent of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library's core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

# # #

**About Brooklyn Public Library:**

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the fifth largest library system in the United States with 60 neighborhood libraries located throughout the borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL's eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website: [www.bklynlibrary.org](http://www.bklynlibrary.org).



### **About Fifth Avenue Committee**

Fifth Avenue Committee, Inc. (FAC) is a nationally recognized South Brooklyn based non-profit comprehensive community development corporation formed in 1978 whose mission is to advance economic and social justice by building vibrant, diverse communities where residents have genuine opportunities to achieve their goals as well as the power to shape the community's future. FAC works to transform the lives of over 5,500 low and moderate income New Yorkers annually so that we can all live and work with dignity and respect while making our community more equitable, sustainable, inclusive and just. To achieve our mission FAC develops and manages affordable housing and community facilities, creates economic opportunities and ensures access to economic stability, organizes residents and workers, offers student centered adult education, and combats displacement caused by gentrification. FAC has developed nearly 900 units of affordable housing, currently manages more than 500 units and has an affordable housing pipeline of more than 1,000 units. For more information about FAC go to [www.fifthave.org](http://www.fifthave.org).

**From:** [Grace, Melissa](#)  
**To:** ["Woloch, David"](#); [Leddy, Adam](#); ["Pierre-Antoine, Juliet \(HPD\)"](#); ["Madeline Kaye"](#); ["Estrada, David"](#); [Towell, Katherine](#)  
**Cc:** [Piedra Leon, Veronica](#); [Rohlfing, Elizabeth \(HPD\)](#); [Camonghne Felix](#); [Ron Zak](#)  
**Subject:** RE: sunset park  
**Date:** Thursday, March 16, 2017 6:45:44 PM

---

Looks good, but can you send us final with Deputy Mayor Alicia Glen's quote?

"Today's vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come."

---

**From:** Woloch, David [mailto:[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)]  
**Sent:** Thursday, March 16, 2017 6:43 PM  
**To:** Leddy, Adam; Grace, Melissa; 'Pierre-Antoine, Juliet (HPD)'; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix; Ron Zak  
**Subject:** RE: sunset park

Melissa. just checking if we are good to release this.

Sent from my Verizon, Samsung Galaxy smartphone

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

**From:** "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>  
**Date:** 3/16/17 5:11 PM (GMT-05:00)  
**To:** "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, "Pierre-Antoine, Juliet (HPD)" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>, "Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>, 'Madeline Kaye' <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>, "Estrada, David" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** "Piedra Leon, Veronica" <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>, "Rohlfing, Elizabeth (HPD)" <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>, Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>, Ron Zak <[RZak@fifthave.org](mailto:RZak@fifthave.org)>  
**Subject:** RE: sunset park

No problem Melissa. The attached version incorporates everyone's edits and quotes. As soon as you sign off, Madeline Kaye will issue it to press.

Thanks all,

---Adam

**Adam Leddy | Communications Coordinator**

**Brooklyn Public Library**

718.230.2402  
bklynlibrary.org

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 4:47 PM  
**To:** 'Pierre-Antoine, Juliet (HPD)'; Woloch, David; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine; Leddy, Adam  
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**To:** 'Woloch, David'; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine; Leddy, Adam; Grace, Melissa  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Can we add the language I dropped in below in red?

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**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 4:10 PM  
**To:** 'Madeline Kaye'; Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Need to add in D/M Glen quote

**David Woloch | Executive Vice President, External Affairs**  
**Brooklyn Public Library**

718.230.2088  
bklynlibrary.org

---

**From:** Madeline Kaye [<mailto:Madeline.Kaye@berlinrosen.com>]  
**Sent:** Thursday, March 16, 2017 4:04 PM  
**To:** Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** Re: sunset park

All;

We await CM Menchaca's quote, and once we receive, we will send the following out to relevant contacts. I hope I have accommodated everyone's edits and that we're in agreement, but just in case, any further edits should be done on this copy, below and attached.

Best and thanks,  
Madeline

**FOR IMMEDIATE RELEASE:** March 16, 2017

**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976

### **Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between the City of New York, Brooklyn Public Library, Fifth Avenue Committee to Nearly Double Size of One of Brooklyn's Busiest Branches, Create 49 Units of Deeply Affordable Housing*

Plan Receives Unanimous Support 45-0 in Final Round of Rigorous Public Approval Process

**BROOKLYN, NY**—The New York City Council has voted to approve the Sunset Park Library Redevelopment Project unanimously, Brooklyn Public Library, Fifth Avenue Committee, and the de Blasio Administration announced today, finalizing the formal public approval process for the innovative project. The proposal previously received unanimous approval from the City Planning Commission and the City Council's Land Use Committee and Subcommittee on Planning, Dispositions and Concessions. The project was also approved by the Borough President and the members of Community Board 7.

Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development, Brooklyn Public Library's new Sunset Park branch will provide the neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60 branches.

"Thanks to the support of the City Council and the residents of Sunset Park, we will soon begin construction on a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff

deserve,” said **Brooklyn Public Library President and CEO Linda E. Johnson**. “We look forward to designing and building the new Sunset Park Library with input from the community.”

“Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction,” said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

### CM MENCHACA QUOTE

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch **with anticipated funding from the New York City Department of Housing Preservation and Development (HPD)**. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. 35% of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said **HPD Commissioner Maria Torres-Springer**. “Today's vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library's core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as

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More details on the project are available [here](#).

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--

Madeline Kaye

BerlinRosen Public Affairs

O: (646) 200-5297 C: (646) 369-8226

---

**From:** <Pierre-Antoine>, "Juliet (HPD)" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>

**Date:** Thursday, March 16, 2017 2:44 PM

**To:** "'Estrada, David'" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>, "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>, "'Grace, Melissa'" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, "Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>

**Cc:** "Piedra Leon, Veronica" <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Rohlfing, Elizabeth (HPD)" <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>

**Subject:** RE: sunset park

Here is a quote from HPD Commissioner Maria Torres-Springer:

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said HPD Commissioner Maria Torres-Springer. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

I’ve attached a press release draft with updates from HPD. Let us know if you have any questions.

---

**From:** Estrada, David [<mailto:DEstrada@council.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 3:10 PM  
**To:** Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); Pierre-Antoine, Juliet (HPD)  
**Subject:** RE: sunset park

And Council Member Menchaca’s quote will be sent in a few moments.

I note the 45-0 passage of all land use items at Stated Meeting today.

de

---

**From:** Towell, Katherine  
**Sent:** Thursday, March 16, 2017 2:43 PM  
**To:** 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Estrada, David; Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

Council Land Use division provided some minor edits in the attached version. Speaker will be passing on a quote to give fuller credit to CM Menchaca.

Katherine Towell  
Press Officer  
New York City Council  
**D:** 212.788.0260 | **M:** 646.263.1699

---

**From:** Leddy, Adam [<mailto:ALeddy@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 1:33 PM  
**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>; Towell, Katherine <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** Estrada, David <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>; Piedra Leon, Veronica <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)) <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>; Rohlfing, Elizabeth (HPD) <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>; 'Pierre-Antoine, Juliet (HPD)' <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Got it, thank you Melissa. Will await the edits.

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
bklynlibrary.org

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 1:29 PM  
**To:** Woloch, David; '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

HPD is working on some edits for your release.

In the meantime, here is a statement from our Deputy Mayor Alicia Glen for the release:

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

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**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 12:49 PM  
**To:** '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'; Grace, Melissa  
**Subject:** sunset park

Katherine: Attached is a draft release on Sunset Park. Would be great if we could do in conjunction with the Council. I believe the Administration is providing a quote as well. I have cc'd CM Menchaca's office, HPD and City Hall press offices, and Madeline from BerlinRosen who is coordinating for BPL.

**David Woloch | Executive Vice President, External Affairs**  
**Brooklyn Public Library**

718.230.2088  
bklynlibrary.org



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**From:** [Leddy, Adam](#)  
**To:** [Grace, Melissa](#)  
**Cc:** [Woloch, David](#); [Madeline Kaye](#)  
**Subject:** Fwd: sunset park  
**Date:** Thursday, March 16, 2017 7:14:46 PM  
**Attachments:** [Sunset Park release.docx](#)  
[ATT00001.htm](#)

---

Hi Melissa, dropping folks off and just making sure you saw the final version. Please let us know when you are good with it. Thanks!

Sent from my iPhone

Begin forwarded message:

**From:** "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>  
**Date:** March 16, 2017 at 5:11:46 PM EDT  
**To:** "'Grace, Melissa'" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, "'Pierre-Antoine, Juliet (HPD)'" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>, "Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>, 'Madeline Kaye' <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>, "'Estrada, David'" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
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**Sent:** Thursday, March 16, 2017 4:10 PM  
**To:** 'Madeline Kaye'; Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'  
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Need to add in D/M Glen quote

**David Woloch | Executive Vice President, External Affairs**  
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Best and thanks,  
Madeline

**FOR IMMEDIATE RELEASE:** March 16, 2017

BPL Contact: Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

FAC Contact: Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
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Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development, Brooklyn Public Library's new Sunset Park branch will provide the neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60 branches.

"Thanks to the support of the City Council and the residents of Sunset Park, we will soon begin construction on a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve," said **Brooklyn Public Library President and CEO Linda E. Johnson**. "We look forward to designing and building the new Sunset Park Library with input from the community."

"Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the

Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction,” said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

#### CM MENCHACA QUOTE

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch **with anticipated funding from the New York City Department of Housing Preservation and Development (HPD)**. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. 35% of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said **HPD Commissioner Maria Torres-Springer**.

“Today's vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library's core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

**About Brooklyn Public Library:**

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the fifth largest library system in the United States with 60 neighborhood libraries located throughout the borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL's eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website: [www.bklynlibrary.org](http://www.bklynlibrary.org).

**About Fifth Avenue Committee**

Fifth Avenue Committee, Inc. (FAC) is a nationally recognized South Brooklyn based non-profit comprehensive community development corporation formed in 1978 whose mission is to advance economic and social justice by building vibrant, diverse communities where residents have genuine opportunities to achieve their goals as well as the power to shape the community's future. FAC works to transform the lives of over 5,500 low and moderate income New Yorkers annually so that we can all live and work with dignity and respect while making our community more equitable, sustainable, inclusive and just. To achieve our mission FAC develops and manages affordable housing and community facilities, creates economic opportunities and ensures access to economic stability, organizes residents and workers, offers student centered adult education, and combats displacement caused by gentrification. FAC has developed nearly 900 units of affordable housing, currently manages more than 500 units and has an affordable housing pipeline of more than 1,000 units. For more information about FAC go to [www.fifthave.org](http://www.fifthave.org)

--

Madeline Kaye

BerlinRosen Public Affairs

O: (646) 200-5297 C: (646) 369-8226

---

**From:** <Pierre-Antoine>, "Juliet (HPD)" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>

**Date:** Thursday, March 16, 2017 2:44 PM

**To:** "'Estrada, David'" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>, "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>, "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, "Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>

**Cc:** "Piedra Leon, Veronica" <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>, Madeline Kaye <[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Rohlfing, Elizabeth (HPD)" <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>

**Subject:** RE: sunset park

Here is a quote from HPD Commissioner Maria Torres-Springer:

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said HPD Commissioner Maria Torres-Springer. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

I’ve attached a press release draft with updates from HPD. Let us know if you have any questions.

---

**From:** Estrada, David [<mailto:DEstrada@council.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 3:10 PM  
**To:** Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlifing, Elizabeth (HPD); Pierre-Antoine, Juliet (HPD)  
**Subject:** RE: sunset park

And Council Member Menchaca’s quote will be sent in a few moments.

I note the 45-0 passage of all land use items at Stated Meeting today.

de

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**From:** Towell, Katherine  
**Sent:** Thursday, March 16, 2017 2:43 PM  
**To:** 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Estrada, David; Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlifing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

Council Land Use division provided some minor edits in the attached version. Speaker will be passing on a quote to give fuller credit to CM Menchaca.

Katherine Towell  
Press Officer  
New York City Council  
**D:** 212.788.0260 | **M:** 646.263.1699

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**From:** Leddy, Adam [<mailto:ALeddy@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 1:33 PM  
**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>; Towell, Katherine <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** Estrada, David <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>; Piedra Leon, Veronica

<[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com))  
<[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>; Rohlfing, Elizabeth (HPD)  
<[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>; 'Pierre-Antoine, Juliet (HPD)' <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Got it, thank you Melissa. Will await the edits.

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
[bklynlibrary.org](http://bklynlibrary.org)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 1:29 PM  
**To:** Woloch, David; '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

HPD is working on some edits for your release.

In the meantime, here is a statement from our Deputy Mayor Alicia Glen for the release:

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

---

**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 12:49 PM  
**To:** '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'; Grace, Melissa  
**Subject:** sunset park

Katherine: Attached is a draft release on Sunset Park. Would be great if we could do in conjunction with the Council. I believe the Administration is providing a quote as well. I have cc'd CM Menchaca's office, HPD and City Hall press offices, and Madeline from BerlinRosen who is coordinating for BPL.

**David Woloch | Executive Vice President, External Affairs**  
**Brooklyn Public Library**



718.230.2088  
[bklynlibrary.org](http://bklynlibrary.org)

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**FOR IMMEDIATE RELEASE:** March 16, 2017

BPL Contact: Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

FAC Contact: Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976



**Fifth Avenue Committee**  
Our Community. Our Future.

## **Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between the City of New York,  
Brooklyn Public Library, Fifth Avenue Committee to Nearly  
Double Size of One of Brooklyn's Busiest Branches, Create  
49 Units of Deeply Affordable Housing*

**Plan Receives Unanimous Support in Final Round of Rigorous Public  
Approval Process**

**BROOKLYN, NY**—The New York City Council has voted to approve the Sunset Park Library Redevelopment Project unanimously, Brooklyn Public Library, Fifth Avenue Committee and the de Blasio Administration announced today, finalizing the formal public approval process for the innovative project. The proposal previously received unanimous approval from the City Planning Commission and the City Council's Land Use Committee and Subcommittee on Planning, Dispositions and Concessions. The project was also approved by the Borough President and the members of Community Board 7.

Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development, Brooklyn Public Library's new Sunset Park branch will provide the neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60 branches.

"Thanks to the support of the City Council and the residents of Sunset Park, we will soon begin construction of a library that will offer the robust and diverse

programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve,” said **Brooklyn Public Library President and CEO Linda E. Johnson**. “We look forward to designing and building the new Sunset Park Library with input from the community.”

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities,” said **Deputy Mayor Alicia Glen**. “By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said **Department of Housing, Preservation and Development Commissioner Maria Torres-Springer**. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

“Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction,” said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

“For the past two years, Sunset Park stakeholders and I have held public meetings and hearings on how to rebuild our aging library. A call for an expanded and modern library that meets local needs such as affordable housing and community space was at the center of this process. Together, we’ve worked to ensure that our residents’ recommendations were heard. Today, the New York City Council voted unanimously in approval of a project that includes legal requirements for 100% affordable housing and a permanently protected community library. I want to thank the Brooklyn Public Library and Fifth Avenue Committee for crafting a project that will serve Sunset Park residents for generations to come,” said **Council Member Carlos Menchaca**.

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse

patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch, with anticipated financing from the New York City Department of Housing Preservation and Development. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. Thirty-five percent of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library's core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

# # #

**About Brooklyn Public Library:**

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the fifth largest library system in the United States with 60 neighborhood libraries located throughout the borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL's eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website: [www.bklynlibrary.org](http://www.bklynlibrary.org).

### **About Fifth Avenue Committee**

Fifth Avenue Committee, Inc. (FAC) is a nationally recognized South Brooklyn based non-profit comprehensive community development corporation formed in 1978 whose mission is to advance economic and social justice by building vibrant, diverse communities where residents have genuine opportunities to achieve their goals as well as the power to shape the community's future. FAC works to transform the lives of over 5,500 low and moderate income New Yorkers annually so that we can all live and work with dignity and respect while making our community more equitable, sustainable, inclusive and just. To achieve our mission FAC develops and manages affordable housing and community facilities, creates economic opportunities and ensures access to economic stability, organizes residents and workers, offers student centered adult education, and combats displacement caused by gentrification. FAC has developed nearly 900 units of affordable housing, currently manages more than 500 units and has an affordable housing pipeline of more than 1,000 units. For more information about FAC go to [www.fifthave.org](http://www.fifthave.org).

**From:** [Grace, Melissa](#)  
**To:** [Madeline Kaye](#)  
**Cc:** [Leddy, Adam](#); [Woloch, David](#)  
**Subject:** Re: sunset park  
**Date:** Thursday, March 16, 2017 8:33:15 PM

---

Thx!

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Mar 16, 2017, at 8:11 PM, Madeline Kaye <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)> wrote:

Yes! 9:30 or so, we will bcc you.

Thanks,  
Madeline

---

**From:** Grace, Melissa [[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)]  
**Sent:** Thursday, March 16, 2017 7:29 PM  
**To:** Leddy, Adam  
**Cc:** Woloch, David; Madeline Kaye  
**Subject:** Re: sunset park

Yes. Looks great. Thank you.  
Are you putting this out in the morning?  
Pls send me a copy when you do and i will push it around to reporters as well.

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Mar 16, 2017, at 7:14 PM, Leddy, Adam <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)> wrote:

Hi Melissa, dropping folks off and just making sure you saw the final version. Please let us know when you are good with it. Thanks!

Sent from my iPhone

Begin forwarded message:

**From:** "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>  
**Date:** March 16, 2017 at 5:11:46 PM EDT  
**To:** "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, "Pierre-Antoine, Juliet (HPD)" <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>, "Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>, 'Madeline Kaye' <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>, "Estrada, David" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** "Piedra Leon, Veronica" <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>, "Rohlfing, Elizabeth (HPD)" <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>, Camonghne Felix <[Camonghne.Felix@berlinrosen.com](mailto:Camonghne.Felix@berlinrosen.com)>, Ron Zak <[RZak@fifthave.org](mailto:RZak@fifthave.org)>  
**Subject:** RE: sunset park

No problem Melissa. The attached version incorporates everyone's edits and quotes. As soon as you sign off, Madeline Kaye will issue it to press.

Thanks all,

---Adam

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
[bklynlibrary.org](http://bklynlibrary.org)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 4:47 PM  
**To:** 'Pierre-Antoine, Juliet (HPD)'; Woloch, David; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine; Leddy, Adam  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Please include Deputy Mayor Alicia Glen quote!

Would be great if it could be before or after the library's quote.

Also, can you send us final before you issue. Thanks.

"Today's vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that

are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

---

**From:** Pierre-Antoine, Juliet (HPD)  
[<mailto:morrisj@hpd.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 4:28 PM  
**To:** 'Woloch, David'; 'Madeline Kaye'; 'Estrada, David'; Towell, Katherine; Leddy, Adam; Grace, Melissa  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Can we add the language I dropped in below in red?

---

**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 4:10 PM  
**To:** 'Madeline Kaye'; Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** RE: sunset park

Need to add in D/M Glen quote

**David Woloch | Executive Vice President, External Affairs  
Brooklyn Public Library**

718.230.2088  
[bklynlibrary.org](http://bklynlibrary.org)

---

**From:** Madeline Kaye [<mailto:Madeline.Kaye@berlinrosen.com>]  
**Sent:** Thursday, March 16, 2017 4:04 PM  
**To:** Pierre-Antoine, Juliet (HPD); 'Estrada, David'; Towell, Katherine; Leddy, Adam; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Rohlfing, Elizabeth (HPD); Camonghne Felix  
**Subject:** Re: sunset park

All;

We await CM Menchaca's quote, and once we receive, we will send the following out to relevant contacts. I hope I have accommodated everyone's edits and that we're in agreement, but just in case, any further edits should be done on this copy, below and attached.

Best and thanks,



Madeline

**FOR IMMEDIATE RELEASE:** March 16, 2017

**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976

**Sunset Park Library Redevelopment Project  
Approved by City Council**

*Innovative Partnership Between the City of New York,  
Brooklyn Public Library, Fifth Avenue Committee to  
Nearly Double Size of One of Brooklyn's Busiest  
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Round of Rigorous Public Approval Process

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“Thanks to the support of the City Council and the residents of Sunset Park, we will soon begin construction on a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve,” said **Brooklyn Public Library President and CEO Linda E. Johnson**. “We look forward to designing and building the new Sunset Park Library with input from the community.”

“Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction,” said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

#### **CM MENCHACA QUOTE**

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop

the new library branch **with anticipated funding from the New York City Department of Housing Preservation and Development (HPD)**. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. 35% of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said **HPD Commissioner Maria Torres-Springer**. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library’s core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

**About Brooklyn Public Library:**

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the fifth largest library system in the United States with 60 neighborhood libraries located throughout the

borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL's eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website: [www.bklynlibrary.org](http://www.bklynlibrary.org).

### **About Fifth Avenue Committee**

Fifth Avenue Committee, Inc. (FAC) is a nationally recognized South Brooklyn based non-profit comprehensive community development corporation formed in 1978 whose mission is to advance economic and social justice by building vibrant, diverse communities where residents have genuine opportunities to achieve their goals as well as the power to shape the community's future. FAC works to transform the lives of over 5,500 low and moderate income New Yorkers annually so that we can all live and work with dignity and respect while making our community more equitable, sustainable, inclusive and just. To achieve our mission FAC develops and manages affordable housing and community facilities, creates economic opportunities and ensures access to economic stability, organizes residents and workers, offers student centered adult education, and combats displacement caused by gentrification. FAC has developed nearly 900 units of affordable housing, currently manages more than 500 units and has an affordable housing pipeline of more than 1,000 units. For more information about FAC go to [www.fifthave.org](http://www.fifthave.org)

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Madeline Kaye  
BerlinRosen Public Affairs  
O: (646) 200-5297 C: (646) 369-8226

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**From:** <Pierre-Antoine>, "Juliet (HPD)"  
<[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>

**Date:** Thursday, March 16, 2017 2:44 PM

**To:** "'Estrada, David'" <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>, "Towell, Katherine" <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>, "Leddy, Adam" <[ALeddy@bklynlibrary.org](mailto:ALeddy@bklynlibrary.org)>, "'Grace, Melissa'" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, "Woloch, David" <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>

**Cc:** "Piedra Leon, Veronica"  
<[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>, Madeline Kaye  
<[madeline.kaye@berlinrosen.com](mailto:madeline.kaye@berlinrosen.com)>, "Rohlfing, Elizabeth  
(HPD)" <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Here is a quote from HPD Commissioner Maria Torres-Springer:

“By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come,” said HPD Commissioner Maria Torres-Springer. “Today’s vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood.”

I’ve attached a press release draft with updates from HPD. Let us know if you have any questions.

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**From:** Estrada, David [<mailto:DEstrada@council.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 3:10 PM  
**To:** Towell, Katherine; 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); Pierre-Antoine, Juliet (HPD)  
**Subject:** RE: sunset park

And Council Member Menchaca’s quote will be sent in a few moments.

I note the 45-0 passage of all land use items at Stated Meeting today.

de

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**From:** Towell, Katherine  
**Sent:** Thursday, March 16, 2017 2:43 PM  
**To:** 'Leddy, Adam'; 'Grace, Melissa'; Woloch, David  
**Cc:** Estrada, David; Piedra Leon, Veronica; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

Council Land Use division provided some minor edits in the attached version. Speaker will be passing on a quote to give

fuller credit to CM Menchaca.

Katherine Towell  
Press Officer  
New York City Council  
**D:** 212.788.0260 | **M:** 646.263.1699

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**From:** Leddy, Adam [<mailto:ALeddy@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 1:33 PM  
**To:** 'Grace, Melissa' <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Woloch, David <[DWoloch@bklynlibrary.org](mailto:DWoloch@bklynlibrary.org)>; Towell, Katherine <[KTowell@council.nyc.gov](mailto:KTowell@council.nyc.gov)>  
**Cc:** Estrada, David <[DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)>; Piedra Leon, Veronica <[VPiedraLeon@council.nyc.gov](mailto:VPiedraLeon@council.nyc.gov)>; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)) <[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)>; Rohlfing, Elizabeth (HPD) <[rohlfinge@hpd.nyc.gov](mailto:rohlfinge@hpd.nyc.gov)>; 'Pierre-Antoine, Juliet (HPD)' <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)>  
**Subject:** RE: sunset park

Got it, thank you Melissa. Will await the edits.

**Adam Leddy | Communications Coordinator**  
**Brooklyn Public Library**

718.230.2402  
[bklynlibrary.org](http://bklynlibrary.org)

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Thursday, March 16, 2017 1:29 PM  
**To:** Woloch, David; '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'  
**Subject:** RE: sunset park

HPD is working on some edits for your release.

In the meantime, here is a statement from our Deputy Mayor Alicia Glen for the release:

“Today’s vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that

are so central to our communities. By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come.”

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**From:** Woloch, David [<mailto:DWoloch@bklynlibrary.org>]  
**Sent:** Thursday, March 16, 2017 12:49 PM  
**To:** '[ktowell@council.nyc.gov](mailto:ktowell@council.nyc.gov)'  
**Cc:** Estrada, David ([DEstrada@council.nyc.gov](mailto:DEstrada@council.nyc.gov)); '[vpiedraleon@council.nyc.gov](mailto:vpiedraleon@council.nyc.gov)'; Madeline Kaye ([Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)); Leddy, Adam; Rohlfing, Elizabeth (HPD); 'Pierre-Antoine, Juliet (HPD)'; Grace, Melissa  
**Subject:** sunset park

Katherine: Attached is a draft release on Sunset Park. Would be great if we could do in conjunction with the Council. I believe the Administration is providing a quote as well. I have cc'd CM Menchaca's office, HPD and City Hall press offices, and Madeline from BerlinRosen who is coordinating for BPL.

**David Woloch | Executive Vice President, External Affairs  
Brooklyn Public Library**

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[bklynlibrary.org](http://bklynlibrary.org)

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<Sunset Park release.docx>