

**From:** [Madeline Kaye](#)  
**To:** [Madeline Kaye](#)  
**Subject:** RELEASE: Sunset Park Library Redevelopment Project Approved by City Council  
**Date:** Friday, March 17, 2017 9:44:12 AM  
**Attachments:** [639C965B-B84B-429E-AD15-67C7DD077D75.png](#)  
[222A1702-0A5A-4DFD-939E-4373B710641A.png](#)

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**FOR IMMEDIATE RELEASE:** March 17, 2017

**BPL Contact:** Madeline Kaye  
[Madeline.Kaye@berlinrosen.com](mailto:Madeline.Kaye@berlinrosen.com)  
(646) 200-5297; (646) 369-8226

**FAC Contact:** Ron Zak  
[rzak@fifthave.org](mailto:rzak@fifthave.org)  
(718) 237-2017 ext. 130; (347) 439-5976

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<!--[endif]-->

## **Sunset Park Library Redevelopment Project Approved by City Council**

*Innovative Partnership Between the City of New York, Brooklyn Public Library, Fifth Avenue Committee to Nearly Double Size of One of Brooklyn's Busiest Branches, Create 49 Units of Deeply Affordable Housing*

**Plan Receives Unanimous Support in Final Round of Rigorous Public Approval Process**

**BROOKLYN, NY**—The New York City Council has voted to approve the Sunset Park Library Redevelopment Project unanimously, Brooklyn Public Library, Fifth Avenue Committee and the de Blasio Administration announced today, finalizing the formal public approval process for the innovative project. The proposal previously received unanimous approval from the City Planning Commission and the City Council's Land Use Committee and Subcommittee on Planning, Dispositions and Concessions. The project was also approved by the Borough President and the members of Community Board 7.

Developed in partnership with the Fifth Avenue Committee, a nonprofit with nearly four decades' experience in affordable housing and comprehensive community development, Brooklyn Public Library's new Sunset Park branch will provide the

neighborhood with a modern, state-of-the-art library that is nearly twice the size of the current location. Sunset Park Library is one of Brooklyn's busiest, with attendance and circulation that rank in the top 10 of BPL's 60 branches.

"Thanks to the support of the City Council and the residents of Sunset Park, we will soon begin construction of a library that will offer the robust and diverse programming, large multilingual collection and comfortable, inspiring environment that our patrons and staff deserve," said **Brooklyn Public Library President and CEO Linda E. Johnson**. "We look forward to designing and building the new Sunset Park Library with input from the community."

"Yesterday's vote on the Sunset Park Library project represents a major victory for the values we cherish – both creating new affordable housing and improving public libraries that are so central to our communities," said **Deputy Mayor Alicia Glen**. "By bringing 49 affordable apartments online and funding the expansion and upgrade of the library, this development will serve the neighborhood for decades to come."

"By combining affordable housing with improvements to public resources like the Sunset Park Library, we are serving local residents and the community for generations to come," said **Department of Housing, Preservation and Development Commissioner Maria Torres-Springer**. "Yesterday's vote is an important milestone in making way for 49 new affordable apartments and a much-enhanced and expanded space for the library so it can continue to serve as a vital hub for the neighborhood."

"Fifth Avenue Committee is grateful for the overwhelming support this project has received and that FAC and BPL will be able to move forward to bring a 21<sup>st</sup> century public library and 100% truly and deeply affordable housing to the Sunset Park community. This project is a model in how to ensure that the community can achieve the maximum benefits possible as part of redeveloping public land for public good. We look forward to continuing to work with the community as this project moves forward towards construction," said **Michelle de la Uz, Fifth Avenue Committee Executive Director**.

"For the past two years, Sunset Park stakeholders and I have held public meetings and hearings on how to rebuild our aging library. A call for an expanded and modern library that meets local needs such as affordable housing and community space was at the center of this process. Together, we've worked to ensure that our residents' recommendations were heard. Yesterday, the New York City Council voted unanimously in approval of a project that includes legal requirements for 100% affordable housing and a permanently protected community library. I want to thank the Brooklyn Public Library and Fifth Avenue Committee for crafting a project that will serve Sunset Park residents for generations to come," said **Council Member Carlos Menchaca**.

At 12,200 square feet, only 7,465 of which are accessible to the public, the current branch is too small to meet the needs of this growing community. Built in the 1970s, it

is poorly laid out for modern use. The proposed new library will be 20,755 square feet, with 18,200 square feet expected to be accessible to the public. It will be outfitted for the modern era, with the collections, technology and flexible space needed to accommodate many uses and serve a large, diverse patronship.

The expansion of Sunset Park Library and the development of deeply affordable housing is especially timely given the growth of the neighborhood. A 2017 study by the New York City Comptroller's office identified a 34% increase in Sunset Park's population between 1990 and 2014, double the citywide growth rate. The median rent in the neighborhood has grown at a rate (63%) that far outpaces the growth in median income (25%).

The project will create 100% affordable housing atop the new library branch, with anticipated financing from the New York City Department of Housing Preservation and Development. Forty-nine affordable units will be available for incomes spanning 30% to 80% of Area Median Income (AMI). The majority of the units are reserved for incomes at or below 50% of AMI, and most apartments will rent for \$500 to \$1,000 per month. A minimum of 50% of the apartments will be reserved for Community Board 7 residents, 10% for city employees and 10% for the physically disabled. Nine units will be reserved for survivors of domestic violence. As a locally-based nonprofit developer whose mission is to advance economic and social justice, FAC is committed to permanent affordability for all of the apartments. Thirty-five percent of the apartments will be permanently affordable through City Regulatory Agreements that will be recorded with the property.

The Fifth Avenue Committee will construct the eight-story, mixed-use building, including the library's core and shell, at no cost to Brooklyn Public Library. BPL will fit out the new library for approximately \$10 million, using a portion of the proceeds from the redevelopment of its Brooklyn Heights branch. The city will own the library in perpetuity, as it does the current branch.

Interim library service will be provided throughout the construction process at 4201 Fourth Avenue, at 42<sup>nd</sup> Street.

More details on the project are available [here](#).

# # #

**About Brooklyn Public Library:**

Brooklyn Public Library (BPL) is an independent library system for the 2.5 million residents of Brooklyn. It is the fifth largest library system in the United States with 60 neighborhood libraries located throughout the borough. BPL offers free programs and services for all ages and stages of life, including a large selection of books in more than 30 languages, author talks, literacy programs and public computers. BPL's eResources, such as eBooks and eVideos, catalog information and free homework help, are available to customers of all ages 24 hours a day at our website: [www.bklynlibrary.org](http://www.bklynlibrary.org).

### **About Fifth Avenue Committee**

Fifth Avenue Committee, Inc. (FAC) is a nationally recognized South Brooklyn based non-profit comprehensive community development corporation formed in 1978 whose mission is to advance economic and social justice by building vibrant, diverse communities where residents have genuine opportunities to achieve their goals as well as the power to shape the community's future. FAC works to transform the lives of over 5,500 low and moderate income New Yorkers annually so that we can all live and work with dignity and respect while making our community more equitable, sustainable, inclusive and just. To achieve our mission FAC develops and manages affordable housing and community facilities, creates economic opportunities and ensures access to economic stability, organizes residents and workers, offers student centered adult education, and combats displacement caused by gentrification. FAC has developed nearly 900 units of affordable housing, currently manages more than 500 units and has an affordable housing pipeline of more than 1,000 units. For more information about FAC go to [www.fifthave.org](http://www.fifthave.org).

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Madeline Kaye

BerlinRosen Public Affairs

O: (646) 200-5297 C: (646) 369-8226



**From:** [Phillips, Eric](#)  
**To:** [Smith, Greg](#)  
**Cc:** [Dan Levitan \(Dan@berlinrosen.com\)](#)  
**Subject:** Re: This morning's "press conference"  
**Date:** Thursday, March 23, 2017 4:12:52 PM

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These are questions about City Hall and actions by government. You're asking if this plea is related to us. I'm telling you it's not. This is pretty linear stuff.

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**From:** Greg Smith <[gsmith@nydailynews.com](mailto:gsmith@nydailynews.com)>  
**Date:** Thursday, March 23, 2017 at 4:05 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** "Dan Levitan ([Dan@berlinrosen.com](mailto:Dan@berlinrosen.com))" <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>  
**Subject:** RE: This morning's "press conference"

Hopefully Dan can answer these questions and back you up on this assertion based on...who knows what?

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**From:** Phillips, Eric [<mailto:EFPhillips@cityhall.nyc.gov>]  
**Sent:** Thursday, March 23, 2017 4:08 PM  
**To:** Smith, Greg  
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**Subject:** Re: This morning's "press conference"

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**From:** Greg Smith <[gsmith@nydailynews.com](mailto:gsmith@nydailynews.com)>  
**Date:** Thursday, March 23, 2017 at 4:00 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** "Dan Levitan ([Dan@berlinrosen.com](mailto:Dan@berlinrosen.com))" <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>  
**Subject:** RE: This morning's "press conference"

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**To:** Smith, Greg  
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**Subject:** Re: This morning's "press conference"

Hey, Greg. This is from me:

The conduct described in the plea has nothing to do with the Mayor or his administration. No amount of sensationalized, misleading reporting will change the fact that two independent prosecutors confirmed that the Mayor and our administration acted within the law.

Thanks.

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**From:** Greg Smith <[gsmith@nydailynews.com](mailto:gsmith@nydailynews.com)>  
**Date:** Thursday, March 23, 2017 at 3:16 PM  
**To:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>  
**Cc:** "Dan Levitan ([Dan@berlinrosen.com](mailto:Dan@berlinrosen.com))" <[Dan@berlinrosen.com](mailto:Dan@berlinrosen.com)>  
**Subject:** This morning's "press conference"

Before the mayor stalked away this morning without answering any questions that concern the public whose support he is seeking for his "mansion tax," he did say "Everything else you want to talk about you can get answers to through the press office."

So regarding the criminal behavior to which de Blasio donor Jona Rechnitz pleaded guilty to: Rechnitz bundled more than \$40,000 for the mayor in October 2013, gave \$50,000 to Campaign for One New York in January 2014 and wrote a check for \$102,000 to the New York State Democratic Senate Committee in October 2014 as part of the mayor's failed effort to swing the Senate to Democrat control. In the criminal information unsealed yesterday, Rechnitz specifically admitted that he "and others known and unknown provided financial and personal benefits and political contributions to public officials, including law enforcement officials, in exchange for official action as requested by Rechnitz and others." Couple of questions:

- \*Please describe any interactions between the mayor and/or his representatives and Rechnitz regarding the bundling of \$40,000 for the mayor's 2013 election campaign.
- \*Please describe any interactions between the mayor and/or his representatives and Rechnitz regarding donating \$50,000 to the mayor's Campaign for One New York.
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- \*Please describe any communications between the mayor and/or his representatives and Rechnitz regarding any "official action" sought by Rechnitz and/or his associates.
- \*Please describe any result of these communications between the mayor and/or his representatives and Rechnitz regarding any "official action" sought by Rechnitz and/or his associates.
- \*What is the mayor's response the Rechnitz's plea?

Story is for tomorrow's paper and I'm copying Levitan. Thanks.

**GREG B. SMITH**  
**NEW YORK DAILY NEWS**  
**917 685-5580**  
**Twitter: @nydngregsmith**

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This transmission is intended only for the use of the addressee and may contain information that is confidential, privileged and/or exempt from disclosure under applicable law. If you are not the intended



**From:** [Dan Levitan](#)  
**To:** [Smith, Greg](#)  
**Cc:** [Phillips, Eric](#)  
**Subject:** Re: This morning's "press conference"  
**Date:** Thursday, March 23, 2017 4:15:47 PM

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You have Eric's comment. Thanks.

- Sent from my Galaxy S6 -

On Mar 23, 2017, at 4:09 PM, Smith, Greg <[GSmith@nydailynews.com](mailto:GSmith@nydailynews.com)> wrote:

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**To:** [Smith, Greg](#)  
**Cc:** [Dan Levitan \(Dan@berlinrosen.com\)](#)  
**Subject:** Re: This morning's "press conference"  
**Date:** Thursday, March 23, 2017 4:42:11 PM

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Thanks!

On Mar 23, 2017, at 4:38 PM, Smith, Greg <[GSmith@nydailynews.com](mailto:GSmith@nydailynews.com)> wrote:

Rob Moore is head of News. Dareh Gregorian is the political editor. They're both aware that you all refuse to answer any of these questions.

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**From:** Phillips, Eric [<mailto:EFPhillips@cityhall.nyc.gov>]  
**Sent:** Thursday, March 23, 2017 4:35 PM  
**To:** Smith, Greg  
**Cc:** Dan Levitan ([Dan@berlinrosen.com](mailto:Dan@berlinrosen.com))  
**Subject:** Re: This morning's "press conference"

You've got my response to all of those questions. Also - who's editing this one? Thanks.

On Mar 23, 2017, at 4:24 PM, Smith, Greg <[GSmith@nydailynews.com](mailto:GSmith@nydailynews.com)> wrote:

You want linear? Here's linear:

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**From:** [Blumm, Kate](#)  
**To:** [Jovana Rizzo](#); [Ruth Fasoldt](#)  
**Cc:** [Dan Levitan](#); [Grybauskas, Natalie](#); [Gardener, Stacy \(DOITT\)](#)  
**Subject:** RE: Aunt Bertha release  
**Date:** Tuesday, March 28, 2017 5:25:53 PM

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Hi guys. I'm slammed due to budget testimony tomorrow, but I think I'll be able to get to it late tomorrow. Thanks!

---

**From:** Jovana Rizzo [mailto:jovana@berlinrosen.com]  
**Sent:** Monday, March 27, 2017 5:58 PM  
**To:** Ruth Fasoldt <ruth.fasoldt@intersection.com>  
**Cc:** Blumm, Kate <KBlumm@doitt.nyc.gov>; Dan Levitan <dan@berlinrosen.com>; Grybauskas, Natalie <NGrybauskas@cityhall.nyc.gov>; Gardener, Stacy <SGardener@doitt.nyc.gov>  
**Subject:** RE: Aunt Bertha release

Hi all, updated release attached. Thanks!

---

**From:** Ruth Fasoldt [ruth.fasoldt@intersection.com]  
**Sent:** Monday, March 27, 2017 3:08 PM  
**To:** Jovana Rizzo  
**Cc:** Blumm, Kate; Dan Levitan; Grybauskas, Natalie; Gardener, Stacy  
**Subject:** Re: Aunt Bertha release

Also please note HRA and other government entities related to AccessNYC mentioned wanting a quote in the release.

I believe I already shared those contacts I had spoken with about this but happy to resend if needed.

Also just to clarify- the short cut for Aunt Bertha and AccessNYC will be available on the tablet for the same amount of time. It will be tablet creative that links to both of them. Once that "launch" is over Aunt Bertha will remain on the tablet and AccessNYC will continue to be accessible through 311.

best,

Ruth

On Mon, Mar 27, 2017 at 2:52 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Hi Kate, we can add some Access language to the release -- there will be a short cut on the tablet to its new mobile friendly site for a few days, starting the day we launch Aunt Bertha, and then as usual it will be accessible via the 311 app on the tablet. Will update our last release draft to include that.

Thanks,  
Jovana

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**From:** Blumm, Kate [[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)]  
**Sent:** Monday, March 27, 2017 12:09 PM  
**To:** Ruth Fasoldt; Jovana Rizzo  
**Cc:** Dan Levitan; Grybauskas, Natalie; Gardener, Stacy

**Subject:** RE: Aunt Bertha release

If memory serves, we're rolling out AccessNYC and AB simultaneously. Have you drafted Access language?

---

**From:** Blumm, Kate

**Sent:** Friday, March 17, 2017 5:02 PM

**To:** 'Ruth Fasoldt' <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

**Cc:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoening@doitt.nyc.gov](mailto:ankoening@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

**Subject:** RE: Aunt Bertha release

We'll handle all other admin quotes and will reach out independently. Thanks!

**From:** Ruth Fasoldt [<mailto:ruth.fasoldt@intersection.com>]

**Sent:** Friday, March 17, 2017 4:27 PM

**To:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

**Cc:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoening@doitt.nyc.gov](mailto:ankoening@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

**Subject:** Re: Aunt Bertha release

Kate- let us know if we should loop in Ariel and Song into this or if you'll be reaching out separate.

Thanks!

On Fri, Mar 17, 2017 at 4:19 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Hi all,

Not urgent for next week, but just wanted to re-flag the Aunt Bertha release. We're targeting launch towards the end of the month.

FYI -- Ariel Kennan and Song Hia from HHS Connect/AccessNYC said they would provide quotes from the Mayor's Office, HRA, possibly 311 and the Center for Economic Opportunity at the Mayor's Office of Operations.

Thanks,  
Jovana

**From:** Gardener, Stacy [[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]

**Sent:** Tuesday, February 28, 2017 3:41 PM

**To:** Dan Levitan; Ruth Fasoldt

**Cc:** Jovana Rizzo; Shor, Stanley; Koenig, Anne J.; Stacey Levine; Jennifer Hensley; Blumm, Kate; Grybauskas, Natalie

**Subject:** RE: Aunt Bertha release

Hi Dan,

Apologies for the delay on this – since the app touches on social services we're looping in some folks from City Hall and we're still discussing internally. We'll get back to you as soon as possible.

Best,  
Stacy

---

**From:** Dan Levitan [mailto:[dan@berlinrosen.com](mailto:dan@berlinrosen.com)]  
**Sent:** Tuesday, February 28, 2017 3:38 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>  
**Subject:** RE: Aunt Bertha release

Hi Stacy –

Any feedback on this one?

Dan

--

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

---

**From:** Gardener, Stacy [mailto:[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)]  
**Sent:** Thursday, February 23, 2017 4:51 PM  
**To:** Ruth Fasoldt  
**Cc:** Jovana Rizzo; Shor, Stanley; Koenig, Anne J.; Stacey Levine; Jennifer Hensley; Dan Levitan  
**Subject:** RE: Aunt Bertha release

Got it. Thanks Ruth. Already running it up the chain.

---

**From:** Ruth Fasoldt [mailto:[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)]  
**Sent:** Thursday, February 23, 2017 4:50 PM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: Aunt Bertha release

Hello Stacy,

The planned launched date is still approximately March 3rd as stated in my email last Friday. As such if you can give us comment on this within 5 business days, aka Wednesday, that will keep everything on the current schedule.

Best,

Ruth

On Thu, Feb 23, 2017 at 10:13 AM, Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)> wrote:

Thanks Jovana. We will review and get back to you. When you have a better idea of the release date, let us know.

---

**From:** Jovana Rizzo [mailto:[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)]  
**Sent:** Thursday, February 23, 2017 10:05 AM  
**To:** Gardener, Stacy <[SGardener@doitt.nyc.gov](mailto:SGardener@doitt.nyc.gov)>; Shor, Stanley <[SShor@doitt.nyc.gov](mailto:SShor@doitt.nyc.gov)>; Koenig, Anne J. <[ankoenig@doitt.nyc.gov](mailto:ankoenig@doitt.nyc.gov)>  
**Cc:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Jennifer Hensley <[jennifer.hensley@intersection.com](mailto:jennifer.hensley@intersection.com)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Aunt Bertha release

Hi all,  
As discussed last week, we're working towards launching the social services platform Aunt Bertha on Link tablets. Please see attached draft release for your review. We'll keep you posted on a launch date.

Thanks!  
Jovana

BerlinRosen Public Affairs  
[646-200-5329](tel:646-200-5329)

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**Ruth Fasoldt**  
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T: [929-241-1546](tel:929-241-1546)  
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--

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**From:** [Kerson, Julia](#)  
**To:** [Bucich, Nicole A.](#)  
**Cc:** [Cathy Rought](#); [Sheriza Majid](#); [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [Cassandra Warde](#); [Patricia Masi](#); [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [REDACTED]; [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); [Toole, Laura](#); [REDACTED]; [efreeman@vhb.com](mailto:efreeman@vhb.com)  
**Subject:** Re: WTS Conference Silent Auction Committee Bi-Weekly Meeting  
**Date:** Thursday, April 06, 2017 12:56:00 PM

---

Apologies that I wasn't able to make it.

Julia

Sent from my iPhone

On Apr 6, 2017, at 12:05 PM, Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)> wrote:

Can anyone join the call?

Nicole A. Bucich  
NY Metropolitan Planning/Environmental Manager

WSP | Parsons Brinckerhoff  
One Penn Plaza  
NY, NY 10119  
w. 212.465.5220  
c. 973.699.1937  
[bucichna@pbworld.com](mailto:bucichna@pbworld.com)

*In May 2017, WSP | Parsons Brinckerhoff will rebrand as WSP*

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

**From:** Bucich, Nicole A.  
**Sent:** Monday, February 06, 2017 3:59 PM  
**To:** Bucich, Nicole A.; [Cathy Rought](#); [Sheriza Majid](#); [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [Cassandra Warde](#); [Patricia Masi](#); [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [REDACTED]; [Kerson, Julia](#) ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); [Toole, Laura](#); [REDACTED]; [efreeman@vhb.com](mailto:efreeman@vhb.com)  
**Subject:** WTS Conference Silent Auction Committee Bi-Weekly Meeting  
**When:** Thursday, April 06, 2017 12:00 PM-12:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Skype Meeting

.....  
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[REDACTED] [REDACTED]  
[REDACTED]

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[REDACTED]

.....

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**From:** [McGinn, Isaac](#)  
**To:** [Sara Morell](#)  
**Cc:** [Sara Morell](#); [Jovana Rizzo](#)  
**Subject:** RE: Ride-Along Request from Chelsea Now  
**Date:** Tuesday, April 18, 2017 9:51:52 AM

---

Hey there! Checking in on the contact info for the S2H team you guys had in mind for this. Want to make sure they're linked with our street outreach team so together they can map out when best for this opp. Thanks again!

Isaac

**From:** Sara Morell [mailto:████████████████████]  
**Sent:** Monday, April 17, 2017 12:20 PM  
**To:** McGinn, Isaac  
**Cc:** Sara Morell; Jovana Rizzo  
**Subject:** Re: Ride-Along Request from Chelsea Now

Excellent, thanks Isaac! I'll follow up with the reporter and let them know that we're working out details.

(This is coming from my gmail -- we're having some email issues today).

On Mon, Apr 17, 2017 at 12:17 PM, McGinn, Isaac <[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)> wrote:  
Sara,

This is definitely a request we can accommodate, which we can tell the reporter—just figuring out what that will look like and when specifically. Will get back on those details ASAP. Thanks!

Isaac

---

**From:** Sara Morell [mailto:[Sara.Morell@berlinrosen.com](mailto:Sara.Morell@berlinrosen.com)]  
**Sent:** Monday, April 17, 2017 10:05 AM  
**To:** McGinn, Isaac  
**Cc:** Jovana Rizzo  
**Subject:** RE: Ride-Along Request from Chelsea Now

Hi Isaac,

Wanted to check back in about Chelsea Now's request for a ride-along with Breaking Ground. We'd love to circle back with the reporter sometime this week if this is a request that we can accommodate.

Thanks!  
Sara

**From:** Sara Morell  
**Sent:** Monday, April 10, 2017 12:18 PM  
**To:** McGinn, Isaac <[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>

**Subject:** RE: Ride-Along Request from Chelsea Now

Sounds good, thanks Isaac!

**From:** McGinn, Isaac [<mailto:mcginni@hra.nyc.gov>]  
**Sent:** Monday, April 10, 2017 12:16 PM  
**To:** Sara Morell <[Sara.Morell@berlinrosen.com](mailto:Sara.Morell@berlinrosen.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>  
**Subject:** RE: Ride-Along Request from Chelsea Now

It seems like a request we should be able to accommodate, but I will get back to you.  
Thanks!

**From:** Sara Morell [<mailto:Sara.Morell@berlinrosen.com>]  
**Sent:** Monday, April 10, 2017 12:00 PM  
**To:** McGinn, Isaac  
**Cc:** Jovana Rizzo  
**Subject:** Ride-Along Request from Chelsea Now

Hi Isaac,

We have a request from a Chelsea Now reporter, Dusica Sue Malesevic, for a read-along with a street outreach team in Chelsea. She's interested in learning more about homeless street outreach and putting a human face on the issue in her local community. Her [previous articles](#) about homelessness have also been relatively positive.

The program staff at Breaking Ground's S2H program said that they'd be willing to take part and that ideally they'd want to set this up for the last week of April.

Is this a request that we're able to accommodate?

Thanks,  
Sara

Sara Morell  
BerlinRosen Public Affairs  
[646-200-5291](tel:646-200-5291)  
[sara.morell@berlinrosen.com](mailto:sara.morell@berlinrosen.com)



---

**From:** Rothenberg, Jaclyn  
**Sent:** Wednesday, April 19, 2017 1:42 PM  
**To:** Mayor's Press Office  
**Subject:** DE BLASIO ADMINISTRATION, CITY COUNCIL MEMBERS AND ELECTED OFFICIALS  
ANNOUNCE SWEEPING LEGISLATION TO CURB SMOKING, TOBACCO USAGE



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

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**DE BLASIO ADMINISTRATION, CITY COUNCIL MEMBERS AND ELECTED OFFICIALS  
ANNOUNCE SWEEPING  
LEGISLATION TO CURB SMOKING, TOBACCO USAGE**

*Proposals will reduce number of smokers in NYC by 160,000*

Mayor Bill de Blasio today announced a series of legislative proposals to reduce the number of smokers in New York City by 160,000 over the next three years. While smoking rates in New York City have declined from 21.5 percent in 2002 to 14.3 percent in 2015, the city still has more than 900,000 smokers, including 15,000 youth. There are also 174,000 adults and 42,000 adolescents using e-cigarettes. These new proposals will decrease smoking rates to a historically low rate of 12 percent.

The five bills will put New York City at the forefront of smoking and tobacco control nationally by: (1) raising the minimum prices for all tobacco products, including cigarettes, and imposing a new 10% local tax on other tobacco products; (2) reducing through attrition the number of tobacco retailers citywide; (3) creating a retail license for e-cigarettes, and capping the number of e-cigarette retailers; (4) requiring all residential buildings to create a smoking policy and disclosing it to both current and prospective tenants; (5) and banning the sale of tobacco products at pharmacies.

The legislation was introduced by Council Members Corey Johnson, Brad Lander, Fernando Cabrera and Ritchie Torres, and the bills will be heard by the Health Committee on April 27, 2017.

“When it comes to New Yorker’s health, big tobacco is public enemy #1. These companies have used the same playbook for decades, and we can no longer sit by while the next generation becomes addicted,” said **Mayor Bill de Blasio**. “Today, we are taking a stand against these companies to not only reduce smoking and tobacco usage in New York City, but also save lives.”

"Tobacco continues to kill too many of our loved ones - especially those who suffer from anxiety and other mental illnesses," said **First Lady Chirlane McCray**. "Today, we're saying enough is enough and taking a preventive step towards protecting New Yorkers so they can thrive."

"These bills take on smoking and tobacco in a way that will both save lives and let people vote with their feet," said **Dr. Herminia Palacio, Deputy Mayor for Health and Human Services**. "By giving New Yorkers healthier options - from where they shop to the buildings they live in - we will bring all of our City's resources to bear so that we will all live longer and healthier lives."

"As a former smoker, I know how hard it is to quit," said **Health Commissioner Dr. Mary T. Bassett**. "These bills will make less it likely that New Yorkers will start smoking and easier for New Yorkers who smoke to quit, helping thousands of people lead longer, healthier lives. I'm proud that New York City will once again be at the forefront of tobacco control in the country."

"Easy access to tobacco retailers makes it hard for smokers to quit and has contributed to the recent rise of NYC youth using cigars and smokeless tobacco," said **Department of Consumer Affairs Commissioner Lorelei Salas**. "By giving DCA the ability to license e-cigarettes and limit the number of retailers selling tobacco products, we can better enforce existing laws that help keep tobacco products out of the hands of minors and improve the health of all New Yorkers."

**Department of Finance Commissioner Jacques Jiha** said, "DOF and the NYC Sheriff's office are pleased to build upon the strong partnerships we have with DOHMH and DCA to combat the harmful effects of tobacco use on New Yorkers. We will continue to use every tool that we have to achieve this goal."

Tobacco continues to be a leading contributor to preventable, premature death in New York City, killing an estimated 12,000 people annually. Despite an overall decline on smoking rates among young people, youth have increasingly used a range of other tobacco products. When combined, youth cigar, smokeless and hookah use exceed cigarette use. Nearly 9 out of 10 smokers first tried smoking before age 18. In the city, adolescent use of e-cigarettes is more than double the current smoking rate, 15.9% compared with 5.8%. This package of proposals will help all New Yorkers live healthier and longer lives by:

### **Advancing Public Health through Higher Minimum Prices on Tobacco**

This bill ([Int. 1544](#), Johnson) raises the minimum price of cigarettes and little cigars to \$13 a pack from \$10.50 and sets a first-ever price floor and tax for other tobacco products, such as cigars, smokeless tobacco, loose tobacco and tobacco-containing shisha. Increasing the cigarette price floor to \$13 is projected to lead to a 6.4 percent decline in adult cigarette smoking, decreasing adult prevalence from 14.3 percent to 13.9 percent. The bill also imposes a tax of 10 percent on other tobacco products for the first time, which is expected to generate revenue of \$1 million annually dedicated for public housing.

### **Limiting Tobacco Retail Licenses**

This bill ([Int. 1547](#), Lander) will reduce the number of stores that can sell tobacco products by capping the tobacco retail dealer licenses in each community district at 50 percent of the current number of licenses. No new tobacco retail dealer licenses will be issued in a community district until its total decreases through attrition below the cap. No current tobacco retail dealers will lose their license as a result of this proposal.

New York City has high tobacco retail density, with just over 8,200 licensed cigarette retailers citywide, averaging 30 dealers per square mile. Easy access to tobacco retailers makes it harder for smokers to quit. Moreover, youth who frequent retail stores every week have double the odds of trying smoking. Based on estimates from the Departments of Health and Consumer Affairs, ten years after implementation, this bill could

achieve up to a 40 percent reduction in the number of tobacco licenses. Using community districts to reduce licenses will decrease density and promote health in neighborhoods citywide.

The bill also updates the New York City retail license for selling cigarettes to encompass all types of tobacco. These changes will improve enforcement of existing laws, including the minimum legal sale age of 21 for tobacco.

### **Creating a Retail License for E-Cigarettes**

This bill ([Int. 1532](#), Cabrera) creates a separate license for the retail sale of e-cigarettes and caps the number of these licenses. E-cigarette use has increased dramatically since e-cigarettes were introduced in U.S. markets less than 10 years ago. In 2015, 15.9 percent of New York City high school students were e-cigarette users.

E-cigarette retailers may apply for the new license during an open enrollment period; qualified applicants will demonstrate they were already selling e-cigarettes at the time the bill is voted into law, allowing retailers that currently sell e-cigarettes to continue operating. After the open enrollment period for e-cigarette licenses expires, no new licenses will be issued.

### **Smoking Disclosure Policy**

This bill (which will be introduced by council member Torres on April 25) requires owners of residential buildings to create a policy on smoking and disclose it to both current and prospective residents. All residential buildings with three or more units will be covered, including rentals, condominiums and cooperatives. Buildings will not be required to adopt complete no-smoking policies.

Disclosure of a building's policy on smoking will be required annually and if a building changes its policy at any time. If an owner fails to disclose the policy, he/she may face a \$100 civil penalty. Tenants would not be fined for smoking in non-smoking areas of buildings.

Disclosing a building's smoking policy will help tenants to make an informed decision about whether or not they want to live in a building. This information may be especially important for parents with young children and for others, such as older adults, who may spend more time at home and consequently have higher exposures to secondhand smoke.

### **Pharmacy Ban**

This bill ([Intro 1131-A](#), Lander) prohibit pharmacies, or retail stores that contain pharmacies, from selling tobacco products, including cigarettes. There are over 550 pharmacies in New York City licensed to sell tobacco products. Pharmacies are places of health and should not sell deadly consumer products.

These proposals build upon the de Blasio Administration's current effort to curb tobacco usage and smoking. The Health Department has spent \$14 million in the last three fiscal years on public awareness campaigns that support cessation efforts and provide nicotine replacement therapy (NRT) through the NYS Smokers' Quitline. In 2016 alone, the Department of Consumer Affairs (DCA) issued more than 5,270 violations to ensure that current tobacco laws are being followed, and that tobacco and nicotine are not being sold to youth. While most licensees are in compliance, DCA revoked 434 licenses and suspended 271 licenses in 2016.

“Here in New York, we still lose far too many people each year to smoking related illness,” said **Council Member Corey Johnson, Chair of the Committee on Health**. “We’ve made progress on bringing smoking rates down, but now is the time to move these efforts into overdrive. Too many kids and non-smokers are still being subjected to harmful second-hand smoke, and cigarettes can be purchased on virtually every corner. We

need policies that reflect the extreme danger that smoking poses to the public. I'm proud to join with Mayor de Blasio and my colleagues in the Council to advance meaningful legislation that will help New Yorkers live healthier, longer, smoke-free lives."

**Council Member Ritchie Torres, Chair of Committee on Public Housing**, stated: "By making clear what a building's smoking policy is potential tenants and current residents can be better informed about their living conditions, environment and health impact. Residents deserve to live in clean, smoke-free buildings, if they wish, and a disclosure policy can bring transparency that'll help residents make informed decisions," said Council Member Ritchie Torres of the Bronx.

"My bill, Intro 1532, requiring licensing of e-cigarette retail dealers, is a major step to limit the use of e-cigarettes, which are dangerous nicotine delivery systems that can lead to nicotine and potentially drug addiction," stated **Council Member Fernando Cabrera**. "Local governments are restricting access to e-cigarettes as the dangers of 'vaping' are more widely recognized. In the midst of an opioid addiction crisis, we must take leadership now to prevent more addiction. This is an important first step in protecting the health and safety of New Yorkers."

"While we've made good progress toward reducing smoking in NYC, there's still work to do," said **Council Member Brad Lander**. "These bills will put NYC at the forefront of smoking and tobacco control efforts across the country by implementing what we know works best: price increases and limiting access in order to prevent New Yorkers from picking up that first cigarette. I want to thank the Mayor de Blasio and Commissioner Bassett for their leadership on this critical public health issue."

**Council Member Costa Constantinides** said, "This legislative package to reduce smoking will bring great benefits to New Yorkers' public health. These proposals including raising minimum prices, banning tobacco sale at pharmacies, and reducing the number of tobacco retailers will be a role model for others in the nation to follow. Our city is working to prevent addiction and improve health. Thank you to Mayor de Blasio as well as my colleagues Council Members Johnson, Lander, Cabrera, and Torres for their leadership on this important public health issue."

**Council Member Karen Koslowitz** stated "As a former smoker, for many years, I fully understand the difficulties of stopping, and how healthy fully stopping is. I fully support this."

"Vape stores are proliferating throughout our city, especially near our schools where children continue to be the targets for early nicotine addiction. Parents complain every day about vape stores in front of their children's schools," said **Council Member Ben Kallos**. "Thank you Mayor de Blasio for your leadership in protecting our city and its children from nicotine addiction, and protecting our public health."

"This package of bills is an incredible step forward towards curbing the number of smokers in New York City," said **Council Member Mark Levine**. "It is imperative that we continue to take measures such as these that will improve public health and the environment around us, and I applaud Mayor de Blasio for his leadership in making New York a healthier, more livable city."

"I'm proud that our City is taking a major step in protecting current and future generations from the dangers of tobacco and e-cigarette use. These policies will ensure that residents have the basic human right to breathe clean air, which every New Yorker deserves. I want to thank Mayor de Blasio and my colleagues in the City Council on supporting this package of tobacco bills that protect our health, our children and our world," says **Council Member Donovan Richards**.

"Smoking, e-cigarettes, and tobacco products kill and sicken millions of Americans every year. I am incredibly proud that our city is taking a bold step to save lives by standing up to Big Tobacco and imposing stricter



regulations on their dangerous products. I commend my Council Colleagues on this important legislative package and thank Mayor de Blasio, DCA Commissioner Lorelei Salas, and DOHMH Commissioner Dr. Mary Bassett for their commitment to protecting the health and safety of all of those live and work in our great City," said **Council Member Vanessa Gibson**.

"I applaud the Administration for taking a stand against a massive industry that has led to thousands of premature deaths across this city and country, and has targeted particularly low-income neighborhoods and communities of more color, " said **Council Member Jumaane D. Williams, Deputy Leader**. "These bills will go a long way in curbing smoking by limiting access to tobacco products and raising minimum sale prices. If we can do more to keep smoking products out of the hands of people to save lives, we must absolutely do so. This move will also reduce health care costs, and improve the quality of life for countless people."

"My stepfather died of lung cancer at 60 years old after a lifetime of smoking since his teen years, so I know firsthand how serious this issue is," said **Majority Leader Jimmy Van Bramer**. "For far too long, the tobacco industry has had free rein to employ shady tactics that put profits over the health and well-being of our people. Spending over \$1 million an hour on marketing in the United States, the tobacco industry uses especially heinous and deceptive marketing to target and influence our children in an attempt to sway another generation into the addictive habit of smoking. With these new policies that reduce the availability of tobacco products, we fight back, improve health outcomes, and lead the nation."

"New York City is and should remain a leader in helping smokers quit and preventing our youth from picking up the dangerous habit. We are working to take major steps in this effort at the NYC Council and I applaud Mayor de Blasio for his support. It is no secret these products are marketed to our children, and we must do all we can to prevent this," said **Council Member Ydanis Rodriguez**.

"Smoking kills. We have an obligation to create a City that is safe for all New Yorkers, and that means ensuring a City that is free from deadly and dangerous tobacco and second-hand smoke," stated **Public Advocate Tish James**. New York City has made great strides in reducing smoking rates and minimizing smoking in public places; this new legislative package will go even further in making our City healthier and safer for everyone."

"The tobacco industry has shortened too many lives, and it's the job of government to act prudently to reduce and control smoking and related health risks," said **Manhattan Borough President Gale A. Brewer**.

"Reducing access to cigarettes, requiring residential buildings to adopt and disclose smoking policies, and creating licensing requirements and regulations for e-cigarette retailers are smart steps whose time has come."

**State Senator Brad Hoylman** said: "New York City's efforts to regulate tobacco have been one of the public health success stories of the last decade. Mayor de Blasio's new legislation represents a bold new step in the effort to build a healthier city and keep kids from picking up the habit. I'm proud to join the administration in announcing this new package and encourage my colleagues in the City Council top pass these important reforms."

"New York has made tremendous progress to encourage healthy tobacco-free communities, but we must do more," said **Assembly Member Dan Quart**. "The use of tobacco products is the number one cause of preventable deaths in our country, disproportionately affecting some of our most vulnerable neighborhoods and populations. This package of legislation will address the oversaturation of tobacco accessibility, make New York a healthier place for our families and ultimately save lives."

"After working for years to protect New Yorkers against the scourge of tobacco and the dangers associated with electronic cigarettes, I am pleased to have a partner in the City and look forward to partnering on important measures to reduce smoking rates citywide and protect the public health," said **Assembly Member Linda B. Rosenthal**.

###

**From:** [McGinn, Isaac](#)  
**To:** [Jovana Rizzo](#)  
**Subject:** RE: NY1 Inquiry  
**Date:** Thursday, May 04, 2017 9:46:29 AM

---

Got it. Our team agrees, so I've asked them how long that "some time" would be and what date we expect to start bringing clients off streets.

Reporter seems focused on next week—does she have any flexibility there or is it Monday/Tuesday or bust?

This is a great opportunity I don't think we should miss, so if she's stuck on Mon/Tues, I think we should work with teams to figure out how to best move forward with telling this story.

Thanks!

Isaac

---

**From:** Jovana Rizzo [mailto:[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)]  
**Sent:** Wednesday, May 03, 2017 4:59 PM  
**To:** McGinn, Isaac  
**Subject:** RE: NY1 Inquiry

Feedback from Breaking Ground below - I can reply to the reporter and say we can circle back when it's fully up and running? Let me know what you think.

*It seems advantageous to hold this off for some time, if possible. Furniture is just being delivered there this week, so buying some time for the offices to be set up and the full Queens outreach team to move there would be ideal. That would provide a much better backdrop for cameras.*

---

**From:** McGinn, Isaac [mailto:[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Wednesday, May 03, 2017 2:58 PM  
**To:** Jovana Rizzo  
**Subject:** Re: NY1 Inquiry

Thank you!

Sent from my iPhone

On May 3, 2017, at 2:55 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

[REDACTED]

[REDACTED]

---

**From:** McGinn, Isaac [mailto:[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Wednesday, May 03, 2017 2:50 PM  
**To:** Jovana Rizzo  
**Subject:** Re: NY1 Inquiry

Also do you have sue malesevic email or phone number? She asked clarifying question and I lost her contact and have to get back to her asap pls advise if you can

Sent from my iPhone

On May 3, 2017, at 2:10 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Thanks, I'm checking with the Breaking Ground team to see how the building looks. They are bringing Street to Home clients to the building but it is not yet open for drop-ins.

---

**From:** McGinn, Isaac [[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Wednesday, May 03, 2017 1:46 PM  
**To:** Jovana Rizzo  
**Subject:** RE: NY1 Inquiry

Excellent, would love to make this story happen ASAP! Let me reach out to our teams and see if which day best—thinking Tuesday.

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Wednesday, May 03, 2017 1:29 PM  
**To:** McGinn, Isaac  
**Subject:** FW: NY1 Inquiry

Please see below, let's discuss? Thanks!

---

**From:** Gonzalez, Angi [<mailto:Angi.Gonzalez@charter.com>]  
**Sent:** Wednesday, May 03, 2017 9:50 AM  
**To:** Jeff Scheuer <[jscheuer@breakingground.org](mailto:jscheuer@breakingground.org)>  
**Subject:** NY1 Inquiry

Hi Jeff,

I hope this email finds you a well. I can't believe it's been almost 8 months since our original story. <http://www.ny1.com/nyc/all-boroughs/news/2016/09/14/proposal-for-ozone-park-homeless-facility-met-with-opposition-.html>

I see that the transitional drop in facility in ozone park queens is now open. I was wondering if we could do a follow up story about the center.

Perhaps take a tour of the place and hopefully talk to one of the clients.

Since there was so much opposition to this center before it opened - I want to revise with some of the people from my original story ... basically to show the fears were unwarranted. I am looking at doing this story either Monday or Tuesday of next week. Is that possible ?

Angi Gonzalez  
NY1 Anchor & Reporter  
Cell: 6465651613  
Office: 212-379-3685

Sent from my iPhone

**From:** [Julia Kerson](#)  
**To:** [Lisa Marie](#)  
**Cc:** [Kerson, Julia](#); [Bucich, Nicole A.](#); [Cathy Rought](#); [Sheriza Majid](#); [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); [Cassandra Warde](#); [Patricia Masi](#); [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); [Toole, Laura](mailto:Toole, Laura); [efreeman@vhb.com](mailto:efreeman@vhb.com); [smajid@VHB.com](mailto:smajid@VHB.com)  
**Subject:** Re: WTS Conference Silent Auction Committee Bi-Weekly Meeting  
**Date:** Thursday, May 04, 2017 1:13:14 PM

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Perfect. This is going to be so much fun - I can't wait to start buying tickets!

Sent from my iPhone

On May 4, 2017, at 12:49 PM, Lisa Marie <[lisamarie@eventsbylisamarie.com](mailto:lisamarie@eventsbylisamarie.com)> wrote:

Yes, Laurie has one as well. I am bringing one of mine and I believe we have from the Office as well.

Lisa Marie

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**From:** Kerson, Julia [<mailto:JKerson@cityhall.nyc.gov>]  
**Sent:** Thursday, May 4, 2017 9:25 AM  
**To:** Lisa Marie <[lisamarie@eventsbylisamarie.com](mailto:lisamarie@eventsbylisamarie.com)>; 'Julia Kerson' <[REDACTED]>; 'Bucich, Nicole A.' <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>  
**Cc:** 'Cathy Rought' <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; 'Sheriza Majid' <[smajid@hntb.com](mailto:smajid@hntb.com)>; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); 'Cassandra Warde' <[REDACTED]>; 'Patricia Masi' <[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); 'Toole, Laura' <[toolel@pbworld.com](mailto:toolel@pbworld.com)>; [efreeman@vhb.com](mailto:efreeman@vhb.com); [smajid@VHB.com](mailto:smajid@VHB.com) <[smajid@vhb.com](mailto:smajid@vhb.com)>  
**Subject:** RE: WTS Conference Silent Auction Committee Bi-Weekly Meeting

Thanks, Lisa Marie!

Is International bringing card readers as well or should we borrow the chapters? I have 2 from processing payments for chapter events and can bring those if necessary.

Thanks,  
Julia

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**From:** Lisa Marie [<mailto:lisamarie@eventsbylisamarie.com>]  
**Sent:** Thursday, May 04, 2017 12:21 PM  
**To:** 'Julia Kerson'; 'Bucich, Nicole A.'  
**Cc:** 'Cathy Rought'; 'Sheriza Majid'; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); 'Cassandra Warde'; 'Patricia Masi'; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [REDACTED] Kerson, Julia; [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); 'Toole, Laura'; [efreeman@vhb.com](mailto:efreeman@vhb.com); [smajid@VHB.com](mailto:smajid@VHB.com)  
**Subject:** RE: WTS Conference Silent Auction Committee Bi-Weekly Meeting

Great call, I stayed on mute but didn't hear any questions specifically for me.

Sounds like you guys have a lot of great items. I am working probably tomorrow on getting the ticket values updated on the square account so they will all be in and ready and I did hear 1 question about the password.

We will have a binder at the desk that walks volunteers how to download the app and log in with the username and password for it.

Can't wait to meet you all in New York and see all the great items you will have.

Lisa Marie

**From:** Julia Kerson [mailto: [REDACTED]]  
**Sent:** Thursday, May 4, 2017 9:07 AM  
**To:** Bucich, Nicole A. <[bucichna@pbworld.com](mailto:bucichna@pbworld.com)>  
**Cc:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Sheriza Majid <[smajid@hntb.com](mailto:smajid@hntb.com)>;  
[dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); Cassandra Warde < [REDACTED] > Patricia  
Masi <[pmasi@bthayerassociates.com](mailto:pmasi@bthayerassociates.com)>; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com);  
[cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [REDACTED] Kerson, Julia  
([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)) <[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com);  
Toole, Laura <[toolel@pbworld.com](mailto:toolel@pbworld.com)>; [efreeman@vhb.com](mailto:efreeman@vhb.com); [smajid@VHB.com](mailto:smajid@VHB.com);  
[lisamarie@eventsbylisamarie.com](mailto:lisamarie@eventsbylisamarie.com)  
**Subject:** Re: WTS Conference Silent Auction Committee Bi-Weekly Meeting

Yes. Calling in now.

On Thu, May 4, 2017 at 12:05 PM, Bucich, Nicole A.  
<[bucichna@pbworld.com](mailto:bucichna@pbworld.com)> wrote:

Anyone joining the call?

**Nicole A. Bucich**

NY Metropolitan Planning & Environmental Manager

Phone: [212.465.5220](tel:212.465.5220)

Mobile: [973.699.1937](tel:973.699.1937)

WSP USA

One Penn Plaza, 2<sup>nd</sup> Floor

New York, NY 10119

[Nicole.Bucich@wsp.com](mailto:Nicole.Bucich@wsp.com)

WSP | Parsons Brinckerhoff is now WSP.

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

**From:** Bucich, Nicole A.

**Sent:** Monday, February 06, 2017 3:59 PM

**To:** Bucich, Nicole A.; Cathy Rought; Sheriza Majid; [dlu@bthayerassociates.com](mailto:dlu@bthayerassociates.com); Cassandra Warde; Patricia Masi; [lcullen@vhb.com](mailto:lcullen@vhb.com); [jennifer.duval@jacobs.com](mailto:jennifer.duval@jacobs.com); [cbinder@bthayerassociates.com](mailto:cbinder@bthayerassociates.com); [REDACTED] Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)); [Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com); Toole, Laura; [REDACTED] '[efreeman@vhb.com](mailto:efreeman@vhb.com)'; '[smajid@VHB.com](mailto:smajid@VHB.com)'; [lisamarie@eventsbylisamarie.com](mailto:lisamarie@eventsbylisamarie.com)

**Subject:** WTS Conference Silent Auction Committee Bi-Weekly Meeting

**When:** Thursday, May 04, 2017 12:00 PM-12:30 PM (UTC-05:00) Eastern Time (US & Canada).

**Where:** Skype Meeting

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[REDACTED] [REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]

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**From:** [Rosie Goldensohn](#)  
**To:** [Phillips, Eric](#); [Dan Levitan](#)  
**Subject:** Fwd: # targeted for administrative violations  
**Date:** Saturday, May 06, 2017 12:04:52 PM  
**Attachments:** [Detainers and Administrative Arrests by AOR Jan.Feb.16.17.pdf](#)  
[ATT00001.htm](#)

---

ICE arrests of what they call "non-criminals" doubled this winter compared to last (attached). (I'm waiting for them to clarify whether "criminal" means conviction or arrest). Want to ask the mayor about this next time I see him but thought I'd get you the stats in advance.

Also Malliotakis said she got a briefing from ICE on their NYC enforcement (??). Has City Hall?

thanks

r

Begin forwarded message:

**From:** Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)>  
**Date:** May 5, 2017 at 3:38:35 PM EDT  
**To:** Rosa Goldensohn <[REDACTED]>  
**Subject:** FW: # targeted for administrative violations

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

**From:** Saltekoff, Alexy N [<mailto:Alexy.N.Saltekoff@ice.dhs.gov>]  
**Sent:** Thursday, May 04, 2017 3:03 PM  
**To:** Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)>  
**Cc:** ICEMedia <[ICEMedia@ice.dhs.gov](mailto:ICEMedia@ice.dhs.gov)>  
**Subject:** RE: # targeted for administrative violations

Rosa,

I hope this is what you are looking for.

On background from an ICE official:

Here are the arrests by area of responsibility for January 20 to March 13 for 2014-2017, and it's broken down by criminal and non-criminal.

Please note: Removal figures can fluctuate by month based on a number of factors, so a few months' removal statistics should not be used to determine any long-term trend.

Thanks,

Alexy Saltekoff  
Public Affairs Officer  
U.S. Immigration and Customs Enforcement (ICE)  
202-732-6120 (desk)  
202-823-0426 (cell)

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

From: Rosa Goldensohn [<mailto:RGoldensohn@crainsnewyork.com>]

Sent: Thursday, May 04, 2017 2:50 PM

To: ICEMedia

Subject: # targeted for administrative violations

How many aliens have been targeted for enforcement action for administrative immigration violations, as in those are the top charge, this year? can I get monthly breakdown? thanks

**Washington Post Request for U.S. Immigration and Customs Enforcement (ICE) ICE Enforcement and Removal Operations (ERO) Detainers and Administrative Arrests**

**ERO Detainers Prepared By AOR and Time Period (Jan. 20, 2017 to March 13, 2017)**

<b>AOR</b>	<b>01/20/14-03/13/14</b>	<b>01/20/15-03/13/15</b>	<b>01/20/16-03/13/16</b>	<b>01/20/17-03/13/17</b>
<b>Total</b>	<b>24,300</b>	<b>13,626</b>	<b>12,619</b>	<b>22,161</b>
Atlanta Area of Responsibility	1,554	837	693	1,984
Baltimore Area of Responsibility	173	83	94	158
Boston Area of Responsibility	186	124	181	346
Buffalo Area of Responsibility	474	82	48	58
Chicago Area of Responsibility	1,277	480	412	940
Dallas Area of Responsibility	2,343	1,092	1,411	2,105
Denver Area of Responsibility	435	281	254	369
Detroit Area of Responsibility	469	292	168	343
El Paso Area of Responsibility	454	138	143	206
Houston Area of Responsibility	1,258	732	842	1,354
Los Angeles Area of Responsibility	3,669	2,662	2,952	3,864
Miami Area of Responsibility	1,258	576	441	1,252
New Orleans Area of Responsibility	951	663	565	1,056
New York City Area of Responsibility	850	309	285	885
Newark Area of Responsibility	331	151	216	583
Philadelphia Area of Responsibility	419	414	353	467
Phoenix Area of Responsibility	1,354	1,136	684	1,157
Salt Lake City Area of Responsibility	539	474	452	707
San Antonio Area of Responsibility	2,168	1,316	759	1,075
San Diego Area of Responsibility	317	297	101	260
San Francisco Area of Responsibility	1,470	605	710	1,012
Seattle Area of Responsibility	848	152	189	578
St. Paul Area of Responsibility	483	221	191	460
Washington Area of Responsibility	442	201	429	683
Unassigned AOR	578	308	46	259

**ERO Administrative Arrests By AOR and Criminality**

<b>AOR</b>	<b>01/20/14-03/13/14</b>			<b>01/20/15-03/13/15</b>			<b>01/20/16-03/13/16</b>			<b>01/20/17-03/13/17</b>		
	<b>Total</b>	<b>Criminal</b>	<b>Non-Criminal</b>	<b>Total</b>	<b>Criminal</b>	<b>Non-Criminal</b>	<b>Total</b>	<b>Criminal</b>	<b>Non-Criminal</b>	<b>Total</b>	<b>Criminal</b>	<b>Non-Criminal</b>
<b>Total</b>	<b>29,238</b>	<b>21,745</b>	<b>7,483</b>	<b>18,031</b>	<b>15,689</b>	<b>2,342</b>	<b>16,104</b>	<b>13,826</b>	<b>2,278</b>	<b>21,362</b>	<b>15,921</b>	<b>5,441</b>
Atlanta Area of Responsibility	<b>2,092</b>	1,637	455	<b>1,608</b>	1,527	81	<b>1,327</b>	1,190	137	<b>2,180</b>	1,483	697
Baltimore Area of Responsibility	<b>346</b>	230	116	<b>181</b>	166	15	<b>175</b>	139	36	<b>275</b>	197	78
Boston Area of Responsibility	<b>471</b>	285	186	<b>254</b>	220	34	<b>240</b>	188	52	<b>444</b>	288	156
Buffalo Area of Responsibility	<b>230</b>	169	61	<b>178</b>	162	16	<b>152</b>	134	18	<b>203</b>	148	55
Chicago Area of Responsibility	<b>1,689</b>	1,202	487	<b>1,053</b>	909	144	<b>1,000</b>	729	271	<b>1,372</b>	965	407
Dallas Area of Responsibility	<b>2,390</b>	2,058	332	<b>1,295</b>	1,228	67	<b>1,305</b>	1,191	114	<b>2,537</b>	2,153	384
Denver Area of Responsibility	<b>590</b>	528	62	<b>292</b>	283	9	<b>328</b>	315	13	<b>404</b>	338	66
Detroit Area of Responsibility	<b>745</b>	586	159	<b>402</b>	359	43	<b>303</b>	258	45	<b>463</b>	316	147

El Paso Area of Responsibility	<b>424</b>	293	131	<b>270</b>	227	43	<b>267</b>	190	77	<b>298</b>	196	102
Houston Area of Responsibility	<b>2,326</b>	1,811	515	<b>2,074</b>	1,788	286	<b>1,979</b>	1,861	118	<b>2,003</b>	1,687	316
Los Angeles Area of Responsibility	<b>3,357</b>	2,570	787	<b>1,360</b>	1,292	68	<b>1,130</b>	1,082	48	<b>1,202</b>	1,109	93
Miami Area of Responsibility	<b>1,493</b>	974	519	<b>752</b>	647	105	<b>528</b>	445	83	<b>1,016</b>	676	340
New Orleans Area of Responsibility	<b>1,081</b>	781	300	<b>792</b>	666	126	<b>691</b>	601	90	<b>1,021</b>	680	341
New York City Area of Responsibility	<b>751</b>	482	269	<b>342</b>	316	26	<b>293</b>	252	41	<b>362</b>	280	82
Newark Area of Responsibility	<b>566</b>	273	293	<b>322</b>	283	39	<b>293</b>	221	72	<b>487</b>	272	215
Philadelphia Area of Responsibility	<b>636</b>	429	207	<b>655</b>	461	194	<b>497</b>	443	54	<b>853</b>	497	356
Phoenix Area of Responsibility	<b>1,209</b>	801	408	<b>1,046</b>	782	264	<b>864</b>	611	253	<b>986</b>	671	315
Salt Lake City Area of Responsibility	<b>810</b>	690	120	<b>708</b>	667	41	<b>735</b>	698	37	<b>759</b>	643	116
San Antonio Area of Responsibility	<b>2,984</b>	2,243	741	<b>1,521</b>	1,186	335	<b>1,183</b>	932	251	<b>1,134</b>	758	376
San Diego Area of Responsibility	<b>1,113</b>	661	452	<b>642</b>	462	180	<b>611</b>	319	292	<b>598</b>	430	168
San Francisco Area of Responsibility	<b>1,575</b>	1,306	269	<b>969</b>	898	71	<b>1,050</b>	1,005	45	<b>949</b>	804	145
Seattle Area of Responsibility	<b>861</b>	636	225	<b>463</b>	396	67	<b>399</b>	362	37	<b>540</b>	400	140
St. Paul Area of Responsibility	<b>617</b>	503	114	<b>392</b>	373	19	<b>341</b>	306	35	<b>623</b>	463	160
Washington Area of Responsibility	<b>582</b>	452	130	<b>378</b>	354	24	<b>366</b>	328	38	<b>618</b>	444	174
Unassigned AOR	<b>300</b>	145	145	<b>82</b>	37	45	<b>47</b>	26	21	<b>35</b>	23	12

**Notes:**

FY 2017 ERO Detainers data is updated through 03/18/2017 (IIDS v1.22.1 run date 03/20/2017; EID as of 03/18/2017). Data is filtered to Jan. 20, 2017 through March 13, 2017.

FY 2014-2016 YTD ERO Detainers data is historical and remains static. Data is filtered to Jan. 20 through March 13 of each

Please note that records listed as unassigned to an AOR are under further review.

**From:** [Phillips, Eric](#)  
**To:** [Rosie Goldensohn](#)  
**Cc:** [Finan, Austin](#); [Stein, Seth](#)  
**Bcc:** [Dan Levitan](#)  
**Subject:** Re: # targeted for administrative violations  
**Date:** Saturday, May 06, 2017 1:25:02 PM

---

-dan

+austin and Seth

Someone will get back to you. Why so much higher in 2014 do we think?

On May 6, 2017, at 12:04 PM, Rosie Goldensohn <[REDACTED]> wrote:

ICE arrests of what they call "non-criminals" doubled this winter compared to last (attached). (I'm waiting for them to clarify whether "criminal" means conviction or arrest). Want to ask the mayor about this next time I see him but thought I'd get you the stats in advance. Also Malliotakis said she got a briefing from ICE on their NYC enforcement (??). Has City Hall?  
thanks  
r

Begin forwarded message:

**From:** Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)>  
**Date:** May 5, 2017 at 3:38:35 PM EDT  
**To:** Rosa Goldensohn <[REDACTED]>  
**Subject:** FW: # targeted for administrative violations

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

**From:** Saltekoff, Alexy N [<mailto:Alexy.N.Saltekoff@ice.dhs.gov>]  
**Sent:** Thursday, May 04, 2017 3:03 PM  
**To:** Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)>  
**Cc:** ICEMedia <[ICEMedia@ice.dhs.gov](mailto:ICEMedia@ice.dhs.gov)>  
**Subject:** RE: # targeted for administrative violations

Rosa,

I hope this is what you are looking for.

On background from an ICE official:  
Here are the arrests by area of responsibility for January 20 to March 13 for 2014-2017, and it's broken down by criminal and non-criminal.

Please note: Removal figures can fluctuate by month based on a number of factors, so a few months' removal statistics should not be used to determine any long-term trend.

Thanks,

Alexy Saltekoff  
Public Affairs Officer  
U.S. Immigration and Customs Enforcement (ICE)  
202-732-6120 (desk)  
202-823-0426 (cell)

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

From: Rosa Goldensohn [<mailto:RGoldensohn@crainsnewyork.com>]

Sent: Thursday, May 04, 2017 2:50 PM

To: ICEMedia

Subject: # targeted for administrative violations

How many aliens have been targeted for enforcement action for administrative immigration violations, as in those are the top charge, this year? can I get monthly breakdown? thanks

<Detainers and Administrative Arrests by AOR Jan.Feb 16.17.pdf>

**From:** [Phillips, Eric](#)  
**To:** [Rosie Goldensohn](#)  
**Cc:** [Finan, Austin](#); [Stein, Seth](#)  
**Bcc:** [Dan Levitan](#)  
**Subject:** Re: # targeted for administrative violations  
**Date:** Saturday, May 06, 2017 1:25:02 PM

---

-dan

+austin and Seth

Someone will get back to you. Why so much higher in 2014 do we think?

On May 6, 2017, at 12:04 PM, Rosie Goldensohn <[REDACTED]> wrote:

ICE arrests of what they call "non-criminals" doubled this winter compared to last (attached). (I'm waiting for them to clarify whether "criminal" means conviction or arrest). Want to ask the mayor about this next time I see him but thought I'd get you the stats in advance. Also Malliotakis said she got a briefing from ICE on their NYC enforcement (??). Has City Hall?  
thanks  
r

Begin forwarded message:

**From:** Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)>  
**Date:** May 5, 2017 at 3:38:35 PM EDT  
**To:** Rosa Goldensohn <[REDACTED]>  
**Subject:** FW: # targeted for administrative violations

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

**From:** Saltekoff, Alexy N [<mailto:Alexy.N.Saltekoff@ice.dhs.gov>]  
**Sent:** Thursday, May 04, 2017 3:03 PM  
**To:** Rosa Goldensohn <[RGoldensohn@crainsnewyork.com](mailto:RGoldensohn@crainsnewyork.com)>  
**Cc:** ICEMedia <[ICEMedia@ice.dhs.gov](mailto:ICEMedia@ice.dhs.gov)>  
**Subject:** RE: # targeted for administrative violations

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Here are the arrests by area of responsibility for January 20 to March 13 for 2014-2017, and it's broken down by criminal and non-criminal.

Please note: Removal figures can fluctuate by month based on a number of factors, so a few months' removal statistics should not be used to determine any long-term trend.

Thanks,

Alexy Saltekoff  
Public Affairs Officer  
U.S. Immigration and Customs Enforcement (ICE)  
202-732-6120 (desk)  
202-823-0426 (cell)

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

From: Rosa Goldensohn [<mailto:RGoldensohn@crainsnewyork.com>]

Sent: Thursday, May 04, 2017 2:50 PM

To: ICEMedia

Subject: # targeted for administrative violations

How many aliens have been targeted for enforcement action for administrative immigration violations, as in those are the top charge, this year? can I get monthly breakdown? thanks

<Detainers and Administrative Arrests by AOR Jan.Feb 16.17.pdf>



**From:** [Sarle, Ben](#)  
**To:** [Sarle, Ben](#)  
**Bcc:** [@Social](#); [Amanawil Lemi \(ALemi@cityhall.nyc.gov\)](#); [Bartholomew, Caty](#); [@Photo Office](#); [Bennett, Rob](#); [Scott Gastel \(sgastel@dot.nyc.gov\)](#); [Gloria Chin \(gchin@dot.nyc.gov\)](#); [Alana Morales \(amorales4@dot.nyc.gov\)](#); [Chris Browne \(cbrowne@dot.nyc.gov\)](#); [Allon, Janet \(Consultant\)](#); [Julianne Cho \(jcho@sbs.nyc.gov\)](#); [Nick Benson \(nbenson@sbs.nyc.gov\)](#); [Clark, Kathleen \(CTO\)](#); [Alexis Wichowski \(awichowski@veterans.nyc.gov\)](#); [Mangone, Jason \(DVS\)](#); [Ryan Max \(rmax@culture.nyc.gov\)](#); [Murray, Ryan \(MOCS\)](#); [Paolucci, Nick \(Law\)](#); [Meghan Lalor \(meghan.lalor@parks.nyc.gov\)](#); [Sam Biederman \(Sam.Biederman@parks.nyc.gov\)](#); [Dana Rubinstein](#); [Dayna Evans](#); [Malone, Clare](#); [dlibner@nycgo.com](#); [Kim Klein \(Kklein@nycgo.com\)](#); [Novick, Jonathan](#); [Jackson, Martha](#); [King, Kleo](#); [jwhitney@dot.nyc.gov](#); [mkaucic@dot.nyc.gov](#); [@Creative Comms](#); [brian.levin@berlinrosen.com](#)  
**Subject:** Flacks & Hacks // See you there!  
**Date:** Monday, May 08, 2017 2:33:00 PM  
**Attachments:** [Flacks & Hacks Release.doc](#)

---

If you're receiving this email, you are a favorite agency press partner, City Hall pal, or one of my failing sad fake news colleagues, and **you are cordially invited to Flacks & Hacks!**

Please see attached or visit us at [www.flacksandhacks.com](http://www.flacksandhacks.com)

**May 18, 6:30pm**  
**Irish American Pub Restaurant**

If there's anyone on your teams I forgot, please forward/bring them!

Your friend in alternative facts,

**Ben Sarle**  
Deputy Press Secretary  
Mayor's Press Office | City of New York  
(347) 407-1385  
[@bensarle](#)



**FLACKS UNITED ANNOUNCE FLACKS NIGHT XXV AKA "FLACKS & HACKS" ON THURSDAY, MAY 18**

**DATE:** Thursday, May 18

**TIME:** 6:30 – 8:30 p.m.

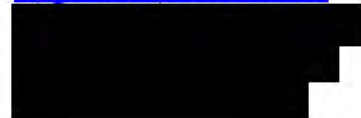
**LOCATION:** Irish American Pub Restaurant: 17 John Street

**DETAILS:** It was announced today that the twenty-fifth happy hour for New York spokespeople a.k.a. flacks, and New York reporters a.k.a. hacks, will be held on Thursday, May 18.

**CONTACT:** Warner Johnston & Kay Sarlin  
Freddi Goldstein  
Laura Nahmias  
Chris Miller

-30-

[wj@warnerjohnston.com](mailto:wj@warnerjohnston.com)



**From:** [Julia Kerson](#)  
**To:** [Majid, Sheriza](#)  
**Cc:** [DeAngelo, Beth P.](#); [Foy, Malinda](#); [Lisa Marie Pompei](#); [bucichna@pbworld.com](#); [cathy@berlinrosen.com](#); [Gangemi, Alexa/NYC](#); [Kerson, Julia](#); [Toole, Laura](#); [REDACTED]  
**Subject:** Re: WTS 2017 Conference Committee Chairs Meeting  
**Date:** Wednesday, May 10, 2017 5:48:31 PM

---

Double apologies - I know see that the meeting is at 6. Talk to you folks then.

Julia

On Wed, May 10, 2017 at 5:46 PM, Julia Kerson [REDACTED] wrote:  
DId I miss the call? Apologies for being late - I am on the line now.

On Wed, May 10, 2017 at 5:04 PM, Majid, Sheriza <[smajid@vhb.com](mailto:smajid@vhb.com)> wrote:

Agenda:

LCC Updates

Committee Updates

Pending Action Items

Questions/Issues

.....  
→ [Join Skype Meeting](#)

This is an online meeting for Skype for Business, the professional meetings and communications app formerly known as Lync.

Join by phone

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[Find a local number](#)

[REDACTED]

[Forgot your dial-in PIN?](#) | [Help](#) | [Legal](#)

---

This will be our final committee chairs meeting before the conference.

Agenda to follow.

This communication and any attachments to this are confidential and intended only for the recipient(s). Any other use, dissemination, copying, or disclosure of this communication is strictly prohibited. If you have received this communication in error, please notify us and destroy it immediately. VHB Engineering, Surveying and Landscape Architecture, P.C. is not responsible for any undetectable alteration, transmission error, conversion, media degradation, software error, or interference with this transmission.

VHB Engineering, Surveying and Landscape Architecture, P.C. | [info@vhb.com](mailto:info@vhb.com)

**From:** [Phillips, Eric](#)  
**To:** [Azi Paybarah](#); [Dan Levitan](#)  
**Cc:** [Finan, Austin](#)  
**Subject:** Re: comment re: \$1M ads / Police Foundation  
**Date:** Tuesday, May 16, 2017 5:00:48 PM

---

Austin gave you a line on this. Leaving it at that. Thanks.

---

**From:** Azi Paybarah <[apaybarah@politico.com](mailto:apaybarah@politico.com)>  
**Date:** Tuesday, May 16, 2017 at 4:24 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Cc:** Eric Phillips <[efphillips@cityhall.nyc.gov](mailto:efphillips@cityhall.nyc.gov)>, "Finan, Austin" <[AFinan@cityhall.nyc.gov](mailto:AFinan@cityhall.nyc.gov)>  
**Subject:** Re: comment re: \$1M ads / Police Foundation

Thanks.

Eric, Austin, over to you.

**Azi Paybarah**  
**Senior Reporter**  
**[Politico New York](#)**

**[@Azi](#)**  
**917-723-7962**

---

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Sent:** Tuesday, May 16, 2017 4:21 PM  
**To:** Azi Paybarah  
**Subject:** RE: comment re: \$1M ads / Police Foundation

Thanks. Seems like questions for CH

--

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

---

**From:** Azi Paybarah [<mailto:apaybarah@politico.com>]  
**Sent:** Tuesday, May 16, 2017 4:16 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: comment re: \$1M ads / Police Foundation

- 1) The Police Foundation is running \$1M worth of ads, set to air shortly. The ads are coming amid an active mayoral campaign and can be seen as benefiting the mayor. Any comment about that?
- 2) Given the mayor's outspokenness about Citizens United and independent expenditures and big money influencing politics, any comment about a large ad buy like this, related to city services, coming from an organization whose donors are not publicly disclosed in full?
- 3) Would the campaign prefer these ads appear at a different time?

**Azi Paybarah**  
**Senior Reporter**  
**[Politico New York](#)**

**[@Azi](#)**  
**917-723-7962**

---

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Sent:** Tuesday, May 16, 2017 4:10 PM  
**To:** Azi Paybarah  
**Subject:** RE: comment re: \$1M ads / Police Foundation

I am not sure what the question is here?

--

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

---

**From:** Azi Paybarah [<mailto:apaybarah@politico.com>]  
**Sent:** Tuesday, May 16, 2017 4:09 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: comment re: \$1M ads / Police Foundation

Okay, will quote you in the story saying that.  
If you'd like to add to that, I'm here.

**Azi Paybarah**  
**Senior Reporter**  
**[Politico New York](#)**

**@Azi**  
**917-723-7962**

---

**From:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Sent:** Tuesday, May 16, 2017 4:04 PM  
**To:** Azi Paybarah  
**Subject:** RE: comment re: \$1M ads / Police Foundation

I do not have a comment.

--

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

---

**From:** Azi Paybarah [<mailto:apaybarah@politico.com>]  
**Sent:** Tuesday, May 16, 2017 4:03 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Re: comment re: \$1M ads / Police Foundation

Indeedy.

**Azi Paybarah**  
**Senior Reporter**  
**[Politico New York](#)**

**@Azi**  
**917-723-7962**

---

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

**Sent:** Tuesday, May 16, 2017 3:58 PM  
**To:** Azi Paybarah  
**Subject:** RE: comment re: \$1M ads / Police Foundation

Did you mean to send this to me?

--

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

---

**From:** Azi Paybarah [<mailto:apaybarah@politico.com>]  
**Sent:** Tuesday, May 16, 2017 3:39 PM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** comment re: \$1M ads / Police Foundation

Hi Dan,

The Police Foundation is running these ads shortly.  
<https://twitter.com/JPeterDonald/status/864538072712708096>

What comment do you have about the substance, and timing?

Thanks.

-- Azi

**Azi Paybarah**  
**Senior Reporter**  
**[Politico New York](#)**

**[@Azi](#)**  
**917-723-7962**



**From:** [Sarle, Ben](#)  
**To:** [Sarle, Ben](#)  
**Bcc:** [@Social](#); [Amanawil Lemi \(ALemi@cityhall.nyc.gov\)](#); [Bartholomew, Caty](#); [@Photo Office](#); [Bennett, Rob](#); [Scott Gastel \(sgastel@dot.nyc.gov\)](#); [Gloria Chin \(gchin@dot.nyc.gov\)](#); [Alana Morales \(amorales4@dot.nyc.gov\)](#); [Chris Browne \(cbrowne@dot.nyc.gov\)](#); [Allon, Janet \(Consultant\)](#); [Julianne Cho \(jcho@sbs.nyc.gov\)](#); [Nick Benson \(nbenson@sbs.nyc.gov\)](#); [Clark, Kathleen \(CTO\)](#); [Alexis Wichowski \(awichowski@veterans.nyc.gov\)](#); [Mangone, Jason \(DVS\)](#); [Ryan Max \(rmax@culture.nyc.gov\)](#); [Murray, Ryan \(MOCS\)](#); [Paolucci, Nick \(Law\)](#); [Meghan Lalor \(meghan.lalor@parks.nyc.gov\)](#); [Sam Biederman \(Sam.Biederman@parks.nyc.gov\)](#); [Dana Rubinstein](#); [Dayna Evans](#); [Malone, Clare](#); [dlibner@nycgo.com](#); [Kim Klein \(Kklein@nycgo.com\)](#); [Novick, Jonathan](#); [Jackson, Martha](#); [King, Kleo](#); [jwhitney@dot.nyc.gov](#); [mkaucic@dot.nyc.gov](#); [@Creative Comms](#); [brian.levin@berlinrosen.com](#); [Negash, Dabash](#); [jjorgensen@nydailynews.com](#)  
**Subject:** Flacks...  
**Date:** Thursday, May 18, 2017 10:49:00 AM  
**Attachments:** [Flacks & Hacks Release.doc](#)

---

...and Hacks! See you there tonight!

Please see attached or visit us at [www.flacksandhacks.com](http://www.flacksandhacks.com)

**May 18, 6:30pm**  
**Irish American Pub Restaurant**

**Ben Sarle**

Deputy Press Secretary  
Mayor's Press Office | City of New York  
(347) 407-1385  
[@bensarle](#)



**FLACKS UNITED ANNOUNCE FLACKS NIGHT XXV AKA "FLACKS & HACKS" ON THURSDAY, MAY 18**

**DATE:** Thursday, May 18

**TIME:** 6:30 – 8:30 p.m.

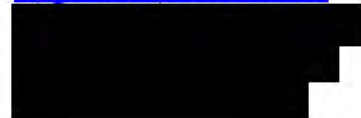
**LOCATION:** Irish American Pub Restaurant: 17 John Street

**DETAILS:** It was announced today that the twenty-fifth happy hour for New York spokespeople a.k.a. flacks, and New York reporters a.k.a. hacks, will be held on Thursday, May 18.

**CONTACT:** Warner Johnston & Kay Sarlin  
Freddi Goldstein  
Laura Nahmias  
Chris Miller

-30-

[wj@warnerjohnston.com](mailto:wj@warnerjohnston.com)



**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** ICYMI: How New York City is solving the puzzle of out-of-work youth  
**Date:** Thursday, May 18, 2017 1:39:54 PM

---

## **How New York City is solving the puzzle of out-of-work youth**

*With teen employment among the nation's lowest, city enacts plan to provide opportunity*

*By Gabrielle Fialkoff*

*May 17, 2017*

*Crain's New York*

Most successful adults can vouch for the importance of early work experience in setting them on a path toward stable, rewarding careers. Whether they run a few hours after-school or two months in the summer, jobs teach responsibility, interpersonal skills, problem-solving and how to manage money. Even better, early work can help young people explore career interests and connect with adults who provide mentorship and support.

Unfortunately, both nationally and in New York City, too few young people have access to work opportunities.

In 2000, 55% of American teens had a paying job at some point during the year; by 2011, that number was down to 28%. And among the 100 largest U.S. cities, New York ranked 95th in work rate for people age 16 to 19 and 97th among those 20 to 24. Of particular concern is that a youths' likelihood of employment falls along with family income—meaning that those who could most benefit from work are the least likely to have it.

In the spring of 2015, my office launched the NYC Center for Youth Employment to deliver more and better work experiences for young New Yorkers. It aims to solve two problems that came up again and again in conversations with key stakeholders: too few employers at the table, and a fractured set of public youth employment programs that did not amount to a structured system.

The stakes of early work are high for both youth and employers. Research has shown that early exposure to work improves school attendance, the likelihood of steady employment and earning power through an individual's 20s and 30s. At the other extreme, it's estimated that the lifetime cost of each "disconnected youth"—individuals 16 to 24 years old who are neither in school nor working—is as much as \$1 million in lost tax revenues and added social spending. When Mayor Bill de Blasio took office in 2014, New York City was home to 172,000 such young adults, representing a potential \$172 billion drag on our economy.

An ineffective youth workforce system hurts businesses, too. Nationally, one in three American companies report having job openings for which they can't find qualified workers. At the same time, only 10% of companies report having recruitment outcomes that meet their diversity goals. Closer to home, New York City employers traditionally have found the city's programs difficult to navigate and overly bureaucratic. But any firm that has brought talented young people onboard knows how much they contribute in energy, new skills, and fresh thinking—as I can personally attest from many years as a business owner and employer before I entered city government.

The Center for Youth Employment has worked to expand opportunities for work, render programs more business-friendly and connect programs into a greater whole. In partnership with city agencies, employers, philanthropy and nonprofits, we have helped grow overall capacity across all youth workforce programs from an estimated 62,000 experiences to more than 84,000.

In keeping with the center's dual focus, it has prioritized support toward young people who most

need access to opportunity. Three-quarters of students in the city's programs qualify for free or reduced-price lunch, and more than one in five live below the poverty line. The second focus of employer engagement has already paid off: The number of organizations hosting high-achieving high school and college students as paid summer interns has grown to more than 600 this year from 87 in 2014.

A [new report](#) from the mayor and City Council Speaker Melissa Mark-Viverito calls for continued growth and improvement in New York City's youth workforce programming. It recommended that programs help youth prepare for the workforce by delivering a set of transferable skills that employers value, such as communications, problem-solving and critical thinking. Another crucial recommendation is to connect educational activities to work experiences, showing the relevance of school to future career paths—and taking us a big step closer to establishing a real system.

The value proposition of this effort is clear: When our young people are better prepared to enter the job market, our businesses are better able to thrive—and our city is better prepared to compete in the 21st century economy.

**From:** [Andrew MacPhail](#)  
**To:** [Ben Fordham](#); [McMorrow, Matthew](#)  
**Cc:** "kline"; [gmhc](#)  
**Subject:** RE: Mayor de Blasio AWNY  
**Date:** Thursday, May 18, 2017 6:03:38 PM

---

Matthew,

We are of course disappointed but we understand. We would be honored to have you present a Proclamation and present to Kelsey. We certainly will make certain that we capture this moment at the step-and-repeat.

Please give our kind regards to the Mayor!

Thanks,  
Andrew

Andrew MacPhail, MPA  
Associate Managing Director, Administration  
*Pronouns: he, him, his*  
Office: (212) 367-1245  
Mobile: (646) 357-0502

I'm participating in **AIDS Walk New York on May 21, 2017!**  
Please visit my personal fundraising page: <https://ny.aidswalk.net/AndrewMacphail>

---

**From:** Ben Fordham [mailto:[benf@mzaevents.com](mailto:benf@mzaevents.com)]  
**Sent:** Thursday, May 18, 2017 5:48 PM  
**To:** McMorrow, Matthew; Andrew MacPhail  
**Cc:** 'kline'  
**Subject:** Re: Mayor de Blasio AWNY

Hi Matthew,

We understand and appreciate the Mayor's support. No need to fill in with another speaker, but thank you for the offer.

Andrew will be able to respond further regarding the photo opp/proclamation with Kelsey.

Thank you and we'll look forward to seeing you!

---

**From:** McMorrow, Matthew <[MMcMorrow@cityhall.nyc.gov](mailto:MMcMorrow@cityhall.nyc.gov)>  
**Sent:** Thursday, May 18, 2017 4:50:56 PM  
**To:** Ben Fordham; Andrew MacPhail  
**Cc:** 'kline'

**Subject:** RE: Mayor de Blasio AWNY

Hi guys,

Unfortunately, due to scheduling conflicts, the Mayor regrets that he cannot make it to the AIDS Walk morning ceremonies. Let me know if you would like me to ask a Commissioner or Deputy Mayor to speak instead. I will be there to represent the Mayor, regardless. I can bring a Proclamation from the Mayor that declares the day AIDS Walk NYC Day. I know your speaking program is limited, so I wouldn't ask to speak. I could just do a quick photo presentation with Kelsey at the step-and-repeat.

Sorry we couldn't make this happen this year, but know the Mayor is fully behind all that you're doing to end the epidemic.

Best,  
Matt

---

**From:** Ben Fordham [mailto:benf@mzaevents.com]  
**Sent:** Thursday, May 11, 2017 4:31 PM  
**To:** McMorrow, Matthew; Andrew MacPhail  
**Subject:** RE: Mayor de Blasio AWNY

Thank you so much. I'm sure I don't need to tell you, but we're highly focused on the potentially disastrous effects of healthcare repeal on HIV-positive people, and our response as a united AIDS Walk community, standing up and resisting. Having the Mayor on board would really drive that message home!

---

**From:** McMorrow, Matthew [mailto:MMcMorrow@cityhall.nyc.gov]  
**Sent:** Thursday, May 11, 2017 1:30 PM  
**To:** Ben Fordham <benf@mzaevents.com>; Andrew MacPhail <AndrewM@GMHC.org>  
**Subject:** RE: Mayor de Blasio AWNY

Thanks, Andrew and Ben. Just so we're on the same page, I am now advocating internally for the mayor to speak at the opening ceremonies, with the VIP breakfast as an alternate option. I'll keep you posted.

Thanks,  
Matt

---

Matthew T. McMorrow  
Senior Advisor  
Office of the Mayor  
Community Affairs Unit  
[mmcmorrow@cityhall.nyc.gov](mailto:mmcmorrow@cityhall.nyc.gov)  
212-748-0342 (o)  
646-951-6774 (m)  
Pronouns: He/Him/His

---

**From:** Ben Fordham [<mailto:benf@mzaevents.com>]  
**Sent:** Wednesday, May 10, 2017 9:10 PM  
**To:** Andrew MacPhail  
**Cc:** McMorrow, Matthew  
**Subject:** RE: Mayor de Blasio AWNY

That's great! Matthew, let me know if I can help answer any questions.

---

**From:** Andrew MacPhail [<mailto:AndrewM@GMHC.org>]  
**Sent:** Wednesday, May 10, 2017 3:31 PM  
**To:** Ben Fordham <[benf@mzaevents.com](mailto:benf@mzaevents.com)>  
**Cc:** Matthew T. McMorrow ([mmcmorrow@cityhall.nyc.gov](mailto:mmcmorrow@cityhall.nyc.gov)) <[mmcmorrow@cityhall.nyc.gov](mailto:mmcmorrow@cityhall.nyc.gov)>  
**Subject:** Mayor de Blasio AWNY

Hello Ben,

Today, I had a conversation with Matthew McMorrow, Senior Advisor, Office of NYC Mayor Bill de Blasio. Matthew is working on potentially having the Mayor attend, and hopefully speak at AIDS Walk on Sunday, May 21.

I have copied Matthew on this email so that the two of you can review logistics. Please let me know if I can be of further assistance.

Many thanks,  
Andrew

Andrew MacPhail, MPA  
Associate Managing Director, Administration  
*Pronouns: he, him, his*  
Office: (212) 367-1245  
Mobile: (646) 357-0502

**I'm participating in [AIDS Walk New York](https://ny.aidswalk.net/AndrewMacphail) on May 21, 2017!**  
**Please visit my personal fundraising page: <https://ny.aidswalk.net/AndrewMacphail>**

---

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

|            |            |            |  
Gay Men's Health Crisis (GMHC), Main Offices: 446 West 33rd Street, New York, NY 10001  
The David Geffen Center for HIV Prevention and Health Education: 224 West 29th Street, New York, NY 10001  
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***GMHC fights to end the AIDS epidemic and uplift the lives of all affected.***



Gay Men's Health Crisis (GMHC), Main Offices: 446 West 33rd Street, New York, NY 10001

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**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** Pacific Park event  
**Date:** Tuesday, May 23, 2017 2:29:09 PM

---

Hi Wiley, hope you're well. I had heard that the Mayor was interested in potentially attending the Greenland Forest City Partners ribbon cutting at 535 Carlton, an all-affordable building in Pacific Park, on June 5. Please let me now if that is confirmed, definitely not happening or if we should be patient. Thanks.

Best,  
Jeremy

**From:** [Norvell, Wiley](#)  
**To:** ["Cotton, Ashley"](#)  
**Cc:** [Jeremy Soffin \(jeremy@berlinrosen.com\)](mailto:jeremy@berlinrosen.com)  
**Subject:** RE: confirming June 12  
**Date:** Tuesday, May 30, 2017 5:28:42 PM

---

Pls send invite for 10:30am

---

**From:** Cotton, Ashley [mailto:acotton@fcrc.com]  
**Sent:** Tuesday, May 30, 2017 5:26 PM  
**To:** Norvell, Wiley  
**Cc:** Jeremy Soffin (jeremy@berlinrosen.com)  
**Subject:** RE: confirming June 12

I am going to send this tomorrow for an 1130am start. Please confirm.

Also we are planning a walk through for Monday, June 5: 10-11am or 4-5pm. Please let us know what time works best for you/advance to join. Thanks

---

**From:** Cotton, Ashley  
**Sent:** Tuesday, May 30, 2017 11:29 AM  
**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** Jeremy Soffin ([jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)) <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** confirming June 12

Wiley – at two weeks out we would like to send the attached invite out to our guest list so we can collect RSVPs. Please confirm that is ok and what time to list?

When do you want to come walk through the building? do you want to speak with the resident we have IDed to participate?

**From:** [McGinn, Isaac](#)  
**To:** [Jovana Rizzo](#)  
**Subject:** RE: NY1 Inquiry  
**Date:** Thursday, June 01, 2017 11:32:27 AM

---

Hey Jovanna,

Now that it's June I think we should plan to revisit this story with NY1. Am checking with my team on whether they've selected a best date with Breaking Ground for this and will circle back, but would like to move on this soon. Thanks,

Isaac

---

**From:** McGinn, Isaac  
**Sent:** Wednesday, May 10, 2017 3:11 PM  
**To:** Jovana Rizzo  
**Subject:** Re: NY1 Inquiry

Got it, will reach out. Thanks!

Sent from my iPhone

On May 10, 2017, at 1:36 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

John Cronan from the Queens Tribune called - he said he heard at a Queens CB9 meeting that the drop-in center is open and wanted to confirm. We said Breaking Ground Queens staff is now working out of the building but the drop-in portion is not yet open. He's at: [REDACTED] x [REDACTED]

**From:** Jovana Rizzo  
**Sent:** Wednesday, May 10, 2017 9:47 AM  
**To:** McGinn, Isaac  
**Subject:** RE: NY1 Inquiry

Amie Pospisil

---

**From:** McGinn, Isaac [[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Wednesday, May 10, 2017 9:43 AM  
**To:** Jovana Rizzo  
**Subject:** RE: NY1 Inquiry

Our team says they'll reach out to BG on this—anyone in particular they should be coordinating with here? Thanks again!

---

**From:** McGinn, Isaac  
**Sent:** Tuesday, May 09, 2017 7:03 PM  
**To:** Jovana Rizzo  
**Subject:** RE: NY1 Inquiry

To move this forward, think best if we run same play as last time—connecting our respective teams so they can find best date for them as relates to their work and then we circle back with reporter and confirm?

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Sunday, May 07, 2017 5:37 PM  
**To:** McGinn, Isaac  
**Subject:** RE: NY1 Inquiry

She said fine to hold for a few weeks, will ask the team when they think would be the right time.

---

**From:** McGinn, Isaac [[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Thursday, May 04, 2017 9:46 AM  
**To:** Jovana Rizzo  
**Subject:** RE: NY1 Inquiry

Got it. Our team agrees, so I've asked them how long that "some time" would be and what date we expect to start bringing clients off streets.

Reporter seems focused on next week—does she have any flexibility there or is it Monday/Tuesday or bust?

This is a great opportunity I don't think we should miss, so if she's stuck on Mon/Tues, I think we should work with teams to figure out how to best move forward with telling this story.

Thanks!

Isaac

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Wednesday, May 03, 2017 4:59 PM  
**To:** McGinn, Isaac  
**Subject:** RE: NY1 Inquiry

Feedback from Breaking Ground below - I can reply to the reporter and say we can circle back when it's fully up and running? Let me know what you think.

*It seems advantageous to hold this off for some time, if possible. Furniture is just being delivered there this week, so buying some time for the offices to be set up and the full Queens outreach team to move there would be ideal. That would provide a much better backdrop for cameras.*

---

**From:** McGinn, Isaac [[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Wednesday, May 03, 2017 2:58 PM  
**To:** Jovana Rizzo  
**Subject:** Re: NY1 Inquiry

Thank you!

Sent from my iPhone

On May 3, 2017, at 2:55 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

[REDACTED]

[REDACTED]

---

**From:** McGinn, Isaac [[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Wednesday, May 03, 2017 2:50 PM  
**To:** Jovana Rizzo  
**Subject:** Re: NY1 Inquiry

Also do you have sue malesevic email or phone number? She asked clarifying question and I lost her contact and have to get back to her asap pls advise if you can

Sent from my iPhone

On May 3, 2017, at 2:10 PM, Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)> wrote:

Thanks, I'm checking with the Breaking Ground team to see how the building looks. They are bringing Street to Home clients to the building but it is not yet open for drop-ins.

---

**From:** McGinn, Isaac [[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)]  
**Sent:** Wednesday, May 03, 2017 1:46 PM  
**To:** Jovana Rizzo  
**Subject:** RE: NY1 Inquiry

Excellent, would love to make this story happen ASAP! Let me reach out to our teams and see if which day best—thinking Tuesday.

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Wednesday, May 03, 2017 1:29 PM  
**To:** McGinn, Isaac  
**Subject:** FW: NY1 Inquiry

Please see below, let's discuss? Thanks!

---

**From:** Gonzalez, Angi [<mailto:Angi.Gonzalez@charter.com>]  
**Sent:** Wednesday, May 03, 2017 9:50 AM  
**To:** Jeff Scheuer <[jscheuer@breakingground.org](mailto:jscheuer@breakingground.org)>  
**Subject:** NY1 Inquiry

Hi Jeff,

I hope this email finds you a well. I can't believe it's been almost 8 months since our original story. <http://www.nyl.com/nyc/all-boroughs/news/2016/09/14/proposal-for-ozone-park-homeless-facility-met-with-opposition-.html>

[boroughs/news/2016/09/14/proposal-for-ozone-park-homeless-facility-met-with-opposition-.html](http://www.nyl.com/nyc/all-boroughs/news/2016/09/14/proposal-for-ozone-park-homeless-facility-met-with-opposition-.html)  
I see that the transitional drop in facility in ozone park

queens is now open. I was wondering if we could do a follow up story about the center.  
Perhaps take a tour of the place and hopefully talk to one of the clients.  
Since there was so much opposition to this center before it opened - I want to revise with some of the people from my original story ... basically to show the fears were unwarranted. I am looking at doing this story either Monday or Tuesday of next week. Is that possible ?

Angi Gonzalez  
NY1 Anchor & Reporter  
Cell: 6465651613  
Office: 212-379-3685  
Sent from my iPhone

**From:** [Kerson, Julia](#)  
**To:** [Foy, Malinda](#)  
**Cc:** [Toole, Laura](#); [Gangemi, Alexa/NYC](#); [Majid, Sheriza](#); [DeAngelo, Beth P.](#); [polina.knaster@hdrinc.com](mailto:polina.knaster@hdrinc.com); [Cathy Rought](#); [Bucich, Nicole A.](#); [Lisa Marie Pompei](#)  
**Subject:** Re: one more thing - MetroCards  
**Date:** Thursday, June 01, 2017 12:29:28 PM  
**Attachments:** [image001.png](#)

---

FYI - Last I heard - Sheriza had 26 leftover cards and we haven't identified a recipient yet.

Sent from my iPhone

On Jun 1, 2017, at 12:27 PM, Foy, Malinda <[MaFoy@mtabt.org](mailto:MaFoy@mtabt.org)> wrote:

I have heard good things about [Sanctuary for Families](#) and, if the MetroCards are still available, happy to reach out to them to see if they'd be interested in a donation.

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

Questions? Give me a call: [REDACTED]

---

**From:** Toole, Laura [<mailto:Laura.Toole@wsp.com>]

**Sent:** Wednesday, May 31, 2017 7:40 PM

**To:** Gangemi, Alexa/NYC <[Alexa.Gangemi@ch2m.com](mailto:Alexa.Gangemi@ch2m.com)>; Majid, Sheriza <[smajid@VHB.com](mailto:smajid@VHB.com)>; Kerson, Julia <[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>; DeAngelo, Beth P. <[Beth.Deangelo@wsp.com](mailto:Beth.Deangelo@wsp.com)>; [polina.knaster@hdrinc.com](mailto:polina.knaster@hdrinc.com); Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Bucich, Nicole A. <[Nicole.Bucich@wsp.com](mailto:Nicole.Bucich@wsp.com)>; Lisa Marie Pompei <[lpompei@entech-pc.com](mailto:lpompei@entech-pc.com)>; Foy, Malinda <[MaFoy@mtabt.org](mailto:MaFoy@mtabt.org)>

**Subject:** one more thing

Did anyone hear anything about reactions to having metrocards in general? Do we know how many were donated and where?

**Laura L. Toole**

Senior Supervising Manager  
Public Involvement/Connecticut

<image001.png>

**WSP USA**

500 Winding Brook Drive  
Glastonbury, CT 06033

[Laura.Toole@WSP.com](mailto:Laura.Toole@WSP.com)

Direct: 860-815-0298

Cell: 631-885-4486

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

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**From:** [Cathy Rought](#)  
**To:** [Foy, Malinda](#); [Toole, Laura](#); [Gangemi, Alexa/NYC](#); [Majid, Sheriza](#); [Kerson, Julia](#); [DeAngelo, Beth P.](#); [polina.knaster@hdrinc.com](#); [Bucich, Nicole A.](#); [Lisa Marie Pompei Finn, Deborah \(C\) \(US\)](#)  
**Cc:** [Finn, Deborah \(C\) \(US\)](#)  
**Subject:** RE: one more thing - MetroCards  
**Date:** Thursday, June 01, 2017 12:40:07 PM  
**Attachments:** [image001.png](#)

---

I would check with Deb Finn (cc'd here) to make sure there are no restrictions as to where we can donate.

Deb, there are 21 left.

---

**From:** Foy, Malinda [mailto:MaFoy@mtabt.org]  
**Sent:** Thursday, June 01, 2017 12:27 PM  
**To:** Toole, Laura <Laura.Toole@wsp.com>; Gangemi, Alexa/NYC <Alexa.Gangemi@ch2m.com>; Majid, Sheriza <smajid@VHB.com>; Kerson, Julia <JKerson@cityhall.nyc.gov>; DeAngelo, Beth P. <Beth.Deangelo@wsp.com>; polina.knaster@hdrinc.com; Cathy Rought <cathy@berlinrosen.com>; Bucich, Nicole A. <Nicole.Bucich@wsp.com>; Lisa Marie Pompei <lpompei@entech-pc.com>  
**Subject:** RE: one more thing - MetroCards

I have heard good things about [Sanctuary for Families](#) and, if the MetroCards are still available, happy to reach out to them to see if they'd be interested in a donation.

- MRF

Questions? Give me a call: [REDACTED]

---

**From:** Toole, Laura [mailto:Laura.Toole@wsp.com]  
**Sent:** Wednesday, May 31, 2017 7:40 PM  
**To:** Gangemi, Alexa/NYC <Alexa.Gangemi@ch2m.com>; Majid, Sheriza <smajid@VHB.com>; Kerson, Julia <JKerson@cityhall.nyc.gov>; DeAngelo, Beth P. <Beth.Deangelo@wsp.com>; [polina.knaster@hdrinc.com](#); Cathy Rought <cathy@berlinrosen.com>; Bucich, Nicole A. <Nicole.Bucich@wsp.com>; Lisa Marie Pompei <lpompei@entech-pc.com>; Foy, Malinda <MaFoy@mtabt.org>  
**Subject:** one more thing

Did anyone hear anything about reactions to having metrocards in general? Do we know how many were donated and where?

**Laura L. Toole**

Senior Supervising Manager  
Public Involvement/Connecticut



## WSP USA

500 Winding Brook Drive  
Glastonbury, CT 06033

[Laura.Toole@WSP.com](mailto:Laura.Toole@WSP.com)

Direct: 860-815-0298

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**From:** [Cathy Rought](#)  
**To:** [Cullen, Laurie](#); [Bucich, Nicole A.](#)  
**Cc:** [Kerson, Julia](#)  
**Subject:** RE: Charity Canvas\_Amelia.pdf  
**Date:** Thursday, June 01, 2017 5:06:23 PM  
**Attachments:** [Amelia.pdf](#)

---

Here's the PDF for the art which raises money for the foundation

---

**From:** Cullen, Laurie [mailto:LCullen@VHB.com]  
**Sent:** Friday, May 26, 2017 7:41 AM  
**To:** Bucich, Nicole A. <Nicole.Bucich@wsp.com>  
**Cc:** Cathy Rought <cathy@berlinrosen.com>; Kerson, Julia (JKerson@cityhall.nyc.gov) <JKerson@cityhall.nyc.gov>  
**Subject:** RE: Charity Canvas\_Amelia.pdf

Hi Nicole,

I was going to follow up with Lisa Marie on this today but there was no attachment. Can you send me that amelia.pdf document? Thanks.

**Laurie K. Cullen, A.A.E.**  
Senior Program Manager  
P 401.457.7804 | M 401.644.9907

---

**From:** Cullen, Laurie  
**Sent:** Saturday, May 20, 2017 9:54 AM  
**To:** Bucich, Nicole A. <[Nicole.Bucich@wsp.com](mailto:Nicole.Bucich@wsp.com)>  
**Cc:** Cathy Rought <[cathy@berlinrosen.com](mailto:cathy@berlinrosen.com)>; Kerson, Julia ([JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)) <[JKerson@cityhall.nyc.gov](mailto:JKerson@cityhall.nyc.gov)>  
**Subject:** Re: Charity Canvas\_Amelia.pdf

Hi Nicole,

That's a great idea. I will follow up with Lisa Marie and staff to see if we can get this emailed to the conference attendees. I'm definitely buying one for myself. Thx.

Laurie Cullen  
Sent from my iPhone

On May 19, 2017, at 9:29 AM, Bucich, Nicole A. <[Nicole.Bucich@wsp.com](mailto:Nicole.Bucich@wsp.com)> wrote:

Laurie-

We spoke to Lisa Marie yesterday about this but I honestly have no confidence that she will follow up. Attached is the flyer for the AMELIA reprints. Is it possible for this to be sent to all attendees to make them aware that 50% of prints sold go to WTS Foundation?

Julia – Can we send this out via email blast to the Greater NY chapter?

Thanks-  
Nicole

**Nicole A. Bucich**

NY Metropolitan Planning & Environmental Manager

<image001.png>

Phone: 212.465.5220

Mobile: 973.699.1937

WSP USA

One Penn Plaza, 2<sup>nd</sup> Floor

New York, NY 10119

[Nicole.Bucich@wsp.com](mailto:Nicole.Bucich@wsp.com)

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<Charity Canvas\_Amelia.pdf>

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# 4 ORIGINAL PAINTING BY NATHAN KATSUKI



AMELIA

This Charity Canvas is inspired by the global advancement of women in transportation. Reprints of AMELIA donate 50% of its revenue to the Women's Transportation Seminar (WTS) Foundation. Reprints can be purchased here:

<https://www.charity-canvas.com/blank-l62lg/amelia>

## DONATED BY:

Nathan Katsuki, Independent Artist

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [acotton@frc.com](mailto:acotton@frc.com)  
**Subject:** 535 Carlton materials/walkthrough  
**Date:** Tuesday, June 06, 2017 8:42:35 AM  
**Attachments:** [535 Carlton Run of Show 6.5.17.docx](#)  
[535 Ribbon Cutting Release 6.5.2017.docx](#)  
[535 Carlton Ribbon Cutting Media Advisory 6.5.2017.docx](#)

---

Wiley: Attached please find draft materials for next week's ribbon cutting event. Also please let us know when you'd like to do a walkthrough of the property. Thanks.

Best,  
Jeremy

**Run of Show for 535 Carlton opening**

**TIME: 10:30 a.m. – 11:30 a.m.**

**Monday, June 12, 2017**

**LOCATION: 535 Carlton Avenue, Brooklyn, NY 11238**

**STAFFING: Greenland Forest City**

- **Scott Solish**
- **Ashley Cotton**
- **Mike Rapfogel**
- **Swathi Bonda – Leading Tour**
- **Susi Yu – Leading Tour**

**Berlin Rosen Public Affairs:**

- **Matt Lawyue – Lobby Entrance**
- **Danielle Schlanger – Press Check In**
- **Sara Joseph – Terrace**
- **Jeremy Soffin – Terrace**

**The run of show is as follows:**

- 9:30 a.m. BerlinRosen arrives on site**
- 9:35 a.m. BerlinRosen arranges press check in table outside building entrance**
- 9:40 a.m. BerlinRosen checks terrace is ready for speeches and press**
- 10:25 a.m. Guests begin to arrive outside building entrance**
- 10:30 a.m. Photographs for ribbon cutting outside building entrance**
- 10:35 a.m. Guests enter building and take elevator to 9<sup>th</sup> floor terrace**
- 10:37 a.m. Guests take their seats**
- 10:40 a.m. Formal program begins**

- 10:40 a.m. TK introduces Deputy Mayor Alicia Glen**
- 10:42 a.m. Deputy Mayor Alicia Glen makes remarks**
- 10:45 a.m. Deputy Mayor Alicia Glen introduces Greenland USA President and CEO Hu Gang**
- 10:47 a.m. Greenland USA President and CEO Hu Gang makes remarks**
- 10:50 a.m. Greenland USA President and CEO Hu Gang introduces Forest City New York President and CEO MaryAnne Gilmartin**
- 10:52 a.m. Forest City New York President and CEO MaryAnne Gilmartin makes remarks**
- 10:54 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces COOKFOX Architects Founder Rick Cook**
- 10:56 a.m. COOKFOX Architects Founder Rick Cook makes remarks**
- 10:58 a.m. COOKFOX Architects Founder Rick Cook introduces HPD or HPC**
- 11:00 a.m. HPD or HPC makes remarks**
- 11:02 a.m. Formal program ends**
- 11:03 a.m. Reception with food and drinks begins in terrace**
- 11:05 a.m. Tours begin**
- 11:07 a.m. Group takes elevator to TK floor to view 535 Carlton resident Crystal Patterson's apartment**
- 11:09 a.m. Tour of 535 Carlton resident Crystal Patterson's apartment**
- 11:15 a.m. Group takes elevator to TK floor to view amenities**
- 11:18 a.m. Tour of amenity spaces**
- 11:20 a.m. Group takes elevator to lobby**
- 11:30 a.m. Tours end, visitors and press leave**





Greenland Forest City  
Partners

**FOR IMMEDIATE RELEASE**

Contact: Danielle Schlanger, [danielle.schlanger@berlinrosen.com](mailto:danielle.schlanger@berlinrosen.com), 646.200.5309

**Greenland Forest City Partners Celebrates the Opening of 535 Carlton,  
First 100 Percent Affordable Building Open at Pacific Park Brooklyn**

*COOKFOX-Designed Property Delivers 298 Modern Apartments  
to Low, Moderate, and Middle Income New Yorkers*

**Brooklyn, NY (June 12, 2017)**—Greenland Forest City Partners, joined by New York City Deputy Mayor for Housing and Economic Development Alicia Glen, held a ribbon-cutting ceremony today to celebrate the opening of 535 Carlton, its 100 percent affordable residential property at Pacific Park Brooklyn. Designed by renowned New York-based architectural firm COOKFOX Architects, 535 Carlton is the second residential building to open in the new neighborhood. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. When complete, Pacific Park will include 2,250 units of below market-rate housing set aside for low, moderate, and middle income households. All of the units will be built using union labor.

"535 Carlton is another exemplary thread to the growing fabric of Pacific Park Brooklyn," said **Hu Gang**, President and CEO of Greenland USA. "Adding a high-quality affordable building to this neighborhood is a testament to our mission of growing vibrant communities and economies, and we are extremely proud that this building offers new opportunities and possibilities to the citizens of New York."

"The opening of 535 Carlton further underscores Greenland Forest City Partners' commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers," said **MaryAnne Gilmartin**, President and CEO of Forest City New York. "This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents' lounge, and a vibrant community garden. It's not only high-end luxury buildings that provide these types of amenities and services any longer."

**INSERT ALICIA GLEN QUOTE HERE**

535 Carlton sits between Pacific and Dean Streets in the heart of Pacific Park, Brooklyn's newest neighborhood bounded by Fort Greene, Boerum Hill, Clinton Hill, Prospect Heights and

Park Slope. This 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children's playroom and outdoor terrace.

535 Carlton joins 461 Dean, a 50 percent affordable residential property designed by SHoP Architects, which opened last November. This summer, 38 Sixth Avenue, another 100 percent affordable residential property also designed by SHoP, will open at Pacific Park.

The 298 units at the building have been set aside for residents earning between 30 percent and 165 percent of the area median income (AMI). Preference was given to residents currently living in Brooklyn community boards 2, 3, 6 and 8, as well as municipal employees and those with vision, hearing or mobility disabilities.

Greenland Forest City Partners enlisted architectural visionaries COOKFOX to ensure the 100 percent affordable building was seamlessly integrated into the Brooklyn streetscape and adjacent green space. A pioneer of sustainable design, COOKFOX took inspiration from nature and incorporated natural materials, textures and colors throughout 535 Carlton. The architecture also emphasizes the building's relationship to the adjacent Pacific Park, designed by celebrated landscape architect Thomas Balsley; one will be able to see the green space from the street through the lobby, creating a strong visual connection with the neighborhood.

"We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood," said Rick Cook, a founder and partner at COOKFOX. "We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes."

COOKFOX also prioritized connecting 535 Carlton residents with nature and natural cycles. Daylit elevator vestibules look onto the park on each floor, and the residential entry is designed to provide open vistas through the lobby, creating a visual connection from the street to the park. Landscaped space distributed throughout the rooftop, terraces and setbacks provide residents with expansive vistas of Prospect Park, New York Harbor and surrounding Brooklyn neighborhoods. Urban agriculture and residential gardens are also fundamental to the building's design, offering opportunities for residents to foster a close community among neighbors and nature.

Residents are moving into 535 Carlton at a critical moment in Pacific Park Brooklyn's evolution. By the end of 2017, four of the neighborhood's 14 residential buildings will be open and home to thousands of new residents, including 38 Sixth Avenue, the neighborhood's second 100-percent affordable building. When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For more information about 535 Carlton, visit [affordable.535carlton.com](http://affordable.535carlton.com). For high-resolution images, [click here](#).

#### *About Greenland Forest City Partners*

Greenland Forest City Partners is a joint venture established in June 2014 between Greenland USA, a subsidiary of Shanghai-based Greenland Group Co., and Forest City New York, a subsidiary of Forest City Realty Trust, Inc. The partners will co-develop Pacific Park, the 22-acre mixed-use neighborhood in the heart of Brooklyn. When complete, the neighborhood will include 6,430 units of new housing, of which 2,250 units will be affordable.

#### *About COOKFOX Architects:*

COOKFOX Architects is a studio dedicated to integrated, environmentally responsive design. We believe good design is sustainable and we are committed to being wise stewards of our shared natural and cultural resources. Guided by our passion for excellence, belief in the collaborative process, and persistent curiosity, COOKFOX pursues projects that allow us to fundamentally rethink how people interact with buildings and the natural environment. [www.cookfox.com](http://www.cookfox.com)

###

**For Planning Purposes**

Monday, June 12, 2017, 11:00 AM

**Media RSVP:** Danielle Schlanger, [Danielle.schlanger@berlinrosen.com](mailto:Danielle.schlanger@berlinrosen.com), 646-200-5309  
Matt Lawyue, [matt.lawyue@berlinrosen.com](mailto:matt.lawyue@berlinrosen.com), 646-200-5335



**\*\*MEDIA ADVISORY\*\***

**Greenland Forest City Partners and City Officials  
Celebrate the Opening of 535 Carlton, First 100 Percent  
Affordable Building Open at Pacific Park Brooklyn**

Greenland Forest City Partners, joined by Deputy Mayor for Housing and Economic Development Alicia Glen, will hold a ribbon-cutting ceremony to celebrate the opening of 535 Carlton, its 100 percent affordable residential property at Pacific Park Brooklyn. Designed by renowned New York-based architectural firm COOKFOX, 535 Carlton is the second residential building to open in the new neighborhood, following the opening of 461 Dean, a 50 percent affordable residential property, last November. When complete, Pacific Park will include 2,250 units of below market-rate housing set aside for low, moderate, and middle income households.

**WHO:** New York City Officials  
Greenland USA President and CEO Hu Gang  
Forest City New York President and CEO MaryAnne Gilmartin  
COOKFOX Architects Founding Partner Rick Cook

**WHERE:** 535 Carlton Avenue, Brooklyn, NY 11238

**WHEN:** Monday, June 12, 2017  
11:00 AM

**VISUALS:** Ribbon cutting with city officials  
Tours of the COOKFOX-designed building including lobby, terrace and amenity spaces  
Speeches on roof terrace

**ON SITE**

**CONTACT:** Danielle Schlanger, [Danielle.schlanger@berlinrosen.com](mailto:Danielle.schlanger@berlinrosen.com), 917-859-8064  
Matt Lawyue, [matt.lawyue@berlinrosen.com](mailto:matt.lawyue@berlinrosen.com), 646-799-2991

**MEDIA RSVP:** Danielle Schlanger, [Danielle.schlanger@berlinrosen.com](mailto:Danielle.schlanger@berlinrosen.com), 646-200-5309

Matt Lawyue, [matt.lawyue@berlinrosen.com](mailto:matt.lawyue@berlinrosen.com), 646-200-5335

###

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Emily Walsh](#)  
**Subject:** Re:  
**Date:** Tuesday, June 06, 2017 9:30:11 AM

---

Thanks.

Sent from my iPhone

On Jun 6, 2017, at 9:29 AM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

All set for 11th fl

On Tue, Jun 6, 2017 at 6:35 AM -0400, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Till around 245. Thanks!

Sent from my iPhone

On Jun 5, 2017, at 10:50 PM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

Sorry for the delay. Let me check and get back to you. How long?

On Mon, Jun 5, 2017 at 6:34 PM -0400, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Hi! Can I send the Mayor to you tomorrow for some call time at 1215 for a few hours?

Prisca

**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#); [Cotton, Ashley](#)  
**Subject:** RE: 535 Carlton materials/walkthrough  
**Date:** Wednesday, June 07, 2017 1:45:34 PM

---

Gotcha.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Wednesday, June 07, 2017 1:44 PM  
**To:** Cotton, Ashley; Norvell, Wiley  
**Subject:** RE: 535 Carlton materials/walkthrough

Hi Wiley, just a heads up we're going out with a basic advisory (see below) this afternoon, doesn't mention any City folks by name.

## **\*\*MEDIA ADVISORY\*\***

# **Greenland Forest City Partners and City Officials Celebrate the Opening of 535 Carlton, First 100 Percent Affordable Building Open at Pacific Park Brooklyn**

Greenland Forest City Partners, joined by city officials, will hold a ribbon-cutting ceremony to celebrate the opening of 535 Carlton, its 100 percent affordable residential property at Pacific Park Brooklyn. Designed by renowned New York-based architectural firm COOKFOX, 535 Carlton is the second residential building to open in the new neighborhood, following the opening of 461 Dean, a 50 percent affordable residential property, last November. When complete, Pacific Park will include 2,250 units of below market-rate housing set aside for low, moderate, and middle income households.

**WHO:** New York City Officials  
Greenland USA President and CEO Hu Gang  
Forest City New York President and CEO MaryAnne Gilmartin  
COOKFOX Architects Founding Partner Rick Cook

**WHERE:** 535 Carlton Avenue, Brooklyn, NY 11238

**WHEN:** Monday, June 12, 2017  
11:00 AM

**VISUALS:** Ribbon cutting with city officials  
Tours of the COOKFOX-designed building including lobby, terrace and amenity spaces

## Speeches on roof terrace

### Jeremy Soffin

O. 646.200.5318

C. 917.860.9076

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

### berlinrosen

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@berlinrosen

---

**From:** Cotton, Ashley [<mailto:acotton@frc.com>]

**Sent:** Tuesday, June 06, 2017 3:53 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

**Subject:** Re: 535 Carlton materials/walkthrough

Wiley -

Will city hall be doing additional outreach to elected officials?

And just trying to sort my week - will you want a walk through and to meet Crystal?

---

**From:** Jeremy Soffin

**Sent:** Tuesday, June 6, 2017 8:42 AM

**To:** Norvell, Wiley

**Cc:** Cotton, Ashley

**Subject:** 535 Carlton materials/walkthrough

\*\*\* EXTERNAL EMAIL \*\*\*

Wiley: Attached please find draft materials for next week's ribbon cutting event. Also please let us know when you'd like to do a walkthrough of the property. Thanks.

Best,  
Jeremy



**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** "[Emily Walsh](#)"  
**Subject:** RE: Re:  
**Date:** Thursday, June 08, 2017 11:46:34 AM

---

Crap-

---

**From:** Emily Walsh [mailto:[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)]  
**Sent:** Thursday, June 08, 2017 11:46 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Re:

Yikes, we are fully booked today with staff visiting for our all staff meeting. I'm so sorry- we can't today.

We could do 4 pm? Sorry, just a tough day.

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

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Thursday, June 08, 2017 11:35 AM  
**To:** Emily Walsh  
**Subject:** RE: Re:

Hey hey – my bad –  
Forgot to ask you for a room for today from 145-345

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Tuesday, June 06, 2017 9:29 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** Re:

All set for 11th fl

On Tue, Jun 6, 2017 at 6:35 AM -0400, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Till around 245. Thanks!

Sent from my iPhone

On Jun 5, 2017, at 10:50 PM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

Sorry for the delay. Let me check and get back to you. How long?

On Mon, Jun 5, 2017 at 6:34 PM -0400, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Hi! Can I send the Mayor to you tomorrow for some call time at 1215 for a few hours?

Prisca

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** Press Release For Approval/Quote From Deputy Mayor Glen  
**Date:** Friday, June 09, 2017 11:46:32 AM  
**Attachments:** [535 Ribbon-Cutting, 6.12.2017.docx](#)

---

Hi Wiley,

Long time, no speak—hope you're doing well!

Attached is a draft press release for the 535 Carlton ribbon-cutting this Monday. Please let me know ASAP if this looks right to you. Also, we'd like to insert a quote from DM Glen into the release. Let us know when that has been drafted.

Thanks again, and looking forward to speaking with you soon. Please don't hesitate to call me at 646-200-5309 should you have questions.

Best,  
Danielle

**DANIELLE SCHLANGER**

C. 917.859.8064

O. 646.200.5309

[danielle.schlanger@berlinrosen.com](mailto:danielle.schlanger@berlinrosen.com)

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Greenland Forest City  
Partners

**FOR IMMEDIATE RELEASE**

Contact: Danielle Schlanger, [danielle.schlanger@berlinrosen.com](mailto:danielle.schlanger@berlinrosen.com), 646.200.5309

**Greenland Forest City Partners Celebrates the Opening of 535 Carlton,  
First 100 Percent Affordable Building Open at Pacific Park Brooklyn**

*COOKFOX-Designed Property Delivers 298 Modern Apartments  
to Low, Moderate, and Middle Income New Yorkers*

**Brooklyn, NY (June 12, 2017)**—Greenland Forest City Partners, joined by New York City Deputy Mayor for Housing and Economic Development Alicia Glen, held a ribbon-cutting ceremony today to celebrate the opening of 535 Carlton, its 100 percent affordable residential property at Pacific Park Brooklyn. Designed by renowned New York-based architectural firm COOKFOX Architects, 535 Carlton is the second residential building to open in the new neighborhood. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. When complete, Pacific Park will include 2,250 units of below market-rate housing set aside for low, moderate, and middle income households. All of the units will be built using union labor.

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang**, President and CEO of Greenland USA. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin**, President and CEO of Forest City New York. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

**INSERT ALICIA GLEN QUOTE HERE**

535 Carlton sits between Pacific and Dean Streets in the heart of Pacific Park, Brooklyn's newest neighborhood bounded by Fort Greene, Boerum Hill, Clinton Hill, Prospect Heights and Park Slope. This 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children's playroom and outdoor terrace.

535 Carlton joins 461 Dean, a 50 percent affordable residential property designed by SHoP Architects, which opened last November. This summer, 38 Sixth Avenue, another 100 percent affordable residential property also designed by SHoP, will open at Pacific Park.

The 298 units at the building have been set aside for residents earning between 30 percent and 165 percent of the area median income (AMI). Preference was given to residents currently living in Brooklyn community boards 2, 3, 6 and 8, as well as municipal employees and those with vision, hearing or mobility disabilities.

Greenland Forest City Partners enlisted architectural visionaries COOKFOX to ensure the 100 percent affordable building was seamlessly integrated into the Brooklyn streetscape and adjacent green space. A pioneer of sustainable design, COOKFOX took inspiration from nature and incorporated natural materials, textures and colors throughout 535 Carlton. The architecture also emphasizes the building's relationship to the adjacent Pacific Park, designed by celebrated landscape architect Thomas Balsley; one will be able to see the green space from the street through the lobby, creating a strong visual connection with the neighborhood.

"We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood," said Rick Cook, a founder and partner at COOKFOX. "We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes."

COOKFOX also prioritized connecting 535 Carlton residents with nature and natural cycles. Daylit elevator vestibules look onto the park on each floor, and the residential entry is designed to provide open vistas through the lobby, creating a visual connection from the street to the park. Landscaped space distributed throughout the rooftop, terraces and setbacks provide residents with expansive vistas of Prospect Park, New York Harbor and surrounding Brooklyn neighborhoods. Urban agriculture and residential gardens are also fundamental to the building's design, offering opportunities for residents to foster a close community among neighbors and nature.

Residents are moving into 535 Carlton at a critical moment in Pacific Park Brooklyn's evolution. By the end of 2017, four of the neighborhood's 14 residential buildings will be open and home to thousands of new residents, including 38 Sixth Avenue, the neighborhood's second 100-percent affordable building. When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For more information about 535 Carlton, visit [affordable.535carlton.com](http://affordable.535carlton.com). For high-resolution images, [click here](#).

#### [About Greenland Forest City Partners](#)

Greenland Forest City Partners is a joint venture established in June 2014 between Greenland USA, a subsidiary of Shanghai-based Greenland Group Co., and Forest City New York, a subsidiary of Forest City Realty Trust, Inc. The partners will co-develop Pacific Park, the 22-acre mixed-use neighborhood in the heart of Brooklyn. When complete, the neighborhood will include 6,430 units of new housing, of which 2,250 units will be affordable.

#### [About COOKFOX Architects](#):

COOKFOX Architects is a studio dedicated to integrated, environmentally responsive design. We believe good design is sustainable and we are committed to being wise stewards of our shared natural and cultural resources. Guided by our passion for excellence, belief in the collaborative process, and persistent curiosity, COOKFOX pursues projects that allow us to fundamentally rethink how people interact with buildings and the natural environment. [www.cookfox.com](http://www.cookfox.com)

###

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** RE: Press Release For Approval/Quote From Deputy Mayor Glen  
**Date:** Friday, June 09, 2017 12:43:56 PM

---

Hi Wiley,

In addition to the press release, please let us know if we can update the media advisory (below) to reflect DM Glen's attendance.

Thank you!

Best,  
Danielle

## **\*\*MEDIA ADVISORY\*\***

### **Greenland Forest City Partners and City Officials Celebrate the Opening of 535 Carlton, First 100 Percent Affordable Building Open at Pacific Park Brooklyn**

Greenland Forest City Partners, joined by city officials, will hold a ribbon-cutting ceremony to celebrate the opening of 535 Carlton, its 100 percent affordable residential property at Pacific Park Brooklyn. Designed by renowned New York-based architectural firm COOKFOX, 535 Carlton is the second residential building to open in the new neighborhood, following the opening of 461 Dean, a 50 percent affordable residential property, last November. When complete, Pacific Park will include 2,250 units of below market-rate housing set aside for low, moderate, and middle income households.

**WHO:** New York City Officials  
Greenland USA President and CEO Hu Gang  
Forest City New York President and CEO MaryAnne Gilmartin  
COOKFOX Architects Founding Partner Rick Cook

**WHERE:** 535 Carlton Avenue, Brooklyn, NY 11238

**WHEN:** Monday, June 12, 2017  
11:00 AM

**VISUALS:** Ribbon cutting with city officials

Tours of the COOKFOX-designed building including lobby, terrace and amenity spaces  
Speeches on roof terrace

---

**From:** Danielle Schlanger  
**Sent:** Friday, June 09, 2017 11:46 AM  
**To:** wnorvell@cityhall.nyc.gov  
**Subject:** Press Release For Approval/Quote From Deputy Mayor Glen

Hi Wiley,

Long time, no speak—hope you're doing well!

Attached is a draft press release for the 535 Carlton ribbon-cutting this Monday. Please let me know ASAP if this looks right to you. Also, we'd like to insert a quote from DM Glen into the release. Let us know when that has been drafted.

Thanks again, and looking forward to speaking with you soon. Please don't hesitate to call me at 646-200-5309 should you have questions.

Best,  
Danielle

**DANIELLE SCHLANGER**

C. 917.859.8064

O. 646.200.5309

[danielle.schlanger@berlinrosen.com](mailto:danielle.schlanger@berlinrosen.com)

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@berlinrosen



**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#)  
**Cc:** ["acotton@frc.com"](mailto:acotton@frc.com)  
**Subject:** RE: 535 Carlton materials/walkthrough  
**Date:** Friday, June 09, 2017 4:04:28 PM

---

Could we have Crystal start the speaking program and intro Alicia? That'd be powerful! The write-up you send about her would be very strong if simply read aloud.

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 09, 2017 4:00 PM  
**To:** 'Jeremy Soffin'  
**Cc:** [acotton@frc.com](mailto:acotton@frc.com)  
**Subject:** RE: 535 Carlton materials/walkthrough

Few things:

Eric Enderlin from HDC will attend, but not speak. Just Alicia for the City.

Who will intro her?

Can that same person introduce Greenland?

I'll probably pull Alicia after seeing the resident's apartment, before amenities.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, June 06, 2017 8:42 AM  
**To:** Norvell, Wiley  
**Cc:** [acotton@frc.com](mailto:acotton@frc.com)  
**Subject:** 535 Carlton materials/walkthrough

Wiley: Attached please find draft materials for next week's ribbon cutting event. Also please let us know when you'd like to do a walkthrough of the property. Thanks.

Best,  
Jeremy

**From:** [Danielle Schlanger](#)  
**To:** [Cotton, Ashley](#); [Norvell, Wiley](#); [Jeremy Soffin](#)  
**Subject:** RE: 535 Carlton materials/walkthrough  
**Date:** Friday, June 09, 2017 4:24:28 PM

---

Yes, will get you latest right now Wiley. Stand by.

Best,  
Danielle

---

**From:** Cotton, Ashley [mailto:acotton@fcrc.com]  
**Sent:** Friday, June 09, 2017 4:23 PM  
**To:** Norvell, Wiley <WNorvell@cityhall.nyc.gov>; Jeremy Soffin <jeremy@berlinrosen.com>  
**Cc:** Danielle Schlanger <Danielle.Schlanger@berlinrosen.com>  
**Subject:** Re: 535 Carlton materials/walkthrough

Not sure who is around. Danielle can u get the right run of show to wiley so he knows the plan including bruce?

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 4:11 PM  
**To:** Cotton, Ashley; 'Jeremy Soffin'  
**Subject:** RE: 535 Carlton materials/walkthrough

\*\*\* EXTERNAL EMAIL \*\*\*

Gotcha, then she can stay for amenities.  
Can we get Crystal in the speaking program somewhere? Her story sounds so compelling.  
I can have Alicia hand off to Greenland if it keeps things moving easier for everyone.

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Friday, June 09, 2017 4:10 PM  
**To:** Norvell, Wiley; 'Jeremy Soffin'  
**Subject:** Re: 535 Carlton materials/walkthrough

The amenities are in the lobby on way out

We have a new run of show, MaryAnne introduces her. She can't hand it to next person?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 4:00 PM  
**To:** 'Jeremy Soffin'  
**Cc:** Cotton, Ashley  
**Subject:** RE: 535 Carlton materials/walkthrough

\*\*\* EXTERNAL EMAIL \*\*\*

Few things:

Eric Enderlin from HDC will attend, but not speak. Just Alicia for the City.

Who will intro her?

Can that same person introduce Greenland?

I'll probably pull Alicia after seeing the resident's apartment, before amenities.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Tuesday, June 06, 2017 8:42 AM

**To:** Norvell, Wiley

**Cc:** [acotton@frc.com](mailto:acotton@frc.com)

**Subject:** 535 Carlton materials/walkthrough

Wiley: Attached please find draft materials for next week's ribbon cutting event. Also please let us know when you'd like to do a walkthrough of the property. Thanks.

Best,

Jeremy

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [forestcity](#)  
**Subject:** FW: 535 Carlton Run of Show  
**Date:** Friday, June 09, 2017 4:28:46 PM  
**Attachments:** [image001.png](#)  
[535 Carlton Run of Show 6.9.17.docx](#)

---

Hi Wiley,

Below and attached is the run of show for Monday's event. Please let me know if you have any additional feedback.

Best,  
Danielle

**Run of Show for 535 Carlton opening**

**TIME: 10:30 a.m. – 11:30 a.m.**

**Monday, June 12, 2017**

**LOCATION: 535 Carlton Avenue, Brooklyn, NY 11238**

**STAFFING: Greenland Forest City**

- **Scott Solish – Leading Tour**
  - **Ashley Cotton**
  - **Mike Rapfogel**
  - **Jenna Petok**
  - **Roberta Fearon**
  - **Laura Block**
  - **2 FCNY interns**
  - **Swathi Bonda – Leading Tour**
  - **Susi Yu – Leading Tour**
- Berlin Rosen Public Affairs:**
- **Matt Lawyue – Building Entrance, Press Check In**
  - **Danielle Schlanger – Building Entrance, Press Check In**
  - **Sara Joseph – Press Check In, Terrace**
  - **Jeremy Soffin – Terrace**

**The run of show is as follows:**

**8:30 a.m. Forest City arrives on site**

**9:30 a.m. R&D Foods arrives on site**

**9:30 a.m. BerlinRosen arrives on site**

- 9:35 a.m. BerlinRosen arranges press check in outside building entrance**
- 9:35 a.m. Forest City sets up food & drink in terrace lounge, removes couch for more room**
- 9:40 a.m. BerlinRosen checks terrace is ready for speeches and press**
- 10:00 a.m. Photographer Gerri Hernandez arrives**
- 10:25 a.m. Guests begin to arrive – Forest City ushers guests, using elevator, to NINTH floor**
- 10:26 a.m. Hu Gang, MaryAnne Gilmartin, Bruce Ratner, Alicia Glen, Rick Cook, Gary LaBarbera, and Crystal Patterson go to building entrance for ribbon cutting.**
- 10:27 a.m. BerlinRosen checks in press and holds them outside building entrance for ribbon cutting**
- 10:30 a.m. Photographs for ribbon cutting outside building entrance**
- 10:30 a.m. Ribbon cutting order (left to right): Crystal Patterson, Gary LaBarbera, Hu Gang, MaryAnne Gilmartin, Bruce Ratner, Alicia Glen, Rick Cook**
- 10:31 a.m. Deputy Mayor Alicia Glen cuts the ribbon; Scott and Ashley hold ribbon**
- 10:33 a.m. Press enters building and takes elevator to NINTH floor terrace**
- 10:35 a.m. Ashley takes Principals into building and takes elevator to NINTH floor terrace**
- 10:40 a.m. Formal program begins**
- 10:40 a.m. Forest City New York President and CEO MaryAnne Gilmartin makes welcoming remarks and introduces Deputy Mayor Alicia Glen**
- 10:42 a.m. Deputy Mayor Alicia Glen makes remarks**
- 10:45 a.m. Greenland USA President and CEO Hu Gang makes remarks**
- 10:47 a.m. Forest City New York President and CEO MaryAnne Gilmartin makes remarks**
- 10:49 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces Forest City New York Executive Chairman Bruce Ratner**
- 10:51 a.m. Forest City New York Executive Chairman Bruce Ratner make remarks**
- 10:53 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces Gary LaBarbera**
- 10:55 a.m. Gary LaBarbera makes remarks**

- 10:57 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces Crystal Patterson, 535 Carlton resident**
- 10:59 a.m. Crystal Patterson makes remarks**
- 11:01 a.m. MaryAnne Gilmartin thanks everyone for coming**
- 11:02 a.m. Formal program ends**
- 11:03 a.m. Reception begins for guests**
- 11:05 a.m. BerlinRosen gathers press for media tour; Forest City gathers Bruce Ratner, Crystal Patterson, Alicia Glen, MaryAnne Gilmartin and Hu Gang for media tour**
- 11:07 a.m. Media tour begins**
- 11:09 a.m. Press and principals take elevator to SEVENTH floor to view 535 Carlton resident Crystal Patterson's apartment**
- 11:11 a.m. Tour of 535 Carlton resident Crystal Patterson's apartment**
- 11:16 a.m. Group takes elevator to GROUND floor to view amenities**
- 11:18 a.m. Tour of amenity spaces: gym, children's room**
- 11:22 a.m. Tours end and group goes to lobby**
- 11:25 a.m. Tours end, visitors and press leave**
- 11:27 a.m. Principals are available outside the building if press want interviews**

**Run of Show for 535 Carlton opening**

**TIME: 10:30 a.m. – 11:30 a.m.**

**Monday, June 12, 2017**

**LOCATION: 535 Carlton Avenue, Brooklyn, NY 11238**

**STAFFING: Greenland Forest City**

- **Scott Solish – Leading Tour**
- **Ashley Cotton**
- **Mike Rapfogel**
- **Jenna Petok**
- **Roberta Fearon**
- **Laura Block**
- **2 FCNY interns**
- **Swathi Bonda – Leading Tour**
- **Susi Yu – Leading Tour**

**Berlin Rosen Public Affairs:**

- **Matt Lawyue – Building Entrance, Press Check In**
- **Danielle Schlanger – Building Entrance, Press Check In**
- **Sara Joseph – Press Check In, Terrace**
- **Jeremy Soffin – Terrace**

**The run of show is as follows:**

**8:30 a.m. Forest City arrives on site**

**9:30 a.m. R&D Foods arrives on site**

**9:30 a.m. BerlinRosen arrives on site**

**9:35 a.m. BerlinRosen arranges press check in outside building entrance**

**9:35 a.m. Forest City sets up food & drink in terrace lounge, removes couch for more room**

- 9:40 a.m. BerlinRosen checks terrace is ready for speeches and press**
- 10:00 a.m. Photographer Gerri Hernandez arrives**
- 10:25 a.m. Guests begin to arrive – Forest City ushers guests, using elevator, to NINTH floor**
- 10:26 a.m. Hu Gang, MaryAnne Gilmartin, Bruce Ratner, Alicia Glen, Rick Cook, Gary LaBarbera, and Crystal Patterson go to building entrance for ribbon cutting.**
- 10:27 a.m. BerlinRosen checks in press and holds them outside building entrance for ribbon cutting**
- 10:30 a.m. Photographs for ribbon cutting outside building entrance**
- 10:30 a.m. Ribbon cutting order (left to right): Crystal Patterson, Gary LaBarbera, Hu Gang, MaryAnne Gilmartin, Bruce Ratner, Alicia Glen, Rick Cook**
- 10:31 a.m. Deputy Mayor Alicia Glen cuts the ribbon; Scott and Ashley hold ribbon**
- 10:33 a.m. Press enters building and takes elevator to NINTH floor terrace**
- 10:35 a.m. Ashley takes Principals into building and takes elevator to NINTH floor terrace**
- 10:40 a.m. Formal program begins**
- 10:40 a.m. Forest City New York President and CEO MaryAnne Gilmartin makes welcoming remarks and introduces Deputy Mayor Alicia Glen**
- 10:42 a.m. Deputy Mayor Alicia Glen makes remarks**
- 10:45 a.m. Greenland USA President and CEO Hu Gang makes remarks**
- 10:47 a.m. Forest City New York President and CEO MaryAnne Gilmartin makes remarks**
- 10:49 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces Forest City New York Executive Chairman Bruce Ratner**
- 10:51 a.m. Forest City New York Executive Chairman Bruce Ratner make remarks**
- 10:53 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces Gary LaBarbera**
- 10:55 a.m. Gary LaBarbera makes remarks**



- 10:57 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces Crystal Patterson, 535 Carlton resident**
- 10:59 a.m. Crystal Patterson makes remarks**
- 11:01 a.m. MaryAnne Gilmartin thanks everyone for coming**
- 11:02 a.m. Formal program ends**
- 11:03 a.m. Reception begins for guests**
- 11:05 a.m. BerlinRosen gathers press for media tour; Forest City gathers Bruce Ratner, Crystal Patterson, Alicia Glen, MaryAnne Gilmartin and Hu Gang for media tour**
- 11:07 a.m. Media tour begins**
- 11:09 a.m. Press and principals take elevator to SEVENTH floor to view 535 Carlton resident Crystal Patterson's apartment**
- 11:11 a.m. Tour of 535 Carlton resident Crystal Patterson's apartment**
- 11:16 a.m. Group takes elevator to GROUND floor to view amenities**
- 11:18 a.m. Tour of amenity spaces: gym, children's room**
- 11:22 a.m. Tours end and group goes to lobby**
- 11:25 a.m. Tours end, visitors and press leave**
- 11:27 a.m. Principals are available outside the building if press want interviews**

**From:** [Norvell, Wiley](#)  
**To:** ["Danielle Schlanger"](#)  
**Cc:** [forestcity](#)  
**Subject:** RE: 535 Carlton Run of Show  
**Date:** Friday, June 09, 2017 4:33:15 PM  
**Attachments:** [image001.png](#)

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Super. All good w this.

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**From:** Danielle Schlanger [mailto:[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)]  
**Sent:** Friday, June 09, 2017 4:29 PM  
**To:** Norvell, Wiley  
**Cc:** forestcity  
**Subject:** FW: 535 Carlton Run of Show

Hi Wiley,

Below and attached is the run of show for Monday's event. Please let me know if you have any additional feedback.

Best,  
Danielle

### **Run of Show for 535 Carlton opening**

**TIME: 10:30 a.m. – 11:30 a.m.**

**Monday, June 12, 2017**

**LOCATION: 535 Carlton Avenue, Brooklyn, NY 11238**

**STAFFING: Greenland Forest City**

- **Scott Solish – Leading Tour**
- **Ashley Cotton**
- **Mike Rapfogel**
- **Jenna Petok**
- **Roberta Fearon**
- **Laura Block**
- **2 FCNY interns**

- **Swathi Bonda – Leading Tour**
- **Susi Yu – Leading Tour**

**Berlin Rosen Public Affairs:**

- **Matt Lawyue – Building Entrance, Press Check In**
- **Danielle Schlanger – Building Entrance, Press Check In**
- **Sara Joseph – Press Check In, Terrace**
- **Jeremy Soffin – Terrace**

**The run of show is as follows:**

- 8:30 a.m. Forest City arrives on site**
- 9:30 a.m. R&D Foods arrives on site**
- 9:30 a.m. BerlinRosen arrives on site**
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- 9:35 a.m. Forest City sets up food & drink in terrace lounge, removes couch for more room**
- 9:40 a.m. BerlinRosen checks terrace is ready for speeches and press**
- 10:00 a.m. Photographer Gerri Hernandez arrives**
- 10:25 a.m. Guests begin to arrive – Forest City ushers guests, using elevator, to NINTH floor**
- 10:26 a.m. Hu Gang, MaryAnne Gilmartin, Bruce Ratner, Alicia Glen, Rick Cook, Gary LaBarbera, and Crystal Patterson go to building entrance for ribbon cutting.**
- 10:27 a.m. BerlinRosen checks in press and holds them outside building entrance for ribbon cutting**
- 10:30 a.m. Photographs for ribbon cutting outside building entrance**
- 10:30 a.m. Ribbon cutting order (left to right): Crystal Patterson, Gary LaBarbera, Hu Gang, MaryAnne Gilmartin, Bruce Ratner, Alicia Glen, Rick Cook**
- 10:31 a.m. Deputy Mayor Alicia Glen cuts the ribbon; Scott and Ashley hold ribbon**
- 10:33 a.m. Press enters building and takes elevator to NINTH floor terrace**
- 10:35 a.m. Ashley takes Principals into building and takes elevator to NINTH**

**floor terrace**

- 10:40 a.m. Formal program begins**
- 10:40 a.m. Forest City New York President and CEO MaryAnne Gilmartin makes welcoming remarks and introduces Deputy Mayor Alicia Glen**
- 10:42 a.m. Deputy Mayor Alicia Glen makes remarks**
- 10:45 a.m. Greenland USA President and CEO Hu Gang makes remarks**
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- 10:49 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces Forest City New York Executive Chairman Bruce Ratner**
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- 10:57 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces Crystal Patterson, 535 Carlton resident**
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- 11:01 a.m. MaryAnne Gilmartin thanks everyone for coming**
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- 11:22 a.m. Tours end and group goes to lobby**
- 11:25 a.m. Tours end, visitors and press leave**
- 11:27 a.m. Principals are available outside the building if press want interviews**

**From:** [Cotton, Ashley](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Danielle Schlanger](#); [Jeremy Soffin](#)  
**Subject:** Fw: Run of show and your remarks  
**Date:** Friday, June 09, 2017 4:42:21 PM  
**Attachments:** [535 Carlton Run of Show 6.9.17.docx](#)

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Wiley - program attached and remarks by crystal below

---

**From:** Cotton, Ashley <acotton@fcrc.com>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

---

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on monday.

Attached is the program. There are lots of details in there but the main point is your will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley



My cell is [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.

- I have had quite a journey getting here today. I hadn't had a permanent home in **[insert # of years]**. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.
-  He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- 
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**Run of Show for 535 Carlton opening**

**TIME: 10:30 a.m. – 11:30 a.m.**

**Monday, June 12, 2017**

**LOCATION: 535 Carlton Avenue, Brooklyn, NY 11238**

**STAFFING: Greenland Forest City**

- **Scott Solish – Leading Tour**
- **Ashley Cotton**
- **Mike Rapfogel**
- **Jenna Petok**
- **Roberta Fearon**
- **Laura Block**
- **2 FCNY interns**
- **Swathi Bonda – Leading Tour**
- **Susi Yu – Leading Tour**

**Berlin Rosen Public Affairs:**

- **Matt Lawyue – Building Entrance, Press Check In**
- **Danielle Schlanger – Building Entrance, Press Check In**
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**The run of show is as follows:**

**8:30 a.m. Forest City arrives on site**

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**9:30 a.m. BerlinRosen arrives on site**

**9:35 a.m. BerlinRosen arranges press check in outside building entrance**

**9:35 a.m. Forest City sets up food & drink in terrace lounge, removes couch for more room**

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- 10:40 a.m. Formal program begins**
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- 10:42 a.m. Deputy Mayor Alicia Glen makes remarks**
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- 10:49 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces Forest City New York Executive Chairman Bruce Ratner**
- 10:51 a.m. Forest City New York Executive Chairman Bruce Ratner make remarks**
- 10:53 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces Gary LaBarbera**
- 10:55 a.m. Gary LaBarbera makes remarks**



- 10:57 a.m. Forest City New York President and CEO MaryAnne Gilmartin introduces Crystal Patterson, 535 Carlton resident**
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- 11:27 a.m. Principals are available outside the building if press want interviews**

**From:** [Norvell, Wiley](#)  
**To:** ["Danielle Schlanger"](#); ["Cotton, Ashley"](#)  
**Cc:** [Jeremy Soffin](#)  
**Subject:** RE: Run of show and your remarks  
**Date:** Friday, June 09, 2017 4:56:03 PM  
**Attachments:** [535 Carlton Ribbon Cutting Media Advisory 6.5.2017.docx](#)

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Edited advisory attached.

---

**From:** Danielle Schlanger [mailto:[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

---

**From:** Norvell, Wiley [mailto:[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

---

**From:** Cotton, Ashley [mailto:[acotton@fcrc.com](mailto:acotton@fcrc.com)]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

---

**From:** Cotton, Ashley <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on Monday.

Attached is the program. There are lots of details in there but the main point is you will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby Monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is + [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in [insert # of years]. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.

- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.
- [REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**For Planning Purposes**

Monday, June 12, 2017, 10:30 AM

**Media RSVP:** Danielle Schlanger, [Danielle.schlanger@berlinrosen.com](mailto:Danielle.schlanger@berlinrosen.com), 646-200-5309  
Matt Lawyue, [matt.lawyue@berlinrosen.com](mailto:matt.lawyue@berlinrosen.com), 646-200-5335



**\*\*MEDIA ADVISORY\*\***

**Greenland Forest City Partners and City Officials Cut Ribbon at 535 Carlton, First 100% Affordable Building to Open at Pacific Park Brooklyn**

Greenland Forest City Partners, joined by Deputy Mayor for Housing and Economic Development Alicia Glen and new building tenants, will hold a ribbon-cutting ceremony to celebrate the opening of 535 Carlton, its 100 percent affordable residential property at Pacific Park Brooklyn. The building brings nearly 300 new affordable apartments, helping long-time residents and families at a range of incomes afford to live in the fast-changing borough.

**WHO:** New York City Officials  
Greenland USA President and CEO Hu Gang  
Forest City New York President and CEO MaryAnne Gilmartin  
COOKFOX Architects Founding Partner Rick Cook  
New tenants of 535 Carlton

**WHERE:** 535 Carlton Avenue, Brooklyn, NY 11238

**WHEN:** Monday, June 12, 2017  
10:30 AM

**VISUALS:** Ribbon cutting with city officials  
Tours of the COOKFOX-designed building including lobby, terrace and amenity spaces  
Speeches on roof terrace

**ON SITE**

**CONTACT:** Danielle Schlanger, [Danielle.schlanger@berlinrosen.com](mailto:Danielle.schlanger@berlinrosen.com), 917-859-8064  
Matt Lawyue, [matt.lawyue@berlinrosen.com](mailto:matt.lawyue@berlinrosen.com), 646-799-2991

**MEDIA RSVP:** Danielle Schlanger, [Danielle.schlanger@berlinrosen.com](mailto:Danielle.schlanger@berlinrosen.com), 646-200-5309  
Matt Lawyue, [matt.lawyue@berlinrosen.com](mailto:matt.lawyue@berlinrosen.com), 646-200-5335

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#); "[Cotton, Ashley](#)"  
**Cc:** [Jeremy Soffin](#)  
**Subject:** RE: Run of show and your remarks  
**Date:** Friday, June 09, 2017 4:56:48 PM

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Thanks Wiley! Really appreciate your help.

Best,  
Danielle

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**From:** Norvell, Wiley [mailto:[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)]  
**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

[Edited advisory attached.](#)

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

[Very moving!](#)

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

[Wiley - program attached and remarks by crystal below](#)

---

**From:** Cotton, Ashley <[acotton@frc.com](mailto:acotton@frc.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

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Please meet us in the lobby monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is + [REDACTED] call me any time this weekend

***DRAFT***  
***Remarks For Crystal Patterson***  
***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home [REDACTED]

in **[insert # of years]**. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.

- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
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- [REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.



**From:** [Norvell, Wiley](#)  
**To:** "[Danielle Schlanger](#)"; "[Cotton, Ashley](#)"  
**Cc:** [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\) \(RohlfingE@hpd.nyc.gov\)](#); [Grace, Melissa](#); [Kitasei, Yume](#)  
**Subject:** RE: Run of show and your remarks  
**Date:** Friday, June 09, 2017 5:45:01 PM  
**Attachments:** [535 Ribbon-Cutting 6.12.2017.docx](#)

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UPDATED release attached. We want to issue this from City Hall, given Mayor's longstanding support of the project.

Couple things:

- 1.) HPD, can you fact check? Draft rls said 30% of AMI was the lowest but our record show 40% is as low as it goes.
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**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:57 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
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**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Edited advisory attached.

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**Subject:** RE: Run of show and your remarks

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**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

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**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
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Attached is the program. There are lots of details in there but the main point is your will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

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My cell is [REDACTED] call me any time this weekend

**DRAFT**

**Remarks For Crystal Patterson**  
**535 Carlton Ribbon Cutting- Monday, June 12, 2017**

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in **[insert # of years]**. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
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- Unfortunately, [REDACTED] [REDACTED]

[REDACTED]. He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.

- [REDACTED]
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

## DE BLASIO ADMINISTRATION CUTS RIBBON ON 300 AFFORDABLE APARTMENTS AT PACIFIC PARK BROOKLYN

*First 100 percent affordable building at Pacific Park will serve families earning as little as \$25,000 up to those in the middle class*

**Brooklyn, NY (June 12, 2017)**— New York City Deputy Mayor for Housing and Economic Development Alicia Glen, local officials, Greenland Forest City Partners and community groups today held a ribbon-cutting ceremony today to mark the opening of 535 Carlton. All 298 units at the building are affordable, and have been set aside for residents earning between 40 percent and 165 percent of the area median income. Preference was given to residents currently living in Brooklyn community boards 2, 3, 6 and 8, as well as municipal employees and those with vision, hearing or mobility disabilities.

“The people who built this borough have just as much right to the ‘New Brooklyn’ as any newcomer. This is their Brooklyn, too. Today, families are moving into new affordable homes that give them the security they need to raise a family, to grow old, and to remain an active part of this neighborhood. This is why we fought so hard to deliver the affordable housing this community was promised,” said Mayor Bill de Blasio.

The new building was part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio’s affordable housing plan, which has so far financed more than 63,000 affordable homes in three years.

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang**, President and CEO of Greenland USA. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin**, President and CEO of Forest City New York. “This extraordinary

building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents' lounge, and a vibrant community garden. It's not only high-end luxury buildings that provide these types of amenities and services any longer."

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children's playroom and outdoor terrace.

Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the 100 percent affordable building was seamlessly integrated into the Brooklyn streetscape and adjacent green space. Daylit elevator vestibules look onto the park on each floor, and the residential entry is designed to provide open vistas through the lobby, creating a visual connection from the street to the park. Landscaped space distributed throughout the rooftop, terraces and setbacks provide residents with expansive vistas of Prospect Park, New York Harbor and surrounding Brooklyn neighborhoods. Urban agriculture and residential gardens are also fundamental to the building's design, offering opportunities for residents to foster a close community among neighbors and nature.

"We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood," said Rick Cook, a founder and partner at COOKFOX. "We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes."

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images, [click here](#).

###

**From:** [Norvell, Wiley](#)  
**To:** [Grace, Melissa](#)  
**Cc:** [Cotton, Ashley](#); [Danielle Schlanger](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\) \(RohlfingE@hpd.nyc.gov\)](#); [Kitasei, Yume](#)  
**Subject:** Re: Run of show and your remarks  
**Date:** Friday, June 09, 2017 7:24:48 PM

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1030

Sent from my BlackBerry 10 smartphone.

---

**From:** Grace, Melissa  
**Sent:** Friday, June 9, 2017 7:12 PM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

---

What time is this event?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Jun 9, 2017, at 6:19 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

On 4, pls do.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Friday, June 9, 2017 5:58 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

---

#2 sure when she gets back to us on remarks we can turn to quote

#4 I hadn't asked

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

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\*\*\* EXTERNAL EMAIL \*\*\*

UPDATED release attached. We want to issue this from City Hall, given Mayor's longstanding support of the project.

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**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

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**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
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**To:** 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
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**To:** Norvell, Wiley  
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Wiley - program attached and remarks by crystal below

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**From:** Cotton, Ashley <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

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Attached is the program. There are lots of details in there but the main point is your will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

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My cell is [REDACTED] call me any time this weekend

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- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
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- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Rohlfing, Elizabeth \(HPD\)](#)  
**To:** [Norvell, Wiley](#); "[Danielle Schlanger](#)"; "[Cotton, Ashley](#)"  
**Cc:** [Jeremy Soffin](#); [Grace, Melissa](#); [Kitasei, Yume](#)  
**Subject:** RE: Run of show and your remarks  
**Date:** Friday, June 09, 2017 9:52:14 PM  
**Attachments:** [535 Ribbon-Cutting 6.12.2017 LR.docx](#)

---

Wiley, I confirmed that its 40% AMI. Also, just want to note that the AMIs reflect the marketing date, so if you look at the corresponding incomes, \$25,000 isn't for a family, that's for an individual-- so I'd just adjust that subhead to say New Yorkers not families, as in the attached.

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**From:** Norvell, Wiley [[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)]  
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**To:** 'Danielle Schlanger'; 'Cotton, Ashley'  
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**From:** [Kitasei, Yume](#)  
**To:** [Cotton, Ashley](#); [Norvell, Wiley](#); "[Danielle Schlanger](#)"  
**Cc:** [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\) \(RohlfingE@hpd.nyc.gov\)](#); [Grace, Melissa](#); [Restler, Lincoln](#)  
**Subject:** Re: Run of show and your remarks  
**Date:** Sunday, June 11, 2017 5:26:04 PM

---

Not so far + lincoln

Yume Kitasei  
City Legislative Affairs  
[Ykitasei@cityhall.nyc.gov](mailto:Ykitasei@cityhall.nyc.gov)  
C: 929-383-8049

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Sunday, June 11, 2017 4:26 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

---

Yume - any luck with Eric adams?

Jeremy/danielle- no word from crystal yet so make up a quote about making a home at 535 with her son and it will be fine

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov); Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

---

\*\*\* EXTERNAL EMAIL \*\*\*

UPDATED release attached. We want to issue this from City Hall, given Mayor's longstanding support of the project.

Couple things:

- 1.) HPD, can you fact check? Draft rls said 30% of AMI was the lowest but our record show 40% is as low as it goes.
- 2.) FCRC, can we get a quote from Crystal (maybe clip from testimony) for under Mayor
- 3.) Yume/FCRC—will leave it to you to gather elected quotes and divide labor there.
- 4.) Are Bertha, Jonathan or Ismene submitting quotes?

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:57 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin

**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
Danielle

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@frc.com](mailto:acotton@frc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Edited advisory attached.

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@frc.com](mailto:acotton@frc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

---

**From:** Cotton, Ashley [<mailto:acotton@frc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

---

**From:** Cotton, Ashley <[acotton@fcr.com](mailto:acotton@fcr.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on monday.

Attached is the program. There are lots of details in there but the main point is your will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is + [REDACTED] call me any time this weekend

***DRAFT***  
***Remarks For Crystal Patterson***  
***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in **[insert # of years]**. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long

Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.

- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.

- [REDACTED] e is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.

- [REDACTED]

- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Emily Walsh](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** Re:  
**Date:** Monday, June 12, 2017 8:50:52 AM

---

Ok- thanks!

On Sun, Jun 11, 2017 at 8:48 PM -0400, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Hey – don't need the room for tomorrow-  
Thanks!!

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 3:53 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Re:

Yes! The 11th floor is all set.

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

---

**From:** Salazar-Rodriguez, Prisca [[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)]  
**Sent:** Friday, June 09, 2017 12:29 PM  
**To:** Emily Walsh  
**Subject:** RE: Re:

Hi! Do you have a room avail on Monday from 11-1pm?

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Thursday, June 08, 2017 11:46 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Re:

Yikes, we are fully booked today with staff visiting for our all staff meeting. I'm so sorry- we can't today.

We could do 4 pm? Sorry, just a tough day.

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

---

**From:** Salazar-Rodriguez, Prisca [PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Thursday, June 08, 2017 11:35 AM  
**To:** Emily Walsh  
**Subject:** RE: Re:

Hey hey – my bad –

Forgot to ask you for a room for today from 145-345

---

**From:** Emily Walsh [<mailto:Emily@berlinrosen.com>]  
**Sent:** Tuesday, June 06, 2017 9:29 AM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** Re:

All set for 11th fl

On Tue, Jun 6, 2017 at 6:35 AM -0400, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Till around 245. Thanks!

Sent from my iPhone

On Jun 5, 2017, at 10:50 PM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

Sorry for the delay. Let me check and get back to you. How long?

On Mon, Jun 5, 2017 at 6:34 PM -0400, "Salazar-Rodriguez, Prisca" <[PSalazar-Rodriguez@cityhall.nyc.gov](mailto:PSalazar-Rodriguez@cityhall.nyc.gov)> wrote:

Hi! Can I send the Mayor to you tomorrow for some call time at 1215 for a few hours?

Prisca

**From:** [Norvell, Wiley](#)  
**To:** [Cotton, Ashley](#); [Kitasei, Yume](#); [Grace, Melissa](#)  
**Cc:** [Danielle Schlanger](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\) \(RohlfingE@hpd.nyc.gov\)](#)  
**Subject:** Re: Updated rls  
**Date:** Monday, June 12, 2017 9:03:27 AM

---

Pls shoot us whatever we've missed!

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 8:57 AM  
**To:** Kitasei, Yume; Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov)  
**Subject:** Re: Updated rls

---

Gary labarbera was supposed to be quoted

---

**From:** Kitasei, Yume  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** Grace, Melissa; Cotton, Ashley; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov)  
**Subject:** RE: Updated rls

---

\*\*\* EXTERNAL EMAIL \*\*\*

I'll do a lot check, but I don't think so

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov); Kitasei, Yume  
**Subject:** RE: Updated rls

Got and the BP's quote. Thanks.

Any others coming?

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Monday, June 12, 2017 8:15 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

Eric adams team said they sent to u plz confirm



"535 Carlton is an example of public-private partnerships working together to provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels," said Ismene Speliotis, Executive Director of MHANY Management Inc. "We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers."

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 7:44 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

15 total

Don't know about 100%, Program to be determined to reach 2250 affordable units across the total program

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 7:36 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

We are still missing quotes, but here is what I have so far.

Questions:

- How many buildings will this development be and how many of them 100% affordable
- And please send link for high res images.
- Daylit one word?

**MAYOR DE BLASIO ANNOUNCES OPENING OF 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as \$25,000 and up to moderate and middle income New Yorkers*

**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The

building's 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

"Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they'll be able to afford to stay in the borough they love," said **Mayor Bill de Blasio**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio's affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlson, [click here](#).

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

"When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise," said **Hu Gang, President and CEO of Greenland USA**. "Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners' mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City."

"The opening of 535 Carlton further underscores Greenland Forest City Partners' commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers," said **MaryAnne Gilmartin, President and CEO of Forest City New York**. "This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents' lounge, and a vibrant community garden. It's not only high-end luxury buildings that provide these types of amenities and services any longer."

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children's playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and

setbacks also provide residents with expansive vistas of the park, New York Harbor.

“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX**. “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

###

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**From:** Norvell, Wiley  
**Sent:** Friday, June 09, 2017 7:25 PM  
**To:** Grace, Melissa  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

1030

Sent from my BlackBerry 10 smartphone.

---

**From:** Grace, Melissa  
**Sent:** Friday, June 9, 2017 7:12 PM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

What time is this event?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Jun 9, 2017, at 6:19 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

On 4, pls do.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Friday, June 9, 2017 5:58 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

#2 sure when she gets back to us on remarks we can turn to quote

#4 I hadn't asked

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

\*\*\* EXTERNAL EMAIL \*\*\*

UPDATED release attached. We want to issue this from City Hall, given Mayor's longstanding support of the project.

Couple things:

- 1.) HPD, can you fact check? Draft rls said 30% of AMI was the lowest but our record show 40% is as low as it goes.
- 2.) FCRC, can we get a quote from Crystal (maybe clip from testimony) for under Mayor
- 3.) Yume/FCRC—will leave it to you to gather elected quotes and divide labor there.
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**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:57 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
Danielle

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Edited advisory attached.

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin

**Subject:** RE: Run of show and your remarks

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

---

**From:** Cotton, Ashley <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on monday.

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Please meet us in the lobby monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in [insert # of years]. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I

made plans to toast our new home on the roof, right here where we're all standing, once we moved in.

- [REDACTED]  
[REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Grace, Melissa](#); [Sara Joseph](#)  
**Subject:** Re: Press release  
**Date:** Monday, June 12, 2017 9:08:39 AM

---

LaBarbera, working to get ASAP.

Sent from my iPhone

> On Jun 12, 2017, at 8:58 AM, Norvell, Wiley <WNorvell@cityhall.nyc.gov> wrote:

>

> Any additional quotes besides Adams from your end Danielle?

>

> Sent from my BlackBerry 10 smartphone.

> Original Message

> From: Danielle Schlanger

> Sent: Monday, June 12, 2017 8:46 AM

> To: Norvell, Wiley

> Cc: Grace, Melissa; Sara Joseph

> Subject: Re: Press release

>

>

> Got it, thanks.

>

> Sent from my iPhone

>

>> On Jun 12, 2017, at 8:34 AM, Norvell, Wiley <WNorvell@cityhall.nyc.gov> wrote:

>>

>> No longer coming.

>>

>> Sent from my BlackBerry 10 smartphone.

>> Original Message

>> From: Danielle Schlanger

>> Sent: Monday, June 12, 2017 7:50 AM

>> To: Norvell, Wiley

>> Cc: Grace, Melissa; Sara Joseph

>> Subject: Re: Press release

>>

>>

>> Hi Wiley and Melissa,

>>

>> Wanted to see if Eric Enderlin is coming to the event today, and if he plans to make remarks.

>>

>> Thanks,

>> Danielle

>>

>> Sent from my iPhone

>>

>>> On Jun 12, 2017, at 7:11 AM, Norvell, Wiley <WNorvell@cityhall.nyc.gov> wrote:

>>>

>>>

>>> My colleague melissa has.

>>>

>>> Sent from my BlackBerry 10 smartphone.

>>> Original Message

>>> From: Danielle Schlanger

>>> Sent: Monday, June 12, 2017 6:54 AM



>>> To: Norvell, Wiley  
>>> Subject: Press release

>>>

>>> Hi Wiley,

>>>

>>> Wanted to check in and make sure we're all set with the press release.

>>>

>>> Let me know where we stand right now.

>>>

>>> Thanks!

>>> Danielle

>>>

>>> Sent from my iPhone

**From:** [Norvell, Wiley](#)  
**To:** [Grace, Melissa](#); [Kitasei, Yume](#); "[Cotton, Ashley](#)"  
**Cc:** [Danielle Schlanger](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\) \(RohlfingE@hpd.nyc.gov\)](#)  
**Subject:** Re: Updated rls  
**Date:** Monday, June 12, 2017 9:08:55 AM  
**Attachments:** [image001.png](#)

---

Can we use exterior photo? Much prefer that.

Sent from my BlackBerry 10 smartphone.

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 9:06 AM  
**To:** Kitasei, Yume; 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov)  
**Subject:** RE: Updated rls

---

Updated with quotes. Let me know if there are more.

Also, is this the link for high res images? <http://affordable.535carlton.com/> (I grabbed below photo from this link)



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

**FOR IMMEDIATE RELEASE**, June 12, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300 AFFORDABLE  
APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as \$25,000, and  
up to moderate and middle income earners*



**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building’s 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they’ll be able to afford to stay in the borough they love,” said **Mayor Bill de Blasio**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio’s affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlson, [click here](#).

“With nearly 300 units that are affordable to low, moderate, and middle income households, 535 Carlton will provide an anchor of affordability in the heart of Prospect Heights, Brooklyn,” said **Housing Development Corporation President Eric Enderlin**. “The Pacific Park development also brings significant open park space, retail, and additional transit-infrastructure that will benefit the larger community. Thanks to all our partners, including the Mayor’s Office, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and so many others, including various Brooklyn community stakeholders, for contributing to the success of 535 Carlton and the ongoing development at the Pacific Park project.”

“Through Housing New York, the City set out to secure as much affordability as possible in all our neighborhoods. When complete, the Pacific Park development will provide more than 2,200 affordable housing opportunities near this vital hub of transportation in thriving downtown Brooklyn,” said **Housing Preservation and Development Commissioner Maria Torres-Springer**. “The opening of 535 Carlton Avenue, the first hundred-percent affordable housing development underway at Pacific Park, represents housing security for 298 families, and the promise of more to come. Congratulations to HDC, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and all our partners for working with us to ensure our neighborhoods are inclusive places of opportunity for New Yorkers at a wide range of incomes.”

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

“Having an affordable place to call home and sleep at night is a prerequisite for experiencing the American Dream. The addition of hundreds of critically-needed affordable housing units at 535 Carlton is welcome news for Brooklyn,” **Brooklyn Borough President Eric Adams** said.

“535 Carlton is an example of public-private partnerships working together to provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels,” said **Ismene Speliotis, Executive Director of MHANY Management Inc.** “We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers.”

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang, President and CEO of Greenland USA**. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children’s playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual

connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and setbacks also provide residents with expansive vistas of the park, New York Harbor.

“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX**. “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

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**From:** Kitasei, Yume  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** Grace, Melissa; 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov)  
**Subject:** RE: Updated rls

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Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

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**From:** Norvell, Wiley  
**Sent:** Friday, June 09, 2017 7:25 PM  
**To:** Grace, Melissa  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

1030

Sent from my BlackBerry 10 smartphone.

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**From:** Grace, Melissa  
**Sent:** Friday, June 9, 2017 7:12 PM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

What time is this event?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Jun 9, 2017, at 6:19 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

On 4, pls do.

Sent from my BlackBerry 10 smartphone.

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**From:** Cotton, Ashley  
**Sent:** Friday, June 9, 2017 5:58 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

#2 sure when she gets back to us on remarks we can turn to quote

#4 I hadn't asked

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks



\*\*\* EXTERNAL EMAIL \*\*\*

UPDATED release attached. We want to issue this from City Hall, given Mayor's longstanding support of the project.

Couple things:

- 1.) HPD, can you fact check? Draft rls said 30% of AMI was the lowest but our record show 40% is as low as it goes.
- 2.) FCRC, can we get a quote from Crystal (maybe clip from testimony) for under Mayor
- 3.) Yume/FCRC—will leave it to you to gather elected quotes and divide labor there.
- 4.) Are Bertha, Jonathan or Ismene submitting quotes?

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]

**Sent:** Friday, June 09, 2017 4:57 PM

**To:** Norvell, Wiley; 'Cotton, Ashley'

**Cc:** Jeremy Soffin

**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
Danielle

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Friday, June 09, 2017 4:56 PM

**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>

**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Run of show and your remarks

Edited advisory attached.

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**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]

**Sent:** Friday, June 09, 2017 4:50 PM

**To:** Norvell, Wiley; 'Cotton, Ashley'

**Cc:** Jeremy Soffin

**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

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**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

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**From:** Cotton, Ashley <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on monday.

Attached is the program. There are lots of details in there but the main point is your will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby monday at 10am. And let us know if your son will join us.


We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is [REDACTED] call me any time this weekend

**DRAFT**  
**Remarks For Crystal Patterson**  
**535 Carlton Ribbon Cutting- Monday, June 12, 2017**

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in [insert # of years]. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.
- [REDACTED]  
[REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]

- 
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Cotton, Ashley](#); [Kitasei, Yume](#); [Grace, Melissa](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\)](#) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls  
**Date:** Monday, June 12, 2017 9:10:56 AM

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Gary quote should be coming in next 15. Will send it over as soon as I get it.

Sent from my iPhone

On Jun 12, 2017, at 9:04 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Pls shoot us whatever we've missed!

Sent from my BlackBerry 10 smartphone.

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**Sent:** Monday, June 12, 2017 8:57 AM  
**To:** Kitasei, Yume; Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

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Gary labarbera was supposed to be quoted

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**Subject:** Re: Run of show and your remarks

What time is this event?

Melissa Grace  
Deputy Press Secretary  
Mayor’s Press Office



[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)

o: [212-788-2969](tel:212-788-2969)

c: [REDACTED]

On Jun 9, 2017, at 6:19 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

On 4, pls do.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Friday, June 9, 2017 5:58 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov));  
Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

#2 sure when she gets back to us on remarks we can turn to quote  
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**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov));  
Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

\*\*\* EXTERNAL EMAIL \*\*\*

UPDATED release attached. We want to issue this from City Hall, given Mayor's longstanding support of the project.

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- 2.) FCRC, can we get a quote from Crystal (maybe clip from testimony) for under Mayor
- 3.) Yume/FCRC—will leave it to you to gather elected quotes and divide labor there.
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**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:57 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
Danielle

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Edited advisory attached.

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**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
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DS

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**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

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**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

---

**From:** Cotton, Ashley <[acotton@fcrc.com](mailto:acotton@fcrc.com)>

**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on Monday.

Attached is the program. There are lots of details in there but the main point is you will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby Monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in [insert # of years]. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.

- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.
- [REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Grace, Melissa](#)  
**To:** ["Cotton, Ashley"](#); [Norvell, Wiley](#); [Kitasei, Yume](#)  
**Cc:** [Danielle Schlanger](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\) \(RohlfingE@hpd.nyc.gov\)](#)  
**Subject:** RE: Updated rls  
**Date:** Monday, June 12, 2017 9:20:10 AM  
**Attachments:** [image001.png](#)

---

Thanks.

---

**From:** Cotton, Ashley [mailto:acotton@fcrc.com]  
**Sent:** Monday, June 12, 2017 9:14 AM  
**To:** Norvell, Wiley; Grace, Melissa; Kitasei, Yume  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov)  
**Subject:** Re: Updated rls

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 9:12 AM  
**To:** Norvell, Wiley; Grace, Melissa; Kitasei, Yume  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

These aren't the images  
Berlinrosen plz send?

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

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**Sent:** Monday, June 12, 2017 9:12 AM  
**To:** Grace, Melissa; Kitasei, Yume; Cotton, Ashley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

Can we use exterior photo? Much prefer that.

Sent from my BlackBerry 10 smartphone.

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 9:06 AM  
**To:** Kitasei, Yume; 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

Updated with quotes. Let me know if there are more.

Also, is this the link for high res images? <http://affordable.535carlton.com/> (I grabbed below

photo from this link)



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

**FOR IMMEDIATE RELEASE**, June 12, 2017

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as \$25,000, and up to moderate and middle income earners*



**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building’s 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they’ll be able to afford to stay in the borough they love,” said **Mayor Bill de Blasio**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to

Mayor de Blasio's affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlton, [click here](#).

“With nearly 300 units that are affordable to low, moderate, and middle income households, 535 Carlton will provide an anchor of affordability in the heart of Prospect Heights, Brooklyn,” said **Housing Development Corporation President Eric Enderlin**. “The Pacific Park development also brings significant open park space, retail, and additional transit-infrastructure that will benefit the larger community. Thanks to all our partners, including the Mayor's Office, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and so many others, including various Brooklyn community stakeholders, for contributing to the success of 535 Carlton and the ongoing development at the Pacific Park project.”

“Through Housing New York, the City set out to secure as much affordability as possible in all our neighborhoods. When complete, the Pacific Park development will provide more than 2,200 affordable housing opportunities near this vital hub of transportation in thriving downtown Brooklyn,” said **Housing Preservation and Development Commissioner Maria Torres-Springer**. “The opening of 535 Carlton Avenue, the first hundred-percent affordable housing development underway at Pacific Park, represents housing security for 298 families, and the promise of more to come. Congratulations to HDC, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and all our partners for working with us to ensure our neighborhoods are inclusive places of opportunity for New Yorkers at a wide range of incomes.”

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

“Having an affordable place to call home and sleep at night is a prerequisite for experiencing the American Dream. The addition of hundreds of critically-needed affordable housing units at 535 Carlton is welcome news for Brooklyn,” **Brooklyn Borough President Eric Adams** said.

“535 Carlton is an example of public-private partnerships working together to provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels,” said **Ismene Speliotis, Executive Director of MHANY Management Inc.** “We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers.”

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de

Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang, President and CEO of Greenland USA**. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children’s playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and setbacks also provide residents with expansive vistas of the park, New York Harbor.

“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX**. “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

###

---

**From:** Kitasei, Yume  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** Grace, Melissa; 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

I’ll do a lot check, but I don’t think so

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** RE: Updated rls

Got and the BP’s quote. Thanks.

Any others coming?



---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Monday, June 12, 2017 8:15 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

Eric adams team said they sent to u plz confirm

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**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 7:44 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

15 total

Don't know about 100%, Program to be determined to reach 2250 affordable units across the total program

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**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 7:36 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

We are still missing quotes, but here is what I have so far.

Questions:

- How many buildings will this development be and how many of them 100% affordable
- And please send link for high res images.
- Daylit one word?

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**Sent:** Friday, June 09, 2017 7:25 PM  
**To:** Grace, Melissa  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

1030

Sent from my BlackBerry 10 smartphone.

---

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**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

What time is this event?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

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**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

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**Subject:** RE: Run of show and your remarks

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**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

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**Cc:** Danielle Schlanger; Rapfogel, Michael  
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Please meet us in the lobby Monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in [insert # of years]. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to

fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.

- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.
- [REDACTED]  
[REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Grace, Melissa](#)  
**To:** ["Danielle Schlanger"](#); [Norvell, Wiley](#)  
**Cc:** [Cotton, Ashley](#); [Kitasei, Yume](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\) \(RohlfingE@hpd.nyc.gov\)](#)  
**Subject:** RE: Updated ris  
**Date:** Monday, June 12, 2017 9:25:38 AM  
**Attachments:** [image001.png](#)

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Updated:



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

**FOR IMMEDIATE RELEASE**, June 12, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as \$25,000, and up to moderate and middle income earners*



**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building's 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security,



the chance to save a little every month and get ahead, and the assurance that they'll be able to afford to stay in the borough they love," said **Mayor Bill de Blasio**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio's affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlton, [click here](#).

"With nearly 300 units that are affordable to low, moderate, and middle income households, 535 Carlton will provide an anchor of affordability in the heart of Prospect Heights, Brooklyn," said **Housing Development Corporation President Eric Enderlin**. "The Pacific Park development also brings significant open park space, retail, and additional transit-infrastructure that will benefit the larger community. Thanks to all our partners, including the Mayor's Office, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and so many others, including various Brooklyn community stakeholders, for contributing to the success of 535 Carlton and the ongoing development at the Pacific Park project."

"Through Housing New York, the City set out to secure as much affordability as possible in all our neighborhoods. When complete, the Pacific Park development will provide more than 2,200 affordable housing opportunities near this vital hub of transportation in thriving downtown Brooklyn," said **Housing Preservation and Development Commissioner Maria Torres-Springer**. "The opening of 535 Carlton Avenue, the first hundred-percent affordable housing development underway at Pacific Park, represents housing security for 298 families, and the promise of more to come. Congratulations to HDC, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and all our partners for working with us to ensure our neighborhoods are inclusive places of opportunity for New Yorkers at a wide range of incomes."

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

"Having an affordable place to call home and sleep at night is a prerequisite for experiencing the American Dream. The addition of hundreds of critically-needed affordable housing units at 535 Carlton is welcome news for Brooklyn," **Brooklyn Borough President Eric Adams** said.

"535 Carlton is an example of public-private partnerships working together to provide

beautiful and affordable housing for an array of individuals and families at a wide range of income levels,” said **Ismene Speliotis, Executive Director of MHANY Management Inc.** “We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers.”

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang, President and CEO of Greenland USA.** “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York.** “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children’s playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and setbacks also provide residents with expansive vistas of the park, New York Harbor.

“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX.** “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

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**From:** Danielle Schlanger [mailto:Danielle.Schlanger@berlinrosen.com]  
**Sent:** Monday, June 12, 2017 9:11 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Kitasei, Yume; Grace, Melissa; Jeremy Soffin; Rohlfing, Elizabeth (HPD) (RohlfingE@hpd.nyc.gov)  
**Subject:** Re: Updated rls

Gary quote should be coming in next 15. Will send it over as soon as I get it.

Sent from my iPhone

On Jun 12, 2017, at 9:04 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Pls shoot us whatever we've missed!

Sent from my BlackBerry 10 smartphone.

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**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 8:57 AM  
**To:** Kitasei, Yume; Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

Gary labarbera was supposed to be quoted

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**From:** Kitasei, Yume  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** Grace, Melissa; Cotton, Ashley; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

I'll do a lot check, but I don't think so

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**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** RE: Updated rls

Got and the BP's quote. Thanks.

Any others coming?

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Monday, June 12, 2017 8:15 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

Eric adams team said they sent to u plz confirm

"535 Carlton is an example of public-private partnerships working together to

provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels," said Ismene Speliotis, Executive Director of MHANY Management Inc. "We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers."

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

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**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 7:44 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

15 total

Don't know about 100%, Program to be determined to reach 2250 affordable units across the total program

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

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**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 7:36 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Updated rls

**\*\*\* EXTERNAL EMAIL \*\*\***

We are still missing quotes, but here is what I have so far.

Questions:

- How many buildings will this development be and how many of them 100% affordable
- And please send link for high res images.
- Daylit one word?

**MAYOR DE BLASIO ANNOUNCES OPENING OF 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

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“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

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**From:** Norvell, Wiley  
**Sent:** Friday, June 09, 2017 7:25 PM  
**To:** Grace, Melissa  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

1030

Sent from my BlackBerry 10 smartphone.

---

**From:** Grace, Melissa  
**Sent:** Friday, June 9, 2017 7:12 PM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

What time is this event?

Melissa Grace  
Deputy Press Secretary  
Mayor’s Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Jun 9, 2017, at 6:19 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

On 4, pls do.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Friday, June 9, 2017 5:58 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov));  
Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

#2 sure when she gets back to us on remarks we can turn to quote  
#4 I hadn't asked

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov));  
Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

\*\*\* EXTERNAL EMAIL \*\*\*

UPDATED release attached. We want to issue this from City Hall, given Mayor's longstanding support of the project.

Couple things:

- 1.) HPD, can you fact check? Draft rls said 30% of AMI was the lowest but our record show 40% is as low as it goes.
- 2.) FCRC, can we get a quote from Crystal (maybe clip from testimony) for under Mayor
- 3.) Yume/FCRC—will leave it to you to gather elected quotes and divide labor there.
- 4.) Are Bertha, Jonathan or Ismene submitting quotes?

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:57 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
Danielle

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@frc.com](mailto:acotton@frc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Edited advisory attached.

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@frc.com](mailto:acotton@frc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

---

**From:** Cotton, Ashley [<mailto:acotton@frc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

---

**From:** Cotton, Ashley <[acotton@frc.com](mailto:acotton@frc.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks



Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on Monday.

Attached is the program. There are lots of details in there but the main point is you will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby Monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in [insert # of years]. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I

would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.

- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.

- [REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]

- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Cotton, Ashley](#); [Grace, Melissa](#); [Kitasei, Yume](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\)](#)  
([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls  
**Date:** Monday, June 12, 2017 9:40:45 AM  
**Attachments:** [image001.png](#)  
[image001.png](#)

---

Hi all, just heard back from Gary's team. They need until 10 for the quote. Will send as soon as I receive it.

Sent from my iPhone

On Jun 12, 2017, at 9:37 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

MG, let's put Crystal right under Mayor.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 9:31 AM  
**To:** Grace, Melissa; 'Danielle Schlanger'; Norvell, Wiley  
**Cc:** Kitasei, Yume; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

---

Quote from Crystal Patterson

Resident of 535 carlton

"Thank you to everyone who helped me make the dream of having a place of our own a reality and for prioritizing affordable housing at Pacific Park Brooklyn"

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 9:25 AM  
**To:** 'Danielle Schlanger'; Norvell, Wiley  
**Cc:** Cotton, Ashley; Kitasei, Yume; Jeremy Soffin; Rohlfing, Elizabeth (HPD)  
([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

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\*\*\* EXTERNAL EMAIL \*\*\*

Updated:



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

**FOR IMMEDIATE RELEASE**, June 12, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

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AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

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rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

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“Through Housing New York, the City set out to secure as much affordability as possible in all our neighborhoods. When complete, the Pacific Park development will provide more than 2,200 affordable housing opportunities near this vital hub of transportation in thriving downtown Brooklyn,” said **Housing Preservation and Development Commissioner Maria Torres-Springer**. “The opening of 535 Carlton Avenue, the first hundred-percent affordable housing development underway at Pacific Park, represents housing security for 298 families, and the promise of more to come. Congratulations to HDC, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and all our partners for working with us to ensure our neighborhoods are inclusive places of opportunity for New Yorkers at a wide range of incomes.”

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“535 Carlton is an example of public-private partnerships working together to provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels,” said **Ismene Speliotis, Executive Director of MHANY Management Inc**. “We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers.”

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Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang, President and CEO of Greenland USA**. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children’s playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and setbacks also provide residents with expansive vistas of the park, New York Harbor.

“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX**. “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

###

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**Sent:** Monday, June 12, 2017 9:11 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Kitasei, Yume; Grace, Melissa; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

Gary quote should be coming in next 15. Will send it over as soon as I get it.

Sent from my iPhone

On Jun 12, 2017, at 9:04 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

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**Sent:** Monday, June 12, 2017 8:57 AM  
**To:** Kitasei, Yume; Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

Gary labarbera was supposed to be quoted

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**From:** Kitasei, Yume  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** Grace, Melissa; Cotton, Ashley; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

I'll do a lot check, but I don't think so

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**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
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Any others coming?

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**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
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"535 Carlton is an example of public-private partnerships working together to provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels," said



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and creating a replicable model for other developers."

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 7:44 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD)  
([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

15 total

Don't know about 100%, Program to be determined to reach 2250  
affordable units across the total program

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 7:36 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth  
(HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Updated rls

**\*\*\* EXTERNAL EMAIL \*\*\***

We are still missing quotes, but here is what I have so far.

Questions:

- How many buildings will this development be and how many of them 100% affordable
- And please send link for high res images.
- Daylit one word?

**MAYOR DE BLASIO ANNOUNCES OPENING OF 300  
AFFORDABLE APARTMENTS AT PACIFIC PARK IN  
BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning  
as little as \$25,000 and up to moderate and middle income New  
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**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen,  
local officials, Greenland Forest City Partners and community



groups announced the opening of 535 Carlton. The building's 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they’ll be able to afford to stay in the borough they love,” said **Mayor Bill de Blasio**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio’s affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlson, [click here](#).

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

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Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

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###

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**From:** Norvell, Wiley  
**Sent:** Friday, June 09, 2017 7:25 PM  
**To:** Grace, Melissa  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

1030

Sent from my BlackBerry 10 smartphone.

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**From:** Grace, Melissa  
**Sent:** Friday, June 9, 2017 7:12 PM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

What time is this event?

Melissa Grace

Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Jun 9, 2017, at 6:19 PM, Norvell, Wiley  
<[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

On 4, pls do.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Friday, June 9, 2017 5:58 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

#2 sure when she gets back to us on remarks we can  
turn to quote

#4 I hadn't asked

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

\*\*\* EXTERNAL EMAIL \*\*\*

UPDATED release attached. We want to issue this from City  
Hall, given Mayor's longstanding support of the project.

Couple things:

- 1.) HPD, can you fact check? Draft rls said 30% of AMI was the lowest but our record show 40% is as low as it goes.
  - 2.) FCRC, can we get a quote from Crystal (maybe clip from testimony) for under Mayor
  - 3.) Yume/FCRC—will leave it to you to gather elected quotes and divide labor there.
  - 4.) Are Bertha, Jonathan or Ismene submitting quotes?
-

**From:** Danielle Schlanger  
[<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:57 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
Danielle

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger  
<[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley'  
<[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Edited advisory attached.

---

**From:** Danielle Schlanger  
[<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.

Appreciate your help,  
DS

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Danielle Schlanger  
<[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin  
<[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM

**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

---

**From:** Cotton, Ashley <[acotton@frc.com](mailto:acotton@frc.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on monday.

Attached is the program. There are lots of details in there but the main point is your will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley


My cell is [REDACTED] call me any time this weekend

***DRAFT***

***Remarks For Crystal Patterson***

***535 Carlton Ribbon Cutting- Monday, June 12, 2017***

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.

- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in **[insert # of years]**. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.
- 

[REDACTED] He  
is going to high school this fall just down the  
street. He loves having friends from school  
over, and I love having a safe and beautiful  
home to make my own.

- [REDACTED]

- Thank you to everyone here who helped  
make the dream of having a place of our own  
a reality, and for prioritizing affordable housing  
at Pacific Park Brooklyn.

**From:** [Grace, Melissa](#)  
**To:** [Norvell, Wiley](#); [Cotton, Ashley](#); "[Danielle Schlanger](#)"  
**Cc:** [Kitasei, Yume](#); [Jeremy Soffin](#); [Rohlfing, Elizabeth \(HPD\)](#) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls  
**Date:** Monday, June 12, 2017 10:00:56 AM  
**Attachments:** [image001.png](#)

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Got.

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**From:** Norvell, Wiley  
**Sent:** Monday, June 12, 2017 9:38 AM  
**To:** Cotton, Ashley; Grace, Melissa; 'Danielle Schlanger'  
**Cc:** Kitasei, Yume; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

MG, let's put Crystal right under Mayor.

Sent from my BlackBerry 10 smartphone.

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**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 9:31 AM  
**To:** Grace, Melissa; 'Danielle Schlanger'; Norvell, Wiley  
**Cc:** Kitasei, Yume; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

Quote from Crystal Patterson

Resident of 535 carlton

"Thank you to everyone who helped me make the dream of having a place of our own a reality and for prioritizing affordable housing at Pacific Park Brooklyn"

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

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**To:** 'Danielle Schlanger'; Norvell, Wiley  
**Cc:** Cotton, Ashley; Kitasei, Yume; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

Updated:



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR



NEW YORK, NY 10007

**FOR IMMEDIATE RELEASE**, June 12,2017

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as \$25,000, and up to moderate and middle income earners*



**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building’s 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they’ll be able to afford to stay in the borough they love,” said **Mayor Bill de Blasio**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio’s affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlton, [click here](#).

“With nearly 300 units that are affordable to low, moderate, and middle income households, 535 Carlton will provide an anchor of affordability in the heart of Prospect Heights, Brooklyn,” said **Housing Development Corporation President Eric Enderlin**. “The Pacific Park development also brings significant open park space, retail, and additional transit-infrastructure that will benefit the larger community. Thanks to all our partners, including the Mayor’s Office, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and so many others, including various Brooklyn community stakeholders, for contributing to the success of 535 Carlton and the ongoing development at the Pacific Park project.”

“Through Housing New York, the City set out to secure as much affordability as possible in all our neighborhoods. When complete, the Pacific Park development will provide more than 2,200 affordable housing opportunities near this vital hub of transportation in thriving downtown Brooklyn,” said **Housing Preservation and Development Commissioner Maria Torres-Springer**. “The opening of 535 Carlton Avenue, the first hundred-percent affordable housing development underway at Pacific Park, represents housing security for 298 families, and the promise of more to come. Congratulations to HDC, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and all our partners for working with us to ensure our neighborhoods are inclusive places of opportunity for New Yorkers at a wide range of incomes.”

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

“Having an affordable place to call home and sleep at night is a prerequisite for experiencing the American Dream. The addition of hundreds of critically-needed affordable housing units at 535 Carlton is welcome news for Brooklyn,” **Brooklyn Borough President Eric Adams** said.

“535 Carlton is an example of public-private partnerships working together to provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels,” said **Ismene Speliotis, Executive Director of MHANY Management Inc.** “We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers.”

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang, President and CEO of Greenland USA**. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**.

“This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

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**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Monday, June 12, 2017 9:11 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Kitasei, Yume; Grace, Melissa; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

Gary quote should be coming in next 15. Will send it over as soon as I get it.

Sent from my iPhone

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Sent from my BlackBerry 10 smartphone.

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**Sent:** Monday, June 12, 2017 8:57 AM  
**To:** Kitasei, Yume; Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** Re: Updated rls

Gary labarbera was supposed to be quoted

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**From:** Kitasei, Yume  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** Grace, Melissa; Cotton, Ashley; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov))  
**Subject:** RE: Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

I'll do a lot check, but I don't think so

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**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 8:50 AM  
**To:** 'Cotton, Ashley'; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** RE: Updated rls

Got and the BP's quote. Thanks.

Any others coming?

---

**From:** Cotton, Ashley [<mailto:acotton@fcrc.com>]  
**Sent:** Monday, June 12, 2017 8:15 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

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Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

---

**From:** Cotton, Ashley  
**Sent:** Monday, June 12, 2017 7:44 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Updated rls

15 total

Don't know about 100%, Program to be determined to reach 2250 affordable units across the total program

Sent from my BlackBerry 10 smartphone on the Verizon Wireless 4G LTE network.

**From:** Grace, Melissa  
**Sent:** Monday, June 12, 2017 7:36 AM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Updated rls

\*\*\* EXTERNAL EMAIL \*\*\*

We are still missing quotes, but here is what I have so far.

Questions:

- How many buildings will this development be and how many of them 100% affordable
- And please send link for high res images.
- Daylit one word?

### **MAYOR DE BLASIO ANNOUNCES OPENING OF 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as \$25,000 and up to moderate and middle income New Yorkers*

**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building's 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$25,000 and \$173,000 a year. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they’ll be able to afford to stay in the borough they love,” said **Mayor Bill de Blasio**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio’s affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlson, [click here](#).

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang, President and CEO of Greenland USA**. “Adding a high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners’ mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City.”

“The opening of 535 Carlton further underscores Greenland Forest City Partners’ commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents’ lounge, and a vibrant community garden. It’s not only high-end luxury buildings that provide these types of amenities and services any longer.”

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children’s playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and setbacks also provide residents with expansive vistas of the park, New York Harbor.

“We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood,” said **Rick Cook, a founder and partner at COOKFOX**. “We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes.”

###

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**From:** Norvell, Wiley  
**Sent:** Friday, June 09, 2017 7:25 PM  
**To:** Grace, Melissa  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

1030

Sent from my BlackBerry 10 smartphone.

---

**From:** Grace, Melissa  
**Sent:** Friday, June 9, 2017 7:12 PM  
**To:** Norvell, Wiley  
**Cc:** Cotton, Ashley; Danielle Schlanger; Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

What time is this event?

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Jun 9, 2017, at 6:19 PM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

On 4, pls do.

Sent from my BlackBerry 10 smartphone.

---

**From:** Cotton, Ashley  
**Sent:** Friday, June 9, 2017 5:58 PM  
**To:** Norvell, Wiley; 'Danielle Schlanger'  
**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov)); Grace, Melissa; Kitasei, Yume  
**Subject:** Re: Run of show and your remarks

#2 sure when she gets back to us on remarks we can turn to quote  
#4 I hadn't asked

---

**From:** Norvell, Wiley  
**Sent:** Friday, June 9, 2017 5:45 PM  
**To:** 'Danielle Schlanger'; Cotton, Ashley

**Cc:** Jeremy Soffin; Rohlfing, Elizabeth (HPD) ([RohlfingE@hpd.nyc.gov](mailto:RohlfingE@hpd.nyc.gov));  
Grace, Melissa; Kitasei, Yume  
**Subject:** RE: Run of show and your remarks

\*\*\* EXTERNAL EMAIL \*\*\*

UPDATED release attached. We want to issue this from City Hall, given Mayor's longstanding support of the project.

Couple things:

- 1.) HPD, can you fact check? Draft rls said 30% of AMI was the lowest but our record show 40% is as low as it goes.
- 2.) FCRC, can we get a quote from Crystal (maybe clip from testimony) for under Mayor
- 3.) Yume/FCRC—will leave it to you to gather elected quotes and divide labor there.
- 4.) Are Bertha, Jonathan or Ismene submitting quotes?

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:57 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! Really appreciate your help.

Best,  
Danielle

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:56 PM  
**To:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; 'Cotton, Ashley' <[acotton@fcrc.com](mailto:acotton@fcrc.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Edited advisory attached.

---

**From:** Danielle Schlanger [<mailto:Danielle.Schlanger@berlinrosen.com>]  
**Sent:** Friday, June 09, 2017 4:50 PM  
**To:** Norvell, Wiley; 'Cotton, Ashley'  
**Cc:** Jeremy Soffin  
**Subject:** RE: Run of show and your remarks

Thanks Wiley! As Ashley said, she's amazing.

Let us know when the release and updated media advisory are finalized.



Appreciate your help,  
DS

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, June 09, 2017 4:43 PM  
**To:** 'Cotton, Ashley' <[acotton@frc.com](mailto:acotton@frc.com)>  
**Cc:** Danielle Schlanger <[Danielle.Schlanger@berlinrosen.com](mailto:Danielle.Schlanger@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Run of show and your remarks

Very moving!

---

**From:** Cotton, Ashley [<mailto:acotton@frc.com>]  
**Sent:** Friday, June 09, 2017 4:42 PM  
**To:** Norvell, Wiley  
**Cc:** Danielle Schlanger; Jeremy Soffin  
**Subject:** Fw: Run of show and your remarks

Wiley - program attached and remarks by crystal below

---

**From:** Cotton, Ashley <[acotton@frc.com](mailto:acotton@frc.com)>  
**Sent:** Friday, June 9, 2017 4:41 PM  
**To:** Crystal Patterson  
**Cc:** Danielle Schlanger; Rapfogel, Michael  
**Subject:** Run of show and your remarks

Crystal -

Thank you for your time this morning! I loved meeting you and seeing your home. We are really excited about the press conference on monday.

Attached is the program. There are lots of details in there but the main point is your will speak last in the program and be introduced by my boss MaryAnne (who you will love). There will be a podium and microphone on the terrace where you will speak.

Please meet us in the lobby monday at 10am. And let us know if your son will join us.

We put together a few points for you below. Please let us know if they work for you!

Ashley

My cell is + [REDACTED] call me any time this weekend

**DRAFT**

**Remarks For Crystal Patterson**

**535 Carlton Ribbon Cutting- Monday, June 12, 2017**

- Thank you MaryAnne, and good morning everyone.
- My name is Crystal Patterson and I moved into 535 Carlton in April.
- It would be impossible to overstate the gratitude I have for our new home; it has truly changed my family's life. And as a 4<sup>th</sup> generation Brooklynite, I am so thankful to have permanent roots in the city where I was born and raised.
- I have had quite a journey getting here today. I hadn't had a permanent home in **[insert # of years]**. I lost my job as a legal administrator when the recession hit, and couldn't afford housing anywhere in the city.
- We were scrappy and made it work: my son stayed in Williamsburg to be close to his middle school, and I would do short-term rentals in places like Long Island City and Weehawken, New Jersey. Sometimes, I'd rent a place on the Jersey Shore or Lake George, where the cost of living was far cheaper. Everything I owned had to fit into a suitcase that I could bring from place to place. All told, I lived in 15 different cities in two years.
- My mom was an amazing source of support and helped me through all these changes.
- But I had faith that one day, we would have a place to call our own. I applied for over 60 affordable housing lotteries throughout the five boroughs. And then, one day, I got an email that changed everything for us: we got an apartment at 535 Carlton.
- The joy we felt was indescribable. We would be a united

family again. My mom, Trey and I went to the lease signing at the building, and were so excited to have a two-bedroom apartment, beautiful amenity spaces and amazing views of Manhattan. My mom and I made plans to toast our new home on the roof, right here where we're all standing, once we moved in.

- [REDACTED] He is going to high school this fall just down the street. He loves having friends from school over, and I love having a safe and beautiful home to make my own.
- [REDACTED]
- Thank you to everyone here who helped make the dream of having a place of our own a reality, and for prioritizing affordable housing at Pacific Park Brooklyn.

**From:** [Danielle Schlanger](mailto:Danielle.Schlanger)  
**To:** [Norvell, Wiley](mailto:Norvell.Wiley); [Ashley Cotton](mailto:Ashley.Cotton); [forestcity@berlinrosen.com](mailto:forestcity@berlinrosen.com)  
**Subject:** Fwd: Gary LaBarbera Quote- City Press Release  
**Date:** Monday, June 12, 2017 10:09:10 AM

---

Sent from my iPhone

Begin forwarded message:

**From:** Mark Arce <[marce@marinopr.com](mailto:marce@marinopr.com)>  
**Date:** June 12, 2017 at 9:57:27 AM EDT  
**To:** Danielle Schlanger <[REDACTED]>  
**Subject: RE: Gary LaBarbera Quote- City Press Release**

"It's a pleasure to be here today to celebrate the opening of 535 Carlton in Pacific Park, a development that shows how we can work together to meet New York City's affordable housing demand," said Gary LaBarbera, president of the 100,000 member Building & Construction Trades Council of Greater New York. "Not only is 535 Carlton adding to the affordable housing pool but was built with union labor and creating good middle-class jobs with benefits and high safety standards, something that is very important to this city's future. Nearly 300 New Yorkers will have a place to live thanks to the efforts of union workers, Forest City New York, Greenland USA, COOKFOX Architects and the New York City Deputy Mayor for Housing and Economic Development Alicia Glen."

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

From: Danielle Schlanger [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
Sent: Monday, June 12, 2017 9:40 AM  
To: Mark Arce  
Subject: Re: Gary LaBarbera Quote- City Press Release

Cool thanks.

Sent from my iPhone

On Jun 12, 2017, at 9:34 AM, Mark Arce  
<[marce@marinopr.com](mailto:marce@marinopr.com)> wrote:

Hi Danielle,

We're working on it. We need until 10. Need to get approval.

No problem. Thanks for following up on this.

Best,

Mark

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

From: Danielle Schlanger

[mailto: [REDACTED]]

Sent: Monday, June 12, 2017 9:36 AM

To: Mark Arce

Subject: Re: Gary LaBarbera Quote- City Press Release

Hi Mark,

Any update on this?

Thanks for your help.

Best,

Danielle

Sent from my iPhone

On Jun 12, 2017, at 9:06 AM, Danielle Schlanger  
[REDACTED] wrote:

Hi Mark,

We never received a quote from Gary for the city-issued press release. Can you please send one over ASAP for us to include?

Thanks,

Danielle

Sent from my iPhone

**From:** [Norvell, Wiley](#)  
**To:** [Ashley Cotton](#); ["Danielle Schlanger"](#); [Jeremy Soffin](#)  
**Subject:** Updated Amis in rls  
**Date:** Monday, June 12, 2017 10:24:07 AM

---

To match your marketing sheet:

“Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building’s 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$20,100 for an individual and **\$149,000 for a family of three.**”

Sent from my BlackBerry 10 smartphone.

**From:** [Danielle Schlanger](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [George Cymon](#)  
**Subject:** Release  
**Date:** Monday, June 12, 2017 10:57:20 AM

---

Hey Wiley,

Can you send us the final release once it goes out? Thanks!

Sent from my iPhone



**From:** [Jeremy Soffin](#)  
**To:** [Cotton, Ashley](#)  
**Cc:** [Norvell, Wiley](#); [Danielle Schlanger](#)  
**Subject:** Re: MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN  
**Date:** Monday, June 12, 2017 12:05:49 PM  
**Attachments:** [image001.png](#)  
[image001.png](#)

---

Great event!

On Jun 12, 2017, at 11:53 AM, Cotton, Ashley <[acotton@frcr.com](mailto:acotton@frcr.com)> wrote:

Thanks for making today happen

---

**From:** Norvell, Wiley  
**Sent:** Monday, June 12, 2017 11:44 AM  
**To:** Cotton, Ashley; 'Danielle Schlanger'; Jeremy Soffin ([jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com))  
**Subject:** FW: MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN

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\*\*\* EXTERNAL EMAIL \*\*\*

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**From:** Mayor's Press Office  
**Sent:** Monday, June 12, 2017 11:22 AM  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300 AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN



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

**FOR IMMEDIATE RELEASE**, June 12, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO ANNOUNCES OPENING OF NEARLY 300  
AFFORDABLE APARTMENTS AT PACIFIC PARK IN BROOKLYN**

*First 100 percent affordable building serves New Yorkers earning as little as  
\$20,100, and up to moderate and middle income earners*

<image002.jpg>

**NEW YORK**— Mayor Bill de Blasio, Deputy Mayor Alicia Glen, local officials, Greenland Forest City Partners and community groups announced the opening of 535 Carlton. The building’s 298 homes are all affordable, and reserved for New Yorkers with household incomes of between \$20,100 for an individual and \$149,000 for a family of three. Preference goes to municipal employees and those with vision, hearing or mobility disabilities.

“Our administration is delivering on the affordable housing this community was promised. For hundreds of families right here in Brooklyn, these homes represent economic security, the chance to save a little every month and get ahead, and the assurance that they’ll be able to afford to stay in the borough they love,” said **Mayor Bill de Blasio**.

“Having an affordable place to call home and sleep at night is a prerequisite for experiencing the American Dream. The addition of hundreds of critically-needed affordable housing units at 535 Carlton is welcome news for Brooklyn,” **Brooklyn Borough President Eric Adams** said.

“Thank you to everyone who helped me make the dream of having a place of our own a reality and for prioritizing affordable housing at Pacific Park Brooklyn,” said **Crystal Patterson, a resident of 535 Carlton**.

The new building is part of a commitment Greenland Forest City Partners made with Governor Cuomo, Mayor de Blasio and local community groups in June 2014 to build 2,250 affordable apartments by 2025. There are currently 479 units of below market-rate housing at Pacific Park and another 303 will become available this summer. The project contributes to Mayor de Blasio’s affordable housing plan, which has financed more than 63,000 affordable homes in three years.

When complete, Pacific Park Brooklyn will include six million square feet of residential space across 6,430 units of housing, of which 2,250 will be affordable rental units. It will also contain 247,000 square feet of retail space, up to 1.6 million square feet of office space, and eight acres of publicly-accessible open space.

For high-resolution images of 535 Carlton, [click here](#).

“With nearly 300 units that are affordable to low, moderate, and middle income households, 535 Carlton will provide an anchor of affordability in the heart of Prospect Heights, Brooklyn,” said **Housing Development Corporation President Eric Enderlin**. “The Pacific Park development also brings significant open park space, retail, and additional transit-infrastructure that will benefit the larger community. Thanks to all our partners, including the Mayor’s Office, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and so many others, including various Brooklyn community stakeholders, for contributing to the success of 535 Carlton and the ongoing development at the Pacific Park project.”

“Through Housing New York, the City set out to secure as much affordability as possible in all our neighborhoods. When complete, the Pacific Park development will provide more than 2,200 affordable housing opportunities near this vital hub of transportation in thriving downtown Brooklyn,” said **Housing Preservation and Development Commissioner Maria Torres-Springer**. “The opening of 535 Carlton Avenue, the first hundred-percent affordable housing development underway at Pacific Park, represents housing security for 298 families, and the promise of more to come. Congratulations to HDC, the NYS Empire State Development Corporation, Greenland Forest City Partners, COOKFOX, and all our partners for working with us to ensure our neighborhoods are inclusive places of opportunity for New Yorkers at a wide range of incomes.”

The New York City Housing Development Corporation is providing a \$73 million tax-exempt first mortgage for the building, funded by Citi Community Capital. HDC is also contributing \$11.75 million in subsidy financing. Pacific Park Brooklyn is a state-regulated development established by a General Project Plan adopted by the Empire State Development (ESD) Board of Directors in 2006 and governed by ESD. Pacific Park Brooklyn will include 6,430 units of housing, more than one-third of which will be affordable.

“The opening of 535 Carlton will provide desperately-needed units of affordable housing for hundreds of people in Prospect Heights, a neighborhood where rent prices continue to increase beyond the means of families who have lived there for generations. I hope to continue working with Mayor de Blasio and Deputy Mayor Glen to build ‘One New York,’ where all families have an opportunity to thrive,” **Congresswoman Yvette D. Clarke** said.

“It’s a pleasure to be here today to celebrate the opening of 535 Carlton in Pacific Park, a development that shows how we can work together to meet New York City’s affordable housing demand,” said **Gary LaBarbera, president of the 100,000 member Building & Construction Trades Council of Greater New York**. “Not only is 535 Carlton adding to the affordable housing pool but was built with union labor and creating good middle-class jobs with benefits and high safety standards, something that is very important to this city's future. Nearly 300 New Yorkers will have a place to live thanks to the efforts of union workers, Forest City New York, Greenland USA, COOKFOX Architects and the New York City Deputy Mayor for Housing and Economic Development Alicia Glen.”

“535 Carlton is an example of public-private partnerships working together to provide beautiful and affordable housing for an array of individuals and families at a wide range of income levels,” said **Ismene Speliotis, Executive Director of MHANY Management Inc.** “We applaud the city and Greenland Forest City Partners for providing beautiful and affordable homes at the crossroads of Flatbush and Atlantic Avenues; creating an inclusive place to live and creating a replicable model for other developers.”

“When we broke ground on 535 Carlton in 2014 we made a commitment with Mayor de Blasio, Governor Cuomo, and local community groups to bring affordable housing to New Yorkers, and today we have delivered on that promise,” said **Hu Gang, President and CEO of Greenland USA**. “Adding a

high-quality affordable building to Pacific Park Brooklyn is a testament to Greenland Forest City Partners' mission of growing vibrant communities and economies inclusive of everyone, and we are extremely proud of this first step in increasing the affordable housing stock in New York City."

"The opening of 535 Carlton further underscores Greenland Forest City Partners' commitment to affordable housing and ensures Pacific Park is a neighborhood inclusive of all New Yorkers," said **MaryAnne Gilmartin, President and CEO of Forest City New York**. "This extraordinary building proves that affordable housing can be practical and beautiful. The building combines first-rate design and top-tier amenities including a fitness center, residents' lounge, and a vibrant community garden. It's not only high-end luxury buildings that provide these types of amenities and services any longer."

Tenants in the 18-story, 298-unit building comes with a first-rate amenity package, including a fitness center, yoga studio, game room, children's playroom and outdoor terrace. Greenland Forest City Partners enlisted architectural firm COOKFOX to ensure the building was seamlessly integrated into the streetscape and adjacent green space, and that means Daylit elevator vestibules look onto the park from each floor, and the open view lobby offers visual connection from the Carlson Avenue to Pacific Park. Landscaped rooftop, terraces and setbacks also provide residents with expansive vistas of the park, New York Harbor.

"We approached the design of 535 Carlton with two critical goals: to create the healthiest possible homes and respect the surrounding historic neighborhood," said **Rick Cook, a founder and partner at COOKFOX**. "We are proud to have designed affordable homes for a diverse community that connects residents with nature, daylight and views to green space, rooftop gardening, and natural materials and finishes."

###

**From:** [Salazar-Rodriguez, Prisca](#)  
**To:** [Eva Petkanas](#)  
**Subject:** Re: Moving on  
**Date:** Sunday, June 18, 2017 8:11:02 PM

---

Thanks.

Sent from my iPhone

On Jun 18, 2017, at 8:10 PM, Eva Petkanas <[Eva.Petkanas@berlinrosen.com](mailto:Eva.Petkanas@berlinrosen.com)> wrote:

Hi Prisca,

Nice to meet you too! Yes, he can use the conference room on the 11<sup>th</sup> floor from 12-2 pm.

Thanks!

**Eva Petkanas**

O. 202.560.5990

C. 203.837.7304

[eva.petkanas@berlinrosen.com](mailto:eva.petkanas@berlinrosen.com)

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@berlinrosen

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**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]

**Sent:** Sunday, June 18, 2017 7:54 PM

**To:** Eva Petkanas <[Eva.Petkanas@berlinrosen.com](mailto:Eva.Petkanas@berlinrosen.com)>

**Subject:** Re: Moving on

Hi Eva! Nice to meet you. Do you have a room the Mayor can use tomorrow from 12-2pm?

Sent from my iPhone

On Jun 16, 2017, at 10:36 AM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

Hi Prisca,

Wanted to let you know today is my last day with BerlinRosen and introduce you to Eva Petkanas who will be taking over for me. Best of luck moving forward and I'm sure we'll cross paths again soon :)

Thanks,

Emily

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

**From:** [Eva Petkanas](#)  
**To:** [Salazar-Rodriguez, Prisca](#)  
**Subject:** RE: Moving on  
**Date:** Tuesday, June 20, 2017 3:50:59 PM

---

Thanks for the heads up. Have a good rest of the day

**Eva Petkanas**

O. 202.560.5990

C. 203.837.7304

[eva.petkanas@berlinrosen.com](mailto:eva.petkanas@berlinrosen.com)

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**From:** Salazar-Rodriguez, Prisca [mailto:PSalazar-Rodriguez@cityhall.nyc.gov]  
**Sent:** Tuesday, June 20, 2017 3:48 PM  
**To:** Eva Petkanas <Eva.Petkanas@berlinrosen.com>  
**Subject:** RE: Moving on

No longer need it for today-

---

**From:** Salazar-Rodriguez, Prisca  
**Sent:** Monday, June 19, 2017 6:15 PM  
**To:** 'Eva Petkanas'  
**Subject:** RE: Moving on

Great. – what floor

---

**From:** Eva Petkanas [mailto:[Eva.Petkanas@berlinrosen.com](mailto:Eva.Petkanas@berlinrosen.com)]  
**Sent:** Monday, June 19, 2017 6:07 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Moving on

No worries – it was a hectic day over here too! Yes, tomorrow 4-5:15 works.

Thanks!

**Eva Petkanas**

O. 202.560.5990

C. 203.837.7304

[eva.petkanas@berlinrosen.com](mailto:eva.petkanas@berlinrosen.com)

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@berlinrosen

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**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Monday, June 19, 2017 6:03 PM  
**To:** Eva Petkanas <[Eva.Petkanas@berlinrosen.com](mailto:Eva.Petkanas@berlinrosen.com)>  
**Subject:** RE: Moving on

Sorry – the day just passed me by and have been wanting to send this email to you that we didn't need the room anymore! Sheesh!

Can he go tomorrow from 4-5:15pm?

---

**From:** Eva Petkanas [<mailto:Eva.Petkanas@berlinrosen.com>]  
**Sent:** Sunday, June 18, 2017 8:10 PM  
**To:** Salazar-Rodriguez, Prisca  
**Subject:** RE: Moving on

Hi Prisca,

Nice to meet you too! Yes, he can use the conference room on the 11<sup>th</sup> floor from 12-2 pm.

Thanks!

**Eva Petkanas**

O. 202.560.5990

C. 203.837.7304

[eva.petkanas@berlinrosen.com](mailto:eva.petkanas@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

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

@berlinrosen

---

**From:** Salazar-Rodriguez, Prisca [<mailto:PSalazar-Rodriguez@cityhall.nyc.gov>]  
**Sent:** Sunday, June 18, 2017 7:54 PM  
**To:** Eva Petkanas <[Eva.Petkanas@berlinrosen.com](mailto:Eva.Petkanas@berlinrosen.com)>  
**Subject:** Re: Moving on

Hi Eva! Nice to meet you. Do you have a room the Mayor can use tomorrow from 12-2pm?

Sent from my iPhone

On Jun 16, 2017, at 10:36 AM, Emily Walsh <[Emily@berlinrosen.com](mailto:Emily@berlinrosen.com)> wrote:

Hi Prisca,



Wanted to let you know today is my last day with BerlinRosen and introduce you to Eva Petkanas who will be taking over for me. Best of luck moving forward and I'm sure we'll cross paths again soon :)

Thanks,  
Emily

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

**From:** [Restler, Lincoln](#)  
**To:** [Jeremy Soffin](#)  
**Subject:** RE: Rikers quote from MaryAnne Gilmartin  
**Date:** Thursday, June 22, 2017 10:38:00 AM

---

Thanks, Jeremy

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Thursday, June 22, 2017 10:38 AM  
**To:** Restler, Lincoln  
**Subject:** Rikers quote from MaryAnne Gilmartin

Lincoln: Below please find a quote from MaryAnne Gilmartin. Please let me know if you're the right person for this or we should send elsewhere (and please confirm receipt!). Thank you!

"It is encouraging to see Mayor de Blasio's commitment to closing Rikers Island and now having a roadmap in place to do so," said MaryAnne Gilmartin, chair of the subcommittee for reimagining Rikers Island. "We will continue working towards the shared goal of creating a stronger, safer New York, one without this international symbol of injustice."

Best,

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](#)

**From:** [Elaine Kim](#)  
**To:** [Goldstein, Freddi](#)  
**Cc:** [Leslie Kamstra](#); [Alison Hirsh](#); [Rob Duffey](#)  
**Subject:** RE: Approved Mayor quote  
**Date:** Thursday, June 22, 2017 11:03:31 AM  
**Attachments:** [Airport Release Template LEGAL.docx](#)

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Hi Freddi – wanted to share the template release we’d like local communicators to put out today – the Mayor’s quote is in there. We’d like to keep it in if possible; let us know what works for you all.

We’re also planning on reaching out to national reporters such as Ted Reed (Forbes), Bart Jansen (USA Today), Alana Wise (Reuters), David Koenig (AP), Justin Bachman (Bloomberg). Leslie and Rob, CCed here, are taking the lead on that piece. Let us know if there are any issues/concerns.

Thanks,

Elaine

[32BJ SEIU](#)

Assistant to the President for Communications  
917-671-8545 // 212-388-3967  
[@32BJSEIU](#), [Facebook.com/32BJSEIU](#), [32bjseiu](#)

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**From:** Alison Hirsh  
**Sent:** Wednesday, June 21, 2017 6:51 PM  
**To:** Schnake Mahl, Gabriel  
**Cc:** Devon Weber; Goldstein, Freddi; Leslie Kamstra; Julie Blust; Elaine Kim  
**Subject:** Re: Approved Mayor quote

Will do. Adding our comms folks here

Sent from my iPhone

On Jun 21, 2017, at 6:25 PM, Schnake Mahl, Gabriel <[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)> wrote:

“While airlines are making billions in profits, many of the airport workers that help make those profits possible are living in poverty,” said **New York City Mayor Bill de Blasio**. “Every worker should have the freedom to unionize and the opportunity to earn a living wage. That's why I'm joining together with mayors across the country to push for good paying jobs and the right to form unions at our nation’s airports.”

Can you keep Freddi here looped on whatever pitch you are doing?

Thanks.

## **Mayors' Push for Union Jobs at Airports Takes Off**

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***At U.S. Conf. of Mayors, Kenney, Levine, Gillum to Meet with Airport Workers; Call on CEOs of United, American Airlines to Respect Skycaps, Wheelchair Attendants, Baggage Handlers' Freedom to Join Unions***

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***New Study Shows Raising Pay at Airports to At Least \$15/Hour Would Generate \$20 Billion in Economic Activity, Create 22,000 Jobs***

MIAMI – Mayors from coast to coast Friday are launching a drive to push America's major airlines to respect workers' right to join together in a union, arguing that giving workers a voice on the job would help reverse a decades-long race to the bottom at our nation's airports that has lowered pay and exacerbated inequality.

At the annual gathering of the U.S. Conference of Mayors, New York City Mayor Bill de Blasio [is introducing a resolution urging airlines](#) to "ensure that contracted airport workers are paid a living wage with benefits and freedom to form a union." More than a dozen mayors will attend a town-hall style meeting, where they will hear from airport workers across the country Friday about how they live in poverty despite working hard to keep the country moving and airlines' bottom lines healthy.

The mayors are highlighting that jobs at the nation's airports are a striking example of how working-class Americans have lost ground in the modern economy. Four decades ago, most jobs in an airport were good, family-sustaining jobs. Men and women worked directly for the major airlines, which paid a living wage, provided pensions and health care and respected Americans' right to stick together in a union. Today, most Americans who work at airports are employed by low-road subcontractors that pay low wages, without any benefits and actively suppress workers' right to form unions. Between 2002 and 2012 outsourcing of baggage porter jobs more than tripled, from 25 percent to 84 percent. Contracted airport workers – the majority of whom are immigrants and people of color – are now paid so little that four in ten go hungry or skip meals.

***"As we saw with the recent shooting at Fort Lauderdale Airport, airport workers are literally on the front lines," says Newton Ingram, a Skycap at Fort-Lauderdale-Hollywood International Airport. "We help make the airlines run and get passengers to where they need to go safely. We are an integral part of an airport—especially in a crisis—and we deserve the right to organize for better wages and dignity on the job."***

[A new study released today](#) by the Economic Roundtable, *Flying Right* shows how the race to the bottom has cost American airline industry workers and what improving jobs at airports could do for the nation's economy:

- While U.S. passenger airlines reported \$13.5 billion in profits for 2016, more than 1 in every 3 airport workers are paid less than \$15/hour.
- Approximately 194,000 airport workers must rely on public assistance to get by, a hidden public subsidy to line the pockets of an industry that already receives billions in subsidies and profits.
- At 13 key service jobs at airports, nearly half of people are paid less than \$15/hour. Two-thirds of the people working those jobs are age 40 or older.

- Raising minimum pay for U.S. airport workers would raise wages for airport workers by \$1.8 billion per year, generate \$20 billion in economic activity and create 22,512 year-round jobs.

“There are just under a quarter million U.S. airport workers with wages under \$15 an hour, while the airline industry receives billions annually in public subsidies,” says Patrick Burns, Lead Author of *Flying Right*. “Raising the wage floor of U.S. airport workers to \$15 an hour will lift many households out of poverty, reduce dependence on public assistance, support 22,512 new year-round jobs and stimulate \$3.78 billion in added local sales. As this raise gets spent, it will boost tax revenues that pay for crucial government services.”

Airports have been a symbol of the decline of American bargaining power since 1981, when President Reagan fired and permanently replaced 11,000 striking air traffic controllers, paving the way for a decades-long march by corporations and elected officials to systematically dismantle Americans’ right to join together on the job in airports or anywhere else.

Now, airport workers in the nationwide Fight for \$15 movement are transforming airports into a major part of the labor movement’s revival. In November, workers at Chicago O’Hare International Airport and Logan International airport joined fast-food workers across the country in a [nation-wide strike](#) for \$15/hour and union rights. In December, more than 8,000 New York and New Jersey airport workers won their [first union contract](#) ever. And in April, more than 1,400 airport workers at Philadelphia International Airport joined SEIU 32BJ following an [overwhelming vote](#) in support of coming together in a union.

*Contracted airport workers around the country are coming together in [Airport Workers United](#), a movement of employees and their supporters raising their voices for \$15 an hour and union rights to make our airports safe and secure for passengers, employees and our communities. By sticking together, speaking out, and going on strike, airport workers have won wage increases in Seattle, Los Angeles, New York City, Newark, Minneapolis, Boston, Philadelphia, Fort Lauderdale, and Miami. Since our movement began, 22,000 workers have joined SEIU and more than 110,000 have received wage increases or other improvements, including healthcare, paid sick leave and worker retention policies.*

###

**From:** [Goldstein, Freddi](#)  
**To:** [Elaine Kim](#)  
**Cc:** [Leslie Kamstra](#); [Alison Hirsh](#); [Rob Duffey](#)  
**Subject:** Re: Approved Mayor quote  
**Date:** Thursday, June 22, 2017 11:33:24 AM

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Hi Elaine, as long as you're just adding his quote that's fine. Just want to make sure you're not saying he'll be in attendance or anything else. Thanks!

On Jun 22, 2017, at 11:03 AM, Elaine Kim <[EKim@seiu32bj.org](mailto:EKim@seiu32bj.org)> wrote:

Hi Freddi – wanted to share the template release we'd like local communicators to put out today – the Mayor's quote is in there. We'd like to keep it in if possible; let us know what works for you all.

We're also planning on reaching out to national reporters such as Ted Reed (Forbes), Bart Jansen (USA Today), Alana Wise (Reuters), David Koenig (AP), Justin Bachman (Bloomberg). Leslie and Rob, CCed here, are taking the lead on that piece. Let us know if there are any issues/concerns.

Thanks,

Elaine

[32BJ SEIU](#)

Assistant to the President for Communications

917-671-8545 // 212-388-3967

[@32BJSEIU](#), [Facebook.com/32BJSEIU](https://www.facebook.com/32BJSEIU), [32bjseiu](#)

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**From:** Alison Hirsh  
**Sent:** Wednesday, June 21, 2017 6:51 PM  
**To:** Schnake Mahl, Gabriel  
**Cc:** Devon Weber; Goldstein, Freddi; Leslie Kamstra; Julie Blust; Elaine Kim  
**Subject:** Re: Approved Mayor quote

Will do. Adding our comms folks here

Sent from my iPhone

On Jun 21, 2017, at 6:25 PM, Schnake Mahl, Gabriel  
<[GSchnakeMahl@cityhall.nyc.gov](mailto:GSchnakeMahl@cityhall.nyc.gov)> wrote:

“While airlines are making billions in profits, many of the airport workers that help make those profits possible are living in poverty,” said **New York City Mayor Bill de Blasio**. “Every worker should have the freedom to

unionize and the opportunity to earn a living wage. That's why I'm joining together with mayors across the country to push for good paying jobs and the right to form unions at our nation's airports.”

Can you keep Freddi here looped on whatever pitch you are doing?

Thanks.

<Airport Release Template LEGAL.docx>

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**From:** Ramos, Jessica  
**Sent:** Tuesday, July 11, 2017 2:41 PM  
**To:** Ramos, Jessica  
**Subject:** City Hall in Your Borough- Queens edition  
**Attachments:** CHIYB\_Logo\_Queens\_English.png; CHIYB\_Logo\_Queens\_Spanish.png

Colleagues,

Attached are City Hall in your Borough logos in English and Spanish. Please use these logos for every public-facing communication during Queens week, including flyers, media advisories and press release.

I will also be spearheading the de Blasio Administration Public Schedule once again, so be sure to send me your agency's events by 5 p.m. the day before. This means I'd like to have your Monday events by this coming Sunday at 5 p.m.

Thank you, and let me know if you have any questions.

Jessica Ramos



**From:** [Morgan Williams](#)  
**To:** [Sunjeev Bery](#)  
**Cc:** [Brian Stewart](#); [Brett Abrams](#); [Lina Bracero](#); [Emma Einhorn](#); [meghan.finegan@seiu.org](#); [Ethan Rome](#); [Margarida Jorge](#); [hcan](#); [Yasmina Dardari](#); [Jordan Wilhelmi](#); [Anna Zuccaro](#); [McNally, Matthew](#); [Ben Wikler](#); [Bishop, Walter](#)  
**Subject:** RE: NYC-DC media opp? Re: PRESS REQUEST: People's Filibuster: Press Thread  
**Date:** Sunday, July 16, 2017 4:05:25 PM

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Thanks!

**From:** Sunjeev Bery [mailto:sunjeev.bery@moveon.org]  
**Sent:** Sunday, July 16, 2017 3:46 PM  
**To:** Morgan Williams <Morgan.Williams@berlinrosen.com>  
**Cc:** Brian Stewart <brian.stewart@moveon.org>; Brett Abrams <brett@unbendablemedia.com>; Lina Bracero <lina.bracero@seiu.org>; Emma Einhorn <emma.einhorn@moveon.org>; meghan.finegan@seiu.org; Ethan Rome <[REDACTED]> Margarida Jorge <mj@healthcareforamericanow.org>; hcan <hcan@berlinrosen.com>; Yasmina Dardari <yasmina@unbendablemedia.com>; Jordan Wilhelmi <Jordan@unbendablemedia.com>; Anna Zuccaro <anna@unbendablemedia.com>; Matthew McNally <MMcNally@cityhall.nyc.gov>; Ben Wikler <ben.wikler@moveon.org>; Bishop, Walter <WBishop@cityhall.nyc.gov>  
**Subject:** Re: NYC-DC media opp? Re: PRESS REQUEST: People's Filibuster: Press Thread

I believe they were looking into busing folks down. Stay tuned.

- Sunjeev

---

Sunjeev Bery  
Campaign Director  
MoveOn.org

On Sun, Jul 16, 2017 at 2:08 PM, Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)> wrote:

Hey guys,

Any more thoughts on this?

-- MWG

On Jul 14, 2017, at 6:14 PM, Sunjeev Bery <[sunjeev.bery@moveon.org](mailto:sunjeev.bery@moveon.org)> wrote:

At the risk of entangling too many different conversational threads, I'm cc'ing Matthew McNally and Walter Bishop with NYC government. They had been privately exploring with us some possibilities around this.

Matthew and Walter - sorry for the random large cc, but in the interest of time ...

we are working with SEIU, Berlin Rosen, and Unbendable Media (all cc'ed) on the media promotion of the People's Filibuster Against Trumpcare next week.

If you still see possibilities for NYC-DC visits, and if the journalist is interested, this might be an interesting media opp. see below.

- Sunjeev

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Sunjeev Bery  
Campaign Director  
[MoveOn.org](http://MoveOn.org)

On Fri, Jul 14, 2017 at 4:40 PM, Morgan Williams  
<[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)> wrote:

Hi guys,

Sam Stein at the Daily Beast is really interested in covering the event, but he wants to send a reporter to shadow someone who is going from New York City to DC. Is there anyone we could connect him with and anyway we could put him on a bus coming from NYC on Monday?

Thanks!  
Morgan

---

**From:** Morgan Williams  
**Sent:** Friday, July 14, 2017 2:21 PM  
**To:** Brian Stewart <[brian.stewart@moveon.org](mailto:brian.stewart@moveon.org)>  
**Cc:** Brett Abrams <[brett@unbendablemedia.com](mailto:brett@unbendablemedia.com)>; Sunjeev Bery <[sunjeev.bery@moveon.org](mailto:sunjeev.bery@moveon.org)>; Lina Bracero <[lina.bracero@seiu.org](mailto:lina.bracero@seiu.org)>; Emma Einhorn <[emma.einhorn@moveon.org](mailto:emma.einhorn@moveon.org)>; megan.finegan@seiu.org; Ethan Rome <[REDACTED]> Margarida Jorge <[mj@healthcareforamericanow.org](mailto:mj@healthcareforamericanow.org)>; hcan <[hcan@berlinrosen.com](mailto:hcan@berlinrosen.com)>; Yasmina Dardari <[yasmina@unbendablemedia.com](mailto:yasmina@unbendablemedia.com)>; Jordan Wilhelmi <[Jordan@unbendablemedia.com](mailto:Jordan@unbendablemedia.com)>; Anna Zuccaro <[anna@unbendablemedia.com](mailto:anna@unbendablemedia.com)>  
**Subject:** RE: People's Filibuster: Press Thread

Great! We will send it out now w/ this team bcc'ed.

**From:** Brian Stewart [<mailto:brian.stewart@moveon.org>]  
**Sent:** Friday, July 14, 2017 2:20 PM  
**To:** Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Brett Abrams <[brett@unbendablemedia.com](mailto:brett@unbendablemedia.com)>; Sunjeev Bery <[sunjeev.bery@moveon.org](mailto:sunjeev.bery@moveon.org)>; Lina Bracero <[lina.bracero@seiu.org](mailto:lina.bracero@seiu.org)>; Emma Einhorn <[emma.einhorn@moveon.org](mailto:emma.einhorn@moveon.org)>; [meghan.finegan@seiu.org](mailto:meghan.finegan@seiu.org); Ethan Rome < Margarida Jorge <[mj@healthcareforamericanow.org](mailto:mj@healthcareforamericanow.org)>; hcan <[hcan@berlinrosen.com](mailto:hcan@berlinrosen.com)>; Yasmina Dardari <[yasmina@unbendablemedia.com](mailto:yasmina@unbendablemedia.com)>; Jordan Wilhelmi <[Jordan@unbendablemedia.com](mailto:Jordan@unbendablemedia.com)>; Anna Zuccaro <[anna@unbendablemedia.com](mailto:anna@unbendablemedia.com)>

**Subject:** Re: People's Filibuster: Press Thread

I am signed off on the advisory -- **great if you all can blast out this afternoon.**

**From:** [McGinn Isaac](#)  
**To:** [Minelli Pagnotta Danielle](#); [Cara Ochsenreiter LMSW](#)  
**Cc:** [Frey Heather](#); [Benejan-Green Tamara](#); [Jovana Rizzo](#); [Moorer Marian](#); [Fishman Arianna \(HRA\)](#); [Rothenberg Jaclyn](#); [Borden Matthew](#); [Bray Jackie](#); [Neustadt David](#); [Centeno Lourdes](#); [Amie Pospisil](#); [Chris Tabellario LMSW](#)  
**Subject:** RE: Planning Q-- Queens Week/Atlantic DIC.  
**Date:** Wednesday, July 19, 2017 12:34:27 PM

---

Yes, thanks! This was really all you!

---

**From:** Minelli Pagnotta, Danielle  
**Sent:** Wednesday, July 19, 2017 12:31 PM  
**To:** McGinn, Isaac; Cara Ochsenreiter, LMSW  
**Cc:** Frey, Heather; Benejan-Green, Tamara; Jovana Rizzo; Moorer, Marian; Fishman, Arianna; Jaclyn Rothenberg; Borden, Matthew; Bray, Jackie; Neustadt, David; Centeno, Lourdes; 'Amie Pospisil'; Chris Tabellario, LMSW  
**Subject:** RE: Planning Q-- Queens Week/Atlantic DIC.

+ Amie and Chris. Great job BG!

---

**From:** McGinn, Isaac  
**Sent:** Wednesday, July 19, 2017 12:15 PM  
**To:** Cara Ochsenreiter, LMSW <[Cochsenreiter@breakingground.org](mailto:Cochsenreiter@breakingground.org)>  
**Cc:** Frey, Heather <[HFrey@dhs.nyc.gov](mailto:HFrey@dhs.nyc.gov)>; Benejan-Green, Tamara <[TAMARAG@dhs.nyc.gov](mailto:TAMARAG@dhs.nyc.gov)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Minelli Pagnotta, Danielle <[DMINELLI@dhs.nyc.gov](mailto:DMINELLI@dhs.nyc.gov)>; Moorer, Marian <[MMOORER@dhs.nyc.gov](mailto:MMOORER@dhs.nyc.gov)>; Fishman, Arianna <[fishmana@hra.nyc.gov](mailto:fishmana@hra.nyc.gov)>; Jaclyn Rothenberg <[JRothenberg@cityhall.nyc.gov](mailto:JRothenberg@cityhall.nyc.gov)>; Borden, Matthew <[bordenm@hra.nyc.gov](mailto:bordenm@hra.nyc.gov)>; Bray, Jackie <[brayja@hra.nyc.gov](mailto:brayja@hra.nyc.gov)>; Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>; Centeno, Lourdes <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>  
**Subject:** RE: Planning Q-- Queens Week/Atlantic DIC.

All,

In case you haven't already seen: really fantastic clip from yesterday, including positive testimony from staff, clients, AND community members. The location looks great on camera. Commissioner Banks and Amie did great, too, of course! And that headline to boot! Thanks, all, for making this visit #inQueens a success ☺!

Isaac

### **Ozone Park Homeless Drop-In Center Opens, Some Opponents now Support Facility**

NY1 - Angi Gonzalez

<http://www.ny1.com/nyc/all-boroughs/news/2017/07/19/ozone-park-homeless-drop-in-center-opens--some-opponents-now-support-facility-html>

Just a few months ago residents packed community meetings and protested in the cold against the proposed opening of Queens first drop in homeless shelter.

It was first announced in 2016 that the facility could occupy the building at the corner of Atlantic Avenue and 102nd Street.

Since then, the non-profit Breaking Ground has moved forward with its plan, submitted to the Department of Homeless Services, to open the facility.

"Homelessness didn't happen overnight. It built up over many years," explained Steven Banks, the Commissioner for the NYC Human Resources Administration/Department of Social Services.

On Tuesday, Commissioner Banks and Breaking Ground officials gave NY1 an inside look at the facility that now serves about 10 homeless men and women a day.

"We've heard overwhelming positive remarks from our clients who are really excited to have a place in queens," said Amie Pospisi, the Deputy Vice President of Housing Operations and Programs at Breaking Ground.

The plan is to expand slowly and over time the facility will eventually serve up to 75 clients a day and have approximately 50 safe haven beds available.

Right now, clients can't sleep at the facility but they do have a place to eat, use the bathroom, can speak to a psychiatrist 2 days a week and get help applying for aid.

"You know they take you, they put you on the computer, they kind of guide you, they get you a SNAP application," exclaimed Abdul Hasan, a Breaking Ground client.

It's news that was encouraging to those who said they had previously protested the shelter's opening.

"I'm definitely at ease, you know, everyone needs a place to go and I think that's wonderful," said Apryll Abraham, who was initially opposed to shelter.

Some of the concern prior to the facility opening was its potential impact on the local neighborhood, but most of those NY1 spoke with said they hadn't seen any change.

"I think that it was more misconception they think homeless people are people with substance abuse problems or people with mental health problems," said Queens resident Jim Sideris.

On the top floor of the facility, Breaking Ground has also been able to streamline their services by providing those who work with the homeless in Queens with an office in the borough

"When we do outreach, because the fact our office is here...we're allotted more time on the road," said Sabina Britton, who works for Breaking Ground as part of their Queens outreach efforts.

It's just one of many benefits; the Commissioner said will better help address the city's homeless crisis.

---

**From:** McGinn, Isaac  
**Sent:** Thursday, July 13, 2017 3:45 PM  
**To:** Cara Ochsenreiter, LMSW  
**Cc:** Frey, Heather; Benejan-Green, Tamara; Jovana Rizzo; Minelli Pagnotta, Danielle; Moorer, Marian; Fishman, Arianna; Jaclyn Rothenberg; Borden, Matthew; Bray, Jackie; Neustadt, David; Centeno, Lourdes  
**Subject:** RE: Planning Q-- Queens Week/Atlantic DIC.

All,

Good news. The reporter can only do Tuesday, but we've been able to secure the time! Commissioner is confirmed available as originally indicated below—on Tuesday, 7/18, from 1:30 to 2:30PM.

So we can plan to move forward for Tuesday with NY1 and Commissioner Banks. Sorry for fire drill and appreciate the flexibility!

Thanks,

Isaac

---

**From:** Cara Ochsenreiter, LMSW [<mailto:Cochsenreiter@breakingground.org>]  
**Sent:** Thursday, July 13, 2017 3:01 PM  
**To:** McGinn, Isaac  
**Cc:** Frey, Heather; Benejan-Green, Tamara; Jovana Rizzo; Minelli Pagnotta, Danielle; Moorer, Marian; Fishman, Arianna; Jaclyn Rothenberg; Borden, Matthew; Bray, Jackie; Neustadt, David; Centeno, Lourdes  
**Subject:** Re: Planning Q-- Queens Week/Atlantic DIC.

Wednesday would work for us as well-- keep us posted. Thanks!

Sent from my iPhone

On Jul 13, 2017, at 2:20 PM, McGinn, Isaac <[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov)> wrote:

All,

We just got word that Commissioner Banks' time is needed on Tuesday at this hour, so the window we've been given here for him is Wednesday from 2 to 3pm.

As I understand it, while our teams could potentially be flexible, the NY1 reporter who's been interested in this site is very keen on Tuesday.

Jovanna is reaching out to her now to see if she could swing Wednesday instead.

If the reporter is flexible, can we all plan to do this on Wednesday from 2 to 3pm instead?

If the reporter is not flexible, we'll figure out how to give press a tour of the location on Tuesday, and connect the reporter(s)

with Commissioner Banks for an interview either by phone or at another location at another time Tuesday or Weds to include in the story.

Will advise ASAP.

Thank you,

Isaac

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**From:** McGinn, Isaac  
**Sent:** Wednesday, July 12, 2017 2:14 PM  
**To:** Cara Ochsenreiter, LMSW; Frey, Heather; Benejan-Green, Tamara; Jovana Rizzo  
**Cc:** Minelli Pagnotta, Danielle; Moorner, Marian; Fishman, Arianna; Jaclyn Rothenberg; Borden, Matthew; Bray, Jackie; Neustadt, David; Centeno, Lourdes  
**Subject:** RE: Planning Q-- Queens Week/Atlantic DIC.

And plus Jovanna for BG comms so we're all on same page! Good to get everyone together! Thanks much

---

**From:** Cara Ochsenreiter, LMSW [<mailto:Cochsenreiter@breakingground.org>]  
**Sent:** Wednesday, July 12, 2017 2:13 PM  
**To:** McGinn, Isaac; Frey, Heather; Benejan-Green, Tamara  
**Cc:** Minelli Pagnotta, Danielle; Moorner, Marian; Fishman, Arianna; Jaclyn Rothenberg; Borden, Matthew; Bray, Jackie; Neustadt, David; Centeno, Lourdes  
**Subject:** RE: Planning Q-- Queens Week/Atlantic DIC.

Thanks, Isaac, for the details. + Amie & Chris.

Cara Ochsenreiter, LMSW  
Community Director  
S2H BQ Williamsburg  
Ph: (929) 218-7357 x157  
Email: [Cochsenreiter@breakingground.org](mailto:Cochsenreiter@breakingground.org)  
[www.breakingground.org](http://www.breakingground.org)

[<image001.jpg>](#)

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**From:** McGinn, Isaac [<mailto:mcginni@hra.nyc.gov>]  
**Sent:** Wednesday, July 12, 2017 2:00 PM  
**To:** Frey, Heather; Benejan-Green, Tamara; Cara Ochsenreiter, LMSW  
**Cc:** DMinelli; Moorner, Marian; Fishman, Arianna; Jaclyn Rothenberg; Borden, Matthew; Bray, Jackie; Neustadt, David; Centeno, Lourdes  
**Subject:** Planning Q-- Queens Week/Atlantic DIC.

Hey team,

Wanted to summarize what we've been discussing with regards to visiting the drop-in center at 100-32 Atlantic Avenue with Commissioner Banks for City Hall in Your Borough: Queens Week.

To confirm—yes, the Commissioner would like to make this happen. Yes, we've spoken to Breaking Ground communications folks who've said that Brenda Rosen, BG's CEO, would likely also attend. We envision this as a tour of the facility led by Banks and Rosen, with each of them discussing the street outreach efforts as well as why sites like these are such an important and necessary part of our outreach work, particularly given recent numbers. They would handle most if not all of the press. Press may want to speak with clients—but unless there are any known to you as viable, positive candidates for this, I think we will not allow that. Press may want to speak with outreach staff themselves—I believe we'll have Danielle on-site to represent? That being said, Cara if you wanted to say a few words or if there is an exemplary DIC staff member who we think would be well positioned to talk about day-to-day work at the location, that'd be great to have on hand.

Plan for staff on-site (other than making sure everything is beautiful and clean and as ready for primetime as possible) should be business as usual. The idea of the tour would be to show DHS in action. There isn't a real news hook, so we wouldn't be putting out a press release, just inviting a handful of media to see and learn about the place.

Media attending would be NY1 for TV, as well as a handful of local print outlets.

Date we're working towards is Tuesday, 7/18, from 1:30 to 2:30PM.

Hoping that covers everything for now—please let me know if there's anything I have missed her, or if you have any questions,

or if anything is needed on our end as we get closer. If this works for everyone here, we will craft a mini run-of-show to circulate for all.

Thank you!

**Isaac McGinn** | Press Secretary  
[NYC Dept of Homeless Services](#)  
[mcginni@hra.nyc.gov](mailto:mcginni@hra.nyc.gov) | o: 929-221-5564 | c: 646-946-9667

**From:** [Norvell, Wiley](#)  
**To:** ["Jovana Rizzo"; Pierre-Antoine, Juliet \(HPD\)](#)  
**Cc:** [PBonck@breakingground.org](mailto:PBonck@breakingground.org); [Kate Treen](#)  
**Subject:** RE: La Central supportive housing groundbreaking  
**Date:** Monday, July 24, 2017 8:35:29 AM

---

Any sense of press turnout/RSVP?

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

From: Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
Sent: Monday, July 24, 2017 6:55 AM  
To: Pierre-Antoine, Juliet (HPD)  
Cc: [PBonck@breakingground.org](mailto:PBonck@breakingground.org); Kate Treen; Norvell, Wiley  
Subject: RE: La Central supportive housing groundbreaking

+Wiley. Yes, still on. I'm at [REDACTED] if you have any questions.

10am - Enter the site on Brook Avenue between – E. 152nd and E. 153rd Streets

Jovana Rizzo  
O. 646.200.5329  
C. 917.836.0618  
[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)

berlinrosen  
New York • Washington D.C. • Los Angeles [berlinrosen.com](http://berlinrosen.com) @berlinrosen

---

From: Pierre-Antoine, Juliet (HPD) [[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)]  
Sent: Monday, July 24, 2017 6:32 AM  
To: Jovana Rizzo  
Cc: [PBonck@breakingground.org](mailto:PBonck@breakingground.org); Kate Treen  
Subject: Re: La Central supportive housing groundbreaking

Hello,

Is the event still on? The Deputy Mayor's office would like to confirm? Could you confirm directly with Wiley Norvell if possible?

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

From: Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
Sent: Sunday, July 23, 2017 03:08 PM  
To: Pierre-Antoine, Juliet (HPD)  
Cc: Patrick Bonck <[PBonck@breakingground.org](mailto:PBonck@breakingground.org)>; Kate Treen <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
Subject: Re: La Central supportive housing groundbreaking

Thank you! And yes we'd love to have DM Glen speak

Sent from my phone.

> On Jul 23, 2017, at 3:07 PM, Pierre-Antoine, Juliet (HPD) <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)> wrote:  
>  
> Quote from HPD Commissioner Maria Torres-Springer:  
>  
>  
> HPD is excited to celebrate the start of construction on this long-vacant site in the Bronx. This first phase of development will create 160 supportive homes for individuals in need. I want to thank Breaking



Ground and Comunilife for their partnership and I look forward to welcoming new residents into their new homes.

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> \_\_\_\_\_  
> From: Pierre-Antoine, Juliet (HPD)  
> Sent: Sunday, July 23, 2017 2:53 PM  
> To: Jovana Rizzo; Patrick Bonck  
> Cc: Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking

>  
> This just in from City Hall: they'd like to have Deputy Mayor Alicia Glen added to the program as the first government speaker. Would like to know if it's possible.

>  
> \_\_\_\_\_  
> From: Jovana Rizzo [jovana@berlinrosen.com]  
> Sent: Friday, July 21, 2017 4:50 PM  
> To: Pierre-Antoine, Juliet (HPD); Patrick Bonck  
> Cc: Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking

>  
> Got it - thanks Juliet!

>  
> Jovana Rizzo  
> O. 646.200.5329  
> C. 917.836.0618  
> jovana@berlinrosen.com  
>  
> berlinrosen  
> New York • Washington D.C. • Los Angeles berlinrosen.com @berlinrosen

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> From: Pierre-Antoine, Juliet (HPD) [morrisj@hpd.nyc.gov]  
> Sent: Friday, July 21, 2017 4:48 PM  
> To: Jovana Rizzo; Patrick Bonck  
> Cc: Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking

>  
> I'm hanging on for approval on that. It's been a bit difficult because the Commissioner's working from home. Will push again.

>  
> From: Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
> Sent: Friday, July 21, 2017 4:46 PM  
> To: Patrick Bonck; Pierre-Antoine, Juliet (HPD)  
> Cc: Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking

>  
> Hi Juliet, do you have an update on the quote? The State will be sending out as a Gov's release, I'm attaching the most recent version.

>  
> Jovana Rizzo  
> O. 646.200.5329  
> C. 917.836.0618  
> jovana@berlinrosen.com<<mailto:jovana@berlinrosen.com>>  
>

> berlinrosen  
> New York • Washington D.C. • Los Angeles berlinrosen.com @berlinrosen

> 

---

  
> From: Patrick Bonck [PBonck@breakingground.org]  
> Sent: Friday, July 21, 2017 2:23 PM  
> To: Pierre-Antoine, Juliet (HPD); Jovana Rizzo  
> Cc: Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking Hi again  
> Juliet,

> I wanted to share our confirmed order of speakers with you, and a quick update.

> Please note that, in the event of severe rain over the weekend, the event could be cancelled if site conditions are not amenable. This is unlikely, but we would notify everyone by email on Sunday night were this to happen.

> Please do let me know if you have any questions or concerns.

> Many thanks,

> Patrick

> LA CENTRAL GROUNDBREAKING  
> MONDAY, JULY 24, 2017

> PROGRAM

> Robert V. Sideli, MD  
> Member, Board of Directors, Breaking Ground

> Raquel Ayala  
> Chairperson, Board of Directors, Comunilife

> Dr. Rosa M. Gil, DSW  
> Founder, President & CEO, Comunilife

> Brenda E. Rosen  
> President and CEO, Breaking Ground

> The Honorable Ruben Diaz, Jr.  
> Bronx Borough President

> Commissioner RuthAnne Visnauskas  
> New York State Homes and Community Renewal

> Deputy Commissioner for Development Molly Parks New York City  
> Department of Housing Preservation

> Commissioner Samuel D. Roberts  
> New York State Office of Temporary and Disability Assistance

> Chairman George Rodriguez  
> Bronx Community Board 1

> Jennifer Trepinski  
> Senior Loan Officer, Corporation for Supportive Housing

>  
>  
> We look forward to seeing you on Monday (July 24th) for the La Central Groundbreaking Ceremony. The program will begin promptly at 10 am. The weather forecast does predict rain on Monday, please be sure to check your e-mail for a cancellation notification (by 7 am on Monday) in the event of dangerous or wet weather. Please find additional details below and attached:  
>  
>  
>  
> La Central Groundbreaking Ceremony  
>  
> Enter the site on Brook Avenue between – E. 152nd and E. 153rd Streets  
>  
> Nearby Subways: 2 and 5 trains to the 3rd Aveue-149th Street Station  
>  
> <https://www.google.com/maps/place/626+Bergen+Ave,+Bronx,+NY+10455/@40.817247,-73.9162187,17z/data=!3m1!4b1!4m5!3m4!1s0x89c2f5c9b66ab5b3:0xfe0b151ef14aaea!8m2!3d40.817247!4d-73.91403>  
>  
>  
>  
> We care about your safety. Please remember this is an active construction site. Appropriate attire is required. It is important that you wear fully enclosed, hard sole shoes and long pants.  
>  
>  
>  
>  
> Patrick Bonck  
> Director, Communications  
> 505 8th Ave - 5th floor  
> Ph: (212) 389-9346  
> Email: PBonck@breakingground.org<<mailto:PBonck@breakingground.org>>  
> [www.breakingground.org](http://www.breakingground.org)<UrlBlockedError.aspx>  
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> [cid:image001.jpg@01D30241.396ED150]<<http://www.breakingground.org/>>  
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>  
> From: Patrick Bonck  
> Sent: Friday, July 21, 2017 9:10 AM  
> To: 'Pierre-Antoine, Juliet (HPD)'; Jovana Rizzo  
> Cc: Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking  
>  
> Hi Juliet,  
>  
> Thanks again for confirming the Deputy Commissioner's attendance. Below are the detail for Monday. Please do let us know if you have any questions.  
>  
> Many thanks,  
>  
> Patrick  
>  
>  
>  
>  
> We look forward to seeing you on Monday (July 24th) for the La Central Groundbreaking Ceremony. The program will begin promptly at 10 am. The weather forecast does predict rain on Monday, please

be sure to check your e-mail for a cancellation notification (by 7 am on Monday) in the event of dangerous or wet weather. Please find additional details below and attached:

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>

>

> La Central Groundbreaking Ceremony

>

> Enter the site on Brook Avenue between – E. 152nd and E. 153rd Streets

>

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>

> [https://www.google.com/maps/place/626+Bergen+Ave,+Bronx,+NY+10455/@40.](https://www.google.com/maps/place/626+Bergen+Ave,+Bronx,+NY+10455/@40.817247,-73.9162187,17z/data=!3m1!4m5!3m4!1s0x89c2f5c9b66ab5b3:0xfe0b151ef14aaea!8m2!3d40.817247!4d-73.91403)

> [817247,-73.9162187,17z/data=!3m1!4m5!3m4!1s0x89c2f5c9b66ab5b3:0xfe](https://www.google.com/maps/place/626+Bergen+Ave,+Bronx,+NY+10455/@40.817247,-73.9162187,17z/data=!3m1!4m5!3m4!1s0x89c2f5c9b66ab5b3:0xfe0b151ef14aaea!8m2!3d40.817247!4d-73.91403)

> [e0b151ef14aaea!8m2!3d40.817247!4d-73.91403](https://www.google.com/maps/place/626+Bergen+Ave,+Bronx,+NY+10455/@40.817247,-73.9162187,17z/data=!3m1!4m5!3m4!1s0x89c2f5c9b66ab5b3:0xfe0b151ef14aaea!8m2!3d40.817247!4d-73.91403)

>

>

>

> We care about your safety. Please remember this is an active construction site. Appropriate attire is required. It is important that you wear fully enclosed, hard sole shoes and long pants.

>

>

>

> Thanks and have a lovely weekend,

>

>

>

> Vanessa

>

>

>

> Patrick Bonck

> Director, Communications

> 505 8th Ave - 5th floor

> Ph: (212) 389-9346

> Email: [PBonck@breakingground.org](mailto:PBonck@breakingground.org)<<mailto:PBonck@breakingground.org>>

> [www.breakingground.org](http://www.breakingground.org)<[UrlBlockedError.aspx](http://www.breakingground.org)>

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> [cid:image001.jpg@01D30241.396ED150]<<http://www.breakingground.org/>>

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> From: Pierre-Antoine, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]

> Sent: Thursday, July 20, 2017 1:04 PM

> To: Patrick Bonck; Jovana Rizzo

> Cc: Kate Treen

> Subject: RE: La Central supportive housing groundbreaking

>

> Hi Patrick,

>

> This is a great line up! I have a hard confirmation from HPD Deputy Commissioner of Development Molly Park.

>

> Jovana, I'll have something for your release draft too. Likely tomorrow.

>

> Thanks!

>

> Juliet

>

>

> Juliet Pierre-Antoine | Press Secretary NYC Department of Housing  
> Preservation & Development  
> 100 Gold St • New York, NY 10038  
> morrisj@hpd.nyc.gov <<mailto:morrisj@hpd.nyc.gov>> • 212.863.5682 •  
> nyc.gov/hpd <<http://www1.nyc.gov/site/hpd/index.page>>

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> [cid:image006.png@01D1D387.76F37F10] <<https://www.facebook.com/NYCHousing/>>  
> [cid:image007.png@01D1D387.76F37F10]  
> <<https://twitter.com/NYCHousing>> [cid:image008.png@01D1D387.76F37F10]  
> <UrlBlockedError.aspx> [cid:image009.jpg@01D1D387.76F37F10]  
> <<https://www.instagram.com/nychousing/>>

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>

> From: Patrick Bonck [<mailto:PBonck@breakingground.org>]  
> Sent: Thursday, July 20, 2017 1:00 PM  
> To: Pierre-Antoine, Juliet (HPD); Jovana Rizzo  
> Cc: Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking

>

> Hi Juliet,

>

> Just checking in on the possibility of a speaker for Monday's event. We have a good lineup, and would love to make it great with HPD involvement:

>

> Bob Sideli, MD, Board Member, Breaking Ground  
> Dr. Rosa Gil, CEO, Comunilife  
> Raquel Ayala, Board Chair, Comunilife  
> Brenda Rosen, President & CEO, Breaking Ground  
> Commissioner Samuel Roberts – NYS  
> OTDA  
> Commissioner Ruthanne Visnauskas – NYS  
> HCR  
> George Rodriguez, Bronx Community Board 1 Chair

>

> Nothing extensive needed, we're targeting about 2 minutes per speaker. Happy to send over a brief overview of the project details (the specific details of our supportive component) if it would be helpful.

>

> Many thanks!

>

> Patrick

>

>

> Patrick Bonck  
> Director, Communications  
> 505 8th Ave - 5th floor  
> Ph: (212) 389-9346  
> Email: [PBonck@breakingground.org](mailto:PBonck@breakingground.org) <<mailto:PBonck@breakingground.org>>  
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> From: Pierre-Antoine, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
> Sent: Tuesday, July 18, 2017 10:11 AM  
> To: Patrick Bonck; Jovana Rizzo  
> Cc: Kate Treen

> Subject: RE: La Central supportive housing groundbreaking  
>  
> Hi Patrick,  
>  
> Yes, of course. I'll get back to you as soon as I can with a confirmed participant.  
>  
> Thanks,  
>  
> Juliet  
>

---

> Juliet Pierre-Antoine | Press Secretary NYC Department of Housing  
> Preservation & Development  
> 100 Gold St • New York, NY 10038  
> morrisj@hpd.nyc.gov <<mailto:morrisj@hpd.nyc.gov>> • 212.863.5682 •  
> nyc.gov/hpd <<http://www1.nyc.gov/site/hpd/index.page>>  
>  
> [cid:image006.png@01D1D387.76F37F10] <<https://www.facebook.com/NYCHousing/>>  
> [cid:image007.png@01D1D387.76F37F10]  
> <<https://twitter.com/NYCHousing>> [cid:image008.png@01D1D387.76F37F10]  
> <UrlBlockedError.aspx> [cid:image009.jpg@01D1D387.76F37F10]  
> <<https://www.instagram.com/nychousing/>>  
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> From: Patrick Bonck [<mailto:PBonck@breakingground.org>]  
> Sent: Monday, July 17, 2017 11:10 PM  
> To: Jovana Rizzo; Pierre-Antoine, Juliet (HPD)  
> Cc: Kate Treen  
> Subject: Re: La Central supportive housing groundbreaking  
>

> Hi Juliet,  
>

> Thanks so much for your assistance with the release!  
>

> We would love for someone from HPD to make brief remarks during the program. Do you think that might be possible?  
>

> Many thanks,  
>

> Patrick  
>

> Patrick Bonck  
> Director, Communications  
> 505 8th Ave - 5th floor  
> Ph:(212) 389-9346  
> Email: [PBonck@breakingground.org](mailto:PBonck@breakingground.org) <<mailto:PBonck@breakingground.org>>  
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> [[http://hybrid.commonground.org/Breaking%20Ground\\_Black%20Tagline\\_RGB.jpg](http://hybrid.commonground.org/Breaking%20Ground_Black%20Tagline_RGB.jpg)] <<http://hybrid.commonground.org>>

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> From: Jovana Rizzo  
> <jovana@berlinrosen.com<<mailto:jovana@berlinrosen.com>>>  
> Sent: Monday, July 17, 2017 4:30 PM  
> To: Pierre-Antoine, Juliet (HPD)  
> Cc: Patrick Bonck; Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking

> Sounds great!!

>  
> Jovana Rizzo  
> O. 646.200.5329  
> C. 917.836.0618  
> jovana@berlinrosen.com<<mailto:jovana@berlinrosen.com>>

> berlinrosen  
> New York • Washington D.C. • Los Angeles berlinrosen.com @berlinrosen

---

> From: Pierre-Antoine, Juliet (HPD) [morrisj@hpd.nyc.gov]  
> Sent: Monday, July 17, 2017 4:28 PM  
> To: Jovana Rizzo  
> Cc: Patrick Bonck; Kate Treen  
> Subject: RE: La Central supportive housing groundbreaking

> Hello Jovana,

>  
>  
>  
> Not only is there funding, this was part of the last large blocks of land designated by City RFP in the Bronx. I remember the original announcement well and I'm happy to hear we've reached the groundbreaking stage.

>  
>  
>  
> I'd love to collaborate with you on the announcement. Also, I'll be in touch with you to confirm agency representative for the event.

> Thanks!

> Juliet

---

> Juliet Pierre-Antoine | Press Secretary  
>  
> NYC Department of Housing Preservation & Development  
>  
> 100 Gold St • New York, NY 10038





**From:** [Norvell, Wiley](#)  
**To:** ["Jovana Rizzo"](#)  
**Cc:** [Pierre-Antoine, Juliet \(HPD\)](#); [PBonck@breakingground.org](mailto:PBonck@breakingground.org); [Kate Treen](#)  
**Subject:** RE: La Central supportive housing groundbreaking  
**Date:** Monday, July 24, 2017 9:09:52 AM  
**Importance:** High

---

Jovana et al--so sorry for the last min scramble but DM Glen has just been pulled onto a call w/mayor that will conflict w this event. She'll no longer be able to attend. Can we put Molly back in the program as the City rep? Very sorry for the last min change of plans!

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

> From: Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
> Sent: Monday, July 24, 2017 6:55 AM  
> To: Pierre-Antoine, Juliet (HPD)  
> Cc: [PBonck@breakingground.org](mailto:PBonck@breakingground.org); Kate Treen; Norvell, Wiley  
> Subject: RE: La Central supportive housing groundbreaking  
>  
> +Wiley. Yes, still on. I'm at 917-836-0618 if you have any questions.  
>  
> 10am - Enter the site on Brook Avenue between – E. 152nd and E. 153rd  
> Streets  
>  
>  
> Jovana Rizzo  
> O. 646.200.5329  
> C. 917.836.0618  
> [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)  
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> berlinrosen  
> New York • Washington D.C. • Los Angeles [berlinrosen.com](http://berlinrosen.com) @berlinrosen  
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> Sent: Monday, July 24, 2017 6:32 AM  
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> Cc: [PBonck@breakingground.org](mailto:PBonck@breakingground.org); Kate Treen  
> Subject: Re: La Central supportive housing groundbreaking  
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> Hello,

>  
> Is the event still on? The Deputy Mayor's office would like to confirm? Could you confirm directly with Wiley Norvell if possible?

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

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> <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
> Subject: Re: La Central supportive housing groundbreaking  
>

> Thank you! And yes we'd love to have DM Glen speak

> Sent from my phone.

>> On Jul 23, 2017, at 3:07 PM, Pierre-Antoine, Juliet (HPD) <[morrisj@hpd.nyc.gov](mailto:morrisj@hpd.nyc.gov)> wrote:

>>

>> Quote from HPD Commissioner Maria Torres-Springer:

>>  
>>

>> HPD is excited to celebrate the start of construction on this long-vacant site in the Bronx. This first phase of development will create 160 supportive homes for individuals in need. I want to thank Breaking Ground and Comunilife for their partnership and I look forward to welcoming new residents into their new homes.

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>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking

>> This just in from City Hall: they'd like to have Deputy Mayor Alicia Glen added to the program as the first government speaker. Would like to know if it's possible.

>>  
>> \_\_\_\_\_  
>> From: Jovana Rizzo [jovana@berlinrosen.com]  
>> Sent: Friday, July 21, 2017 4:50 PM  
>> To: Pierre-Antoine, Juliet (HPD); Patrick Bonck  
>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking

>>  
>> Got it - thanks Juliet!

>>  
>> Jovana Rizzo  
>> O. 646.200.5329  
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>> jovana@berlinrosen.com  
>>  
>> berlinrosen  
>> New York • Washington D.C. • Los Angeles berlinrosen.com @berlinrosen

>> \_\_\_\_\_  
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>> Sent: Friday, July 21, 2017 4:46 PM  
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>> Hi Juliet, do you have an update on the quote? The State will be sending out as a Gov's release, I'm attaching the most recent version.

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>> Jovana Rizzo  
>> O. 646.200.5329  
>> C. 917.836.0618  
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>> Juliet,  
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>> I wanted to share our confirmed order of speakers with you, and a quick update.  
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>> Please note that, in the event of severe rain over the weekend, the event could be cancelled if site conditions are not amenable. This is unlikely, but we would notify everyone by email on Sunday night were this to happen.  
>>  
>> Please do let me know if you have any questions or concerns.  
>>  
>> Many thanks,  
>>  
>> Patrick  
>>  
>>  
>> LA CENTRAL GROUNDBREAKING  
>> MONDAY, JULY 24, 2017  
>>  
>> PROGRAM  
>>  
>>  
>> Robert V. Sideli, MD  
>> Member, Board of Directors, Breaking Ground  
>>  
>> Raquel Ayala  
>> Chairperson, Board of Directors, Comunilife  
>>  
>> Dr. Rosa M. Gil, DSW  
>> Founder, President & CEO, Comunilife  
>>  
>> Brenda E. Rosen  
>> President and CEO, Breaking Ground  
>>  
>> The Honorable Ruben Diaz, Jr.  
>> Bronx Borough President  
>>  
>> Commissioner RuthAnne Visnauskas  
>> New York State Homes and Community Renewal  
>>  
>> Deputy Commissioner for Development Molly Parks New York City  
>> Department of Housing Preservation  
>>  
>> Commissioner Samuel D. Roberts  
>> New York State Office of Temporary and Disability Assistance  
>>  
>> Chairman George Rodriguez  
>> Bronx Community Board 1

>>  
>> Jennifer Trepinski  
>> Senior Loan Officer, Corporation for Supportive Housing  
>>  
>>  
>>  
>> We look forward to seeing you on Monday (July 24th) for the La Central Groundbreaking Ceremony. The program will begin promptly at 10 am. The weather forecast does predict rain on Monday, please be sure to check your e-mail for a cancellation notification (by 7 am on Monday) in the event of dangerous or wet weather. Please find additional details below and attached:  
>>  
>>  
>>  
>> La Central Groundbreaking Ceremony  
>>  
>> Enter the site on Brook Avenue between – E. 152nd and E. 153rd  
>> Streets  
>>  
>> Nearby Subways: 2 and 5 trains to the 3rd Aveue-149th Street Station  
>>  
>> <https://www.google.com/maps/place/626+Bergen+Ave,+Bronx,+NY+10455/@40.817247,-73.9162187,17z/data=!3m1!4b1!4m5!3m4!1s0x89c2f5c9b66ab5b3:0xe0b151ef14aaea!8m2!3d40.817247!4d-73.91403>  
>>  
>>  
>>  
>> We care about your safety. Please remember this is an active construction site. Appropriate attire is required. It is important that you wear fully enclosed, hard sole shoes and long pants.  
>>  
>>  
>>  
>>  
>> Patrick Bonck  
>> Director, Communications  
>> 505 8th Ave - 5th floor  
>> Ph: (212) 389-9346  
>> Email: PBonck@breakingground.org<<mailto:PBonck@breakingground.org>>  
>> [www.breakingground.org](http://www.breakingground.org)<UriBlockedError.aspx>  
>>  
>> [cid:image001.jpg@01D30241.396ED150]<<http://www.breakingground.org/>>  
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>>  
>> From: Patrick Bonck  
>> Sent: Friday, July 21, 2017 9:10 AM  
>> To: 'Pierre-Antoine, Juliet (HPD)'; Jovana Rizzo  
>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking  
>>  
>> Hi Juliet,  
>>  
>> Thanks again for confirming the Deputy Commissioner's attendance. Below are the detail for Monday. Please do let us know if you have any questions.  
>>  
>> Many thanks,

>>  
>> Patrick  
>>  
>>  
>>  
>> We look forward to seeing you on Monday (July 24th) for the La Central Groundbreaking Ceremony. The program will begin promptly at 10 am. The weather forecast does predict rain on Monday, please be sure to check your e-mail for a cancellation notification (by 7 am on Monday) in the event of dangerous or wet weather. Please find additional details below and attached:  
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>> <https://www.google.com/maps/place/626+Bergen+Ave,+Bronx,+NY+10455/@40.817247,-73.9162187,17z/data=!3m1!4b1!4m5!3m4!1s0x89c2f5c9b66ab5b3:0xf>  
>> e  
>> e0b151ef14aaea!8m2!3d40.817247!4d-73.91403  
>>  
>>  
>>  
>> We care about your safety. Please remember this is an active construction site. Appropriate attire is required. It is important that you wear fully enclosed, hard sole shoes and long pants.  
>>  
>>  
>>  
>> Thanks and have a lovely weekend,  
>>  
>>  
>>  
>> Vanessa  
>>  
>>  
>>  
>> Patrick Bonck  
>> Director, Communications  
>> 505 8th Ave - 5th floor  
>> Ph: (212) 389-9346  
>> Email: PBonck@breakingground.org<<mailto:PBonck@breakingground.org>>  
>> [www.breakingground.org](http://www.breakingground.org)<UrlBlockedError.aspx>  
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>> From: Pierre-Antoine, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
>> Sent: Thursday, July 20, 2017 1:04 PM  
>> To: Patrick Bonck; Jovana Rizzo  
>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking  
>>  
>> Hi Patrick,

>>  
>> This is a great line up! I have a hard confirmation from HPD Deputy Commissioner of Development Molly Park.  
>>  
>> Jovana, I'll have something for your release draft too. Likely tomorrow.  
>>  
>> Thanks!  
>>  
>> Juliet  
>>  
>>  
>> \_\_\_\_\_  
>> Juliet Pierre-Antoine | Press Secretary NYC Department of Housing  
>> Preservation & Development  
>> 100 Gold St ▪ New York, NY 10038  
>> morrisj@hpd.nyc.gov<<mailto:morrisj@hpd.nyc.gov>> ▪ 212.863.5682 ▪  
>> nyc.gov/hpd<<http://www1.nyc.gov/site/hpd/index.page>>  
>>  
>> [cid:image006.png@01D1D387.76F37F10]<<https://www.facebook.com/NYCHousing>  
>> i ng/> [cid:image007.png@01D1D387.76F37F10]  
>> <<https://twitter.com/NYCHousing>>  
>> [cid:image008.png@01D1D387.76F37F10]  
>> <UrlBlockedError.aspx> [cid:image009.jpg@01D1D387.76F37F10]  
>> <<https://www.instagram.com/nychousing/>>  
>>  
>>  
>>  
>>  
>> From: Patrick Bonck [<mailto:PBonck@breakingground.org>]  
>> Sent: Thursday, July 20, 2017 1:00 PM  
>> To: Pierre-Antoine, Juliet (HPD); Jovana Rizzo  
>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking  
>>  
>> Hi Juliet,  
>>  
>> Just checking in on the possibility of a speaker for Monday's event. We have a good lineup, and would love to make it great with HPD involvement:  
>>  
>> Bob Sideli, MD, Board Member, Breaking Ground Dr. Rosa Gil, CEO,  
>> Comunilife Raquel Ayala, Board Chair, Comunilife Brenda Rosen,  
>> President & CEO, Breaking Ground Commissioner Samuel Roberts – NYS  
>> OTDA Commissioner Ruthanne Visnauskas – NYS HCR George Rodriguez,  
>> Bronx Community Board 1 Chair  
>>  
>> Nothing extensive needed, we're targeting about 2 minutes per speaker. Happy to send over a brief overview of the project details (the specific details of our supportive component) if it would be helpful.  
>>  
>> Many thanks!  
>>  
>> Patrick  
>>  
>>  
>> Patrick Bonck  
>> Director, Communications  
>> 505 8th Ave - 5th floor  
>> Ph: (212) 389-9346  
>> Email: [PBonck@breakingground.org](mailto:PBonck@breakingground.org)<<mailto:PBonck@breakingground.org>>  
>> [www.breakingground.org](http://www.breakingground.org)<UrlBlockedError.aspx>  
>>  
>> [cid:image001.jpg@01D30241.396ED150]<<http://www.breakingground.org/>>

>>  
>>  
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>>  
>>  
>>  
>> From: Pierre-Antoine, Juliet (HPD) [<mailto:morrisj@hpd.nyc.gov>]  
>> Sent: Tuesday, July 18, 2017 10:11 AM  
>> To: Patrick Bonck; Jovana Rizzo  
>> Cc: Kate Treen  
>> Subject: RE: La Central supportive housing groundbreaking  
>>  
>> Hi Patrick,  
>>  
>> Yes, of course. I'll get back to you as soon as I can with a confirmed participant.  
>>  
>> Thanks,  
>>  
>> Juliet  
>>

---

>> Juliet Pierre-Antoine | Press Secretary NYC Department of Housing  
>> Preservation & Development  
>> 100 Gold St • New York, NY 10038  
>> morrisj@hpd.nyc.gov <<mailto:morrisj@hpd.nyc.gov>> • 212.863.5682 •  
>> nyc.gov/hpd <<http://www1.nyc.gov/site/hpd/index.page>>  
>>  
>> [cid:image006.png@01D1D387.76F37F10]<<https://www.facebook.com/NYCHousing>  
>> ing/> [cid:image007.png@01D1D387.76F37F10]  
>> <<https://twitter.com/NYCHousing>>  
>> [cid:image008.png@01D1D387.76F37F10]  
>> <UrlBlockedError.aspx> [cid:image009.jpg@01D1D387.76F37F10]  
>> <<https://www.instagram.com/nychousing/>>  
>>  
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>>

>> From: Patrick Bonck [<mailto:PBonck@breakingground.org>]  
>> Sent: Monday, July 17, 2017 11:10 PM  
>> To: Jovana Rizzo; Pierre-Antoine, Juliet (HPD)  
>> Cc: Kate Treen  
>> Subject: Re: La Central supportive housing groundbreaking  
>>

>> Hi Juliet,  
>>  
>>  
>>

>> Thanks so much for your assistance with the release!  
>>  
>>

>> We would love for someone from HPD to make brief remarks during the program. Do you think that might be possible?  
>>  
>>  
>>

>> Many thanks,  
>>  
>> Patrick







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>>

**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** 600 Employers  
**Date:** Monday, July 24, 2017 4:35:46 PM  
**Attachments:** [image003.png](#)

---

Dear Jonathan,

I am thrilled to report that together the public sector and NYC's employers are building the City's future workforce—a workforce that is homegrown, diverse, and skills-ready.

Through the [Center for Youth Employment](#), our public-private partnership to prepare young people for the world of work, **over 600 employers (up from 89 three years ago) gave 1600 paid summer internships to our best and brightest NYC students this summer.**

We took an industry-based approach which was bolstered by our exciting pro bono, city-wide ad campaign -- the advertisements reached over 19 million New Yorkers in donated ad impressions.

A huge thank you to all of the Center for Youth Employment's partners and participating employers. Efforts like these, combined with the real strides of education initiatives like Computer Science For All, AP For All and Algebra For All are changing the futures of young New Yorkers and the companies they will work for.

Take a look at the press & campaign below and let us know what you think, and please consider getting involved in our workforce efforts, if you are not already engaged.

Best Regards, Gabrielle

Below is some of the media coverage highlighting the City's impact on youth employment as well as pictures of the advertisements that appeared across the City.

[InformationWeek: As NYC Tech Industry Grows, City Aims to Fill Skills Gap](#)

[Real Estate Weekly: Real Estate Industry Hires Record Number Of Summer Interns](#)

[Metro: De Blasio program Ladders for Leaders breaks record](#)

[New York Daily News: Students land paid summer internships at 600 companies through city workforce program](#)

[Queens Times-Ledger: Ladders for Leaders puts students on path to paid internships and better futures](#)

[Caribbean Life: Summer Youth Employment Program begins in N.Y. City](#)

This ad campaign was supported by pro-bono partnerships with Discovery Communications' Creating Change initiative, Young & Rubicam (Y&R), Clear Channel Outdoor, OUTFRONT Media, JCDecaux, Altice and NYC & Company.

# SWAMPED?

Get help. Give experience.  
Hire a New York City intern.



[LaddersforLeaders.org](http://LaddersforLeaders.org)

New York. New Talent.





# PULLED IN TOO MANY DIRECTIONS?

Cell. Walk. Give. Experience. Live a New York City moment.



NYC





Gabrielle Fialkoff  
Senior Advisor to the Mayor  
Director of the Office of Strategic Partnerships  
212-341-5084  
[gfialkoff@cityhall.nyc.gov](mailto:gfialkoff@cityhall.nyc.gov)



BETA

LinkNYC

# WORKING LIKE A DOG?

Get Help, Over Experience  
Here in New York City, 24/7.



NYC 311





**From:** [Dan Levitan](#)  
**To:** [Michael Gartland](#)  
**Cc:** [Finan, Austin](#)  
**Subject:** Re: supervised release program  
**Date:** Sunday, July 30, 2017 5:43:07 PM

---

Mayor de Blasio has driven crime to record lows and put 2,000 more officers on the beat, while improving relations between police and the communities they serve. Assemblymember Malliotakis can use the Trump playbook of fearmongering and distortion, but no one is buying it.”

- Sent from my Galaxy S6 -

On Jul 30, 2017, at 5:34 PM, Michael Gartland <[mgartland@nypost.com](mailto:mgartland@nypost.com)> wrote:

We're doing something on Malliotakis' comments today on the mayor's supervised release program. Most likely for second edition, but I intend to file for first just in case.

Does City Hall or the campaign want to comment on what she said?

--

Michael Gartland  
NY Post  
551-208-6570  
[mgartland@nypost.com](mailto:mgartland@nypost.com)  
@michaelgartland

**From:** [Grace, Melissa](#)  
**To:** [Nicole Kolinsky](#)  
**Cc:** [Jeremy Soffin](#)  
**Subject:** Re: Hey there  
**Date:** Tuesday, August 01, 2017 8:21:08 PM

---

Thank you Nicole!

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Aug 1, 2017, at 8:20 PM, Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)> wrote:

Hey Melissa, Jeremy and I work together on One Vanderbilt.

We are pulling together the latest info on the public improvements and should have them to you tomorrow. But the biggest things under construction right now are the off-site improvements, i.e. things not in the One Vanderbilt footprint:

- the reconstruction of the long shuttered Mobil passageway to the former Mobil building on 42<sup>nd</sup> which will connect to GCT
- widening of the Lexington Ave. corner entrance (Strawberry store stairs)
- Enhancing the subway mezzanine level that leads to the 4/5/6 platforms, creating more circulation space
- Constructing and modifying staircases to aid circulation on platforms and mezzanine

Should have more detail to you tomorrow on entire package.

Nicole

**Nicole Kolinsky**  
O. 646.200.5296  
C. 646.263.1527  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

**berlinrosen**  
Los Angeles • New York • Washington D.C.  
[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen | @brcities

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 01, 2017 11:07 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Hey there

Sorry, don't mean to be jerking you around on timing. Looking like next Wednesday now. (Siff can't do Monday or Tuesday)

I think we'd very much like of one of your big bosses can make it.

I will be back to you shortly with confirmed time later today.

In meantime, can you send me info we can share with Siff on what exactly the upgrades are?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 5:17 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Checking

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 5:09 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: Hey there

Looks like we are going to need to move this to Friday. Does that work for you Jeremy?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 4:51 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Let me check and get right back to you.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

**berlinrosen**

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

@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Monday, July 31, 2017 4:17 PM

**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Hey there

+

Andrew Siff is in!

He asks if he can shoot Wednesday. Does that work on your end Jeremy?

I'd need to get him the basics by tomorrow morning: What exactly is under construction and what is to come, can you send me that info?

Also, we will need you all to set up logistics for a construction tour. Possible?

---

**From:** Grace, Melissa

**Sent:** Monday, July 31, 2017 2:16 PM

**To:** 'Jeremy Soffin'

**Subject:** RE: Hey there

Cool, back to you when I have a firm yes, but this is what I pitched so far.

- We are particularly interested in showing big time work is underway as part of the Vanderbilt rezone
- Can show you demo work that will make access to the platforms much better so people can get on and off trains faster – meaning an additional trains can roll through every hour.

Can you send info about what exactly the work is that is underway and coming. With that, we can organize a tour for of what is underway.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 1:51 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Yes!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 1:50 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Hey there

Hi Jeremy,

We are looking to set up a TV story (pitched to WNBC and waiting to hear back) on the work already started at GSC/East Midtown to vastly improve access to subways related to the Vanderbilt rezoning – this to also highlight other important East Midtown improvements coming.

<http://www1.nyc.gov/office-of-the-mayor/news/827-16/mayor-de-blasio-sl-green-local-officials-break-ground-new-office-tower-220-million-in/#/0>

You are the right person to talk to?

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

**From:** [Grace, Melissa](#)  
**To:** "[Jeremy Soffin](#)"  
**Subject:** RE: Hey there  
**Date:** Wednesday, August 02, 2017 10:35:43 AM

---

Are we good for next Wednesday with the project manager showing Alicia and the reporter around?  
I'd like to lock this in.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Tuesday, August 01, 2017 11:43 AM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Checking

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](#)

---

**From:** Grace, Melissa [mailto:[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)]  
**Sent:** Tuesday, August 01, 2017 11:32 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Hey there

Can you all do next Wednesday, Aug 9 at 11a?  
(firm on our end now and the reporter's end)

---

**From:** Grace, Melissa  
**Sent:** Tuesday, August 01, 2017 11:07 AM  
**To:** 'Jeremy Soffin'  
**Subject:** RE: Hey there

Sorry, don't mean to be jerking you around on timing. Looking like next Wednesday now. (Siff can't do Monday or Tuesday)

I think we'd very much like if one of your big bosses can make it.

I will be back to you shortly with confirmed time later today.

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**Sent:** Monday, July 31, 2017 5:17 PM  
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**Sent:** Monday, July 31, 2017 4:51 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Let me check and get right back to you.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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

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**Sent:** Monday, July 31, 2017 4:17 PM

**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Hey there

+

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**To:** 'Jeremy Soffin'

**Subject:** RE: Hey there

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**Sent:** Monday, July 31, 2017 1:51 PM

**To:** Grace, Melissa

**Subject:** RE: Hey there

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**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

**berlinrosen**

New York • Washington D.C. • Los Angeles

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



@berlinrosen

---

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**Sent:** Monday, July 31, 2017 1:50 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** Hey there

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<http://www1.nyc.gov/office-of-the-mayor/news/827-16/mayor-de-blasio-sl-green-local-officials-break-ground-new-office-tower-220-million-in/#/0>

You are the right person to talk to?

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#)  
**Subject:** RE: Hey there  
**Date:** Wednesday, August 02, 2017 12:51:09 PM

---

Thank you

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

**berlinrosen**

New York • Washington D.C. • Los Angeles

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

@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Wednesday, August 02, 2017 12:50 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Hey there

K. trying to rearrange others, back to you asap.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, August 02, 2017 12:50 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

With Marc out, the #2, Andrew Mathias, will join, but can only do 10.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

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---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Wednesday, August 02, 2017 12:48 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Hey there

Asking

Who is it who can come at 10 and not 11?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, August 02, 2017 12:46 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Can we do this at 10 am?

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

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New York • Washington D.C. • Los Angeles

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

@berlinrosen

---

**From:** Jeremy Soffin  
**Sent:** Tuesday, August 01, 2017 11:43 AM  
**To:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: Hey there

Checking

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 01, 2017 11:32 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Hey there

Can you all do next Wednesday, Aug 9 at 11a?  
(firm on our end now and the reporter's end)

---

**From:** Grace, Melissa  
**Sent:** Tuesday, August 01, 2017 11:07 AM  
**To:** 'Jeremy Soffin'  
**Subject:** RE: Hey there

Sorry, don't mean to be jerking you around on timing. Looking like next Wednesday now. (Siff can't do Monday or Tuesday)

I think we'd very much like of one of your big bosses can make it.

I will be back to you shortly with confirmed time later today.

In meantime, can you send me info we can share with Siff on what exactly the upgrades are?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 5:17 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Checking

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 5:09 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: Hey there

Looks like we are going to need to move this to Friday. Does that work for you Jeremy?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 4:51 PM  
**To:** Grace, Melissa; Norvell, Wiley

**Subject:** RE: Hey there

Let me check and get right back to you.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

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---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Monday, July 31, 2017 4:17 PM

**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Hey there

+

Andrew Siff is in!

He asks if he can shoot Wednesday. Does that work on your end Jeremy?

I'd need to get him the basics by tomorrow morning: What exactly is under construction and what is to come, can you send me that info?

Also, we will need you all to set up logistics for a construction tour. Possible?

---

**From:** Grace, Melissa

**Sent:** Monday, July 31, 2017 2:16 PM

**To:** 'Jeremy Soffin'

**Subject:** RE: Hey there

Cool, back to you when I have a firm yes, but this is what I pitched so far.

- We are particularly interested in showing big time work is underway as part of the Vanderbilt rezone
- Can show you demo work that will make access to the platforms much better so people can get on and off trains faster – meaning an additional trains can roll through every hour.

Can you send info about what exactly the work is that is underway and coming. With that, we can organize a tour for of what is underway.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 1:51 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Yes!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 1:50 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Hey there

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**From:** [Nicole Kolinsky](#)  
**To:** [Grace, Melissa](#)  
**Cc:** [Jeremy Soffin](#)  
**Subject:** RE: Hey there  
**Date:** Wednesday, August 02, 2017 3:00:08 PM  
**Attachments:** [Transit Improvement Leasing Exhibit 2-10-16\\_DF update.pdf](#)  
[FOR IMMEDIATE RELEASE Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning.msg](#)

---

Hey Melissa, attached is a doc that breaks down OVA's on and off-site public improvements with some rough visuals. It also shows status on each item (the off-site work is all well underway which is something we should stress). We'd prefer Siff not report on the projected completion dates you see here but he can cite rough timing. This doc is just for background/not for publication. Also attaching the press release Garodnick issued during ULURP approval which contains some more basic language. Let me know if you have more questions.

Nicole

**Nicole Kolinsky**

O. 646.200.5296

C. 646.263.1527

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

**berlinrosen**

Los Angeles • New York • Washington D.C.

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

@berlinrosen | @brcities

---

**From:** Grace, Melissa [mailto:[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)]  
**Sent:** Tuesday, August 1, 2017 5:21 PM  
**To:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Re: Hey there

Thank you Nicole!

Melissa Grace

Deputy Press Secretary

Mayor's Press Office

[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)

o: [212-788-2969](tel:212-788-2969)

c: [347-224-2309](tel:347-224-2309)

On Aug 1, 2017, at 8:20 PM, Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)> wrote:

Hey Melissa, Jeremy and I work together on One Vanderbilt.

We are pulling together the latest info on the public improvements and should have them to you tomorrow. But the biggest things under construction right now are the off-site improvements, i.e. things not in the One Vanderbilt footprint:

- the reconstruction of the long shuttered Mobil passageway to the former Mobil building on 42<sup>nd</sup> which will connect to GCT
- widening of the Lexington Ave. corner entrance (Strawberry store stairs)
- Enhancing the subway mezzanine level that leads to the 4/5/6 platforms, creating more circulation space
- Constructing and modifying staircases to aid circulation on platforms and mezzanine

Should have more detail to you tomorrow on entire package.

Nicole

**Nicole Kolinsky**

O. 646.200.5296

C. 646.263.1527

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

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**Sent:** Monday, July 31, 2017 1:51 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Yes!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Monday, July 31, 2017 1:50 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** Hey there

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[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309



# One Vanderbilt Transit Improvements

One Vanderbilt has proposed to construct and maintain a program of transit improvements, in support of an application for a zoning floor area bonus. All components of these improvements will comply with and be subject to the approval of New York City Transit (NYCT), Metro-North Railroad (MNR), and East Side Access guidelines and specifications, as applicable where these entities remain the authority holding jurisdiction. The improvements will be constructed within the property of the One Vanderbilt Avenue development site and its immediate adjacencies (on-site); the 42<sup>nd</sup> Street Station of the Lexington Avenue Subway and Shuttle to Times Square; within the property of the Grand Central Terminal, as well as within the property of 125 Park Avenue and 109 East 42<sup>nd</sup> Street (off-site).



## On Site Transit Improvements

Work Items:	Description:	Schedule:
42 <sup>nd</sup> Street Entrance	1 New easement stairs, ADA accessible elevator, and express escalator at 42 <sup>nd</sup> street transit entrance of One Vanderbilt Avenue	December 2017 through August 2020
B2 Corridor Connector	2 New B2 corridor providing access between One Vanderbilt Avenue and the NYCT Lexington Avenue Station	October 2017 through August 2020
B1 Public Corridor Connector	3 New B1 public corridor providing access between One Vanderbilt Avenue, the Grand Central Terminal transit complex, and the NYCT Lexington Avenue Station	November 2017 through August 2020
B4 East Side Access Connector	4 Construction of the new B4 public corridors providing access between One Vanderbilt Avenue and the LIRR / ESA concourse via stairs, escalators, and elevator	September 2017 through August 2020
Transit Hall	5 New public room/train waiting area with stair access to B1 and accessible elevator to B1, 2, and 4	December 2017 through August 2020

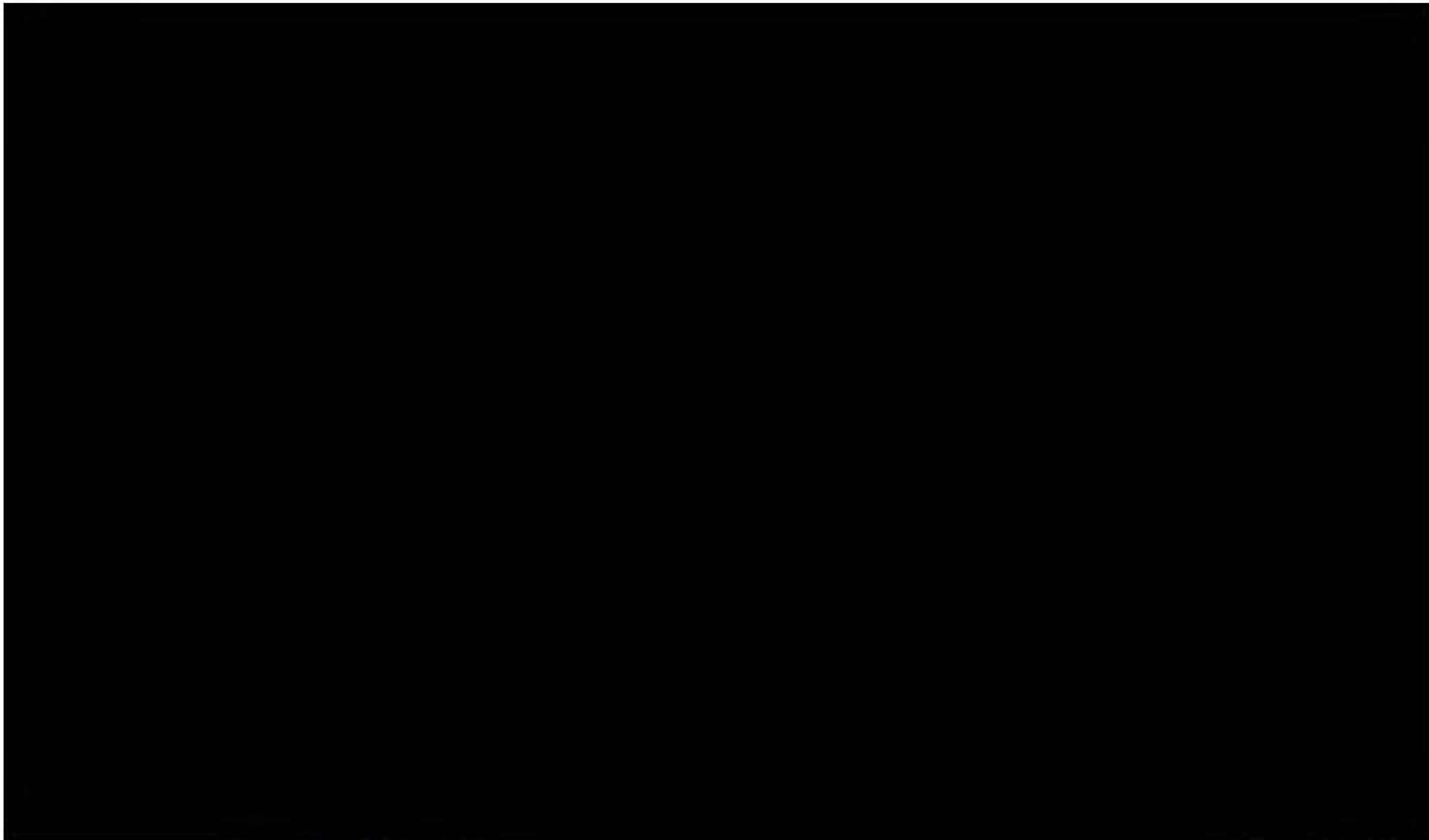


## Off Site Transit Improvements

Work Items:	Description:	Schedule:
Mobil Passageway	1 Rehabilitate the existing, decommissioned Mobil Building Passageway located below the south side of East 42 <sup>nd</sup> Street connecting 150 East 42 <sup>nd</sup> Street to the mezzanine level of the Grand Central - 42 <sup>nd</sup> Street Station.	June 2016 through December 2017
Lexington Avenue Stair and Elevator	2 New Street Stair and ADA elevator between mezzanine and street level of the Grand Central - 42 <sup>nd</sup> Street subway station at northwest corner of 42 <sup>nd</sup> Street and Lexington Avenue.	April 2017 through August 2020
Lexington Station Expanded Mezzanine	3 Expand R-240 control area and circulation space.	April 2017 through August 2020
P10 Staircase	4 Construct new P10 stair connecting the mezzanine and platform level of the Grand Central - 42 <sup>nd</sup> Station.	June 2016 through December 2017
Stair Modifications	5 Modify eleven existing stair structures to improve pedestrian circulation, visibility and capacity in the Grand Central - 42 <sup>nd</sup> Street subway station.	April 2017 through August 2020
P23 and P24 Staircases	6 Construct two new stairs in the expanded R-240 control area and circulation space connecting mezzanine to platform at Grand Central - 42 <sup>nd</sup> Street Station.	April 2017 through August 2020

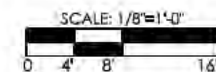




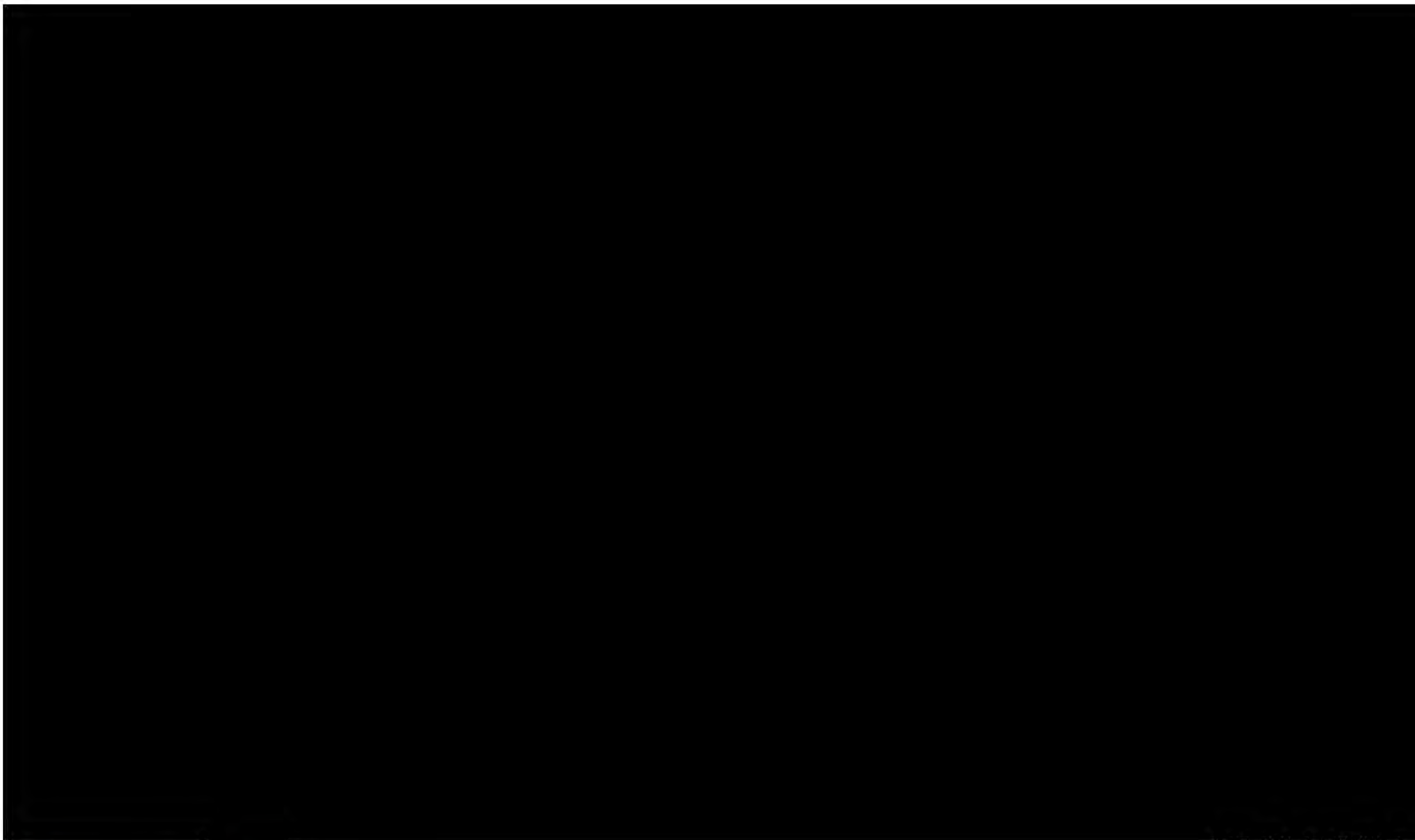


PROPOSED TRANSIT IMPROVEMENTS

ON-SITE / EXHIBIT 1



FEBRUARY 10, 2016



OFF SITE / EXHIBIT 2

From: David Kimball-Stanley [REDACTED]  
To: David Kimball-Stanley [REDACTED]  
CC:  
Subject: FOR IMMEDIATE RELEASE: Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning  
Sent: 27 May 2015 19:12:58 +0000

FOR IMMEDIATE RELEASE  
Contact: David Kimball-Stanley (212) 818-0580

### Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning

- Calling it a “much better deal for the public,” Garodnick won an unprecedented \$220 Million in Critical Infrastructure Improvements from SL Green, Providing New Transit Access Points, Improving Circulation and Alleviating Congestion in City’s Iconic Transit Hub –

- New Zoning Changes Will Transform the Grand Central Business Corridor and Encourage Developers to Make Investments in Aging Transit Infrastructure -

By a unanimous vote, the New York City Council voted today in favor of the proposal to rezone a 5-block stretch of Vanderbilt Avenue, west of Grand Central Terminal and in the heart of the country’s largest central business district, and the application for a new office tower at One Vanderbilt. The Council’s vote was the final step in this rezoning, and the first step in the rezoning of the Greater East Midtown area. Council Member Dan Garodnick, who has been instrumental in guiding the framework of the greater East Midtown rezoning, announced his support for the proposal thanks to the significant public benefits that he was able to negotiate, and the transit infrastructure package being proposed as part of SL Green’s One Vanderbilt office tower. Further benefiting the region’s straphangers, Council Member Garodnick also secured considerable new public space enhancements within the footprint of One Vanderbilt.

"It is time to unlock the economic development potential in East Midtown," said Council Member Daniel R. Garodnick. "The area has gotten stuck in outdated rules, and has lost some of its competitiveness over time. That is going to change today, starting with the Vanderbilt Corridor -- where we will open the door to additional density in exchange for much needed improvements to our transit system. We have struck a much better deal for the public, and we will start seeing real benefits to Grand Central in the near term, even before a single new building is occupied."

In what is expected to be a first, critical step in rezoning the East Midtown business district, the City Council approved zoning changes to spur commercial development along Vanderbilt Avenue, between East 42nd and East 47th Streets. These changes will allow for improved circulation in and around Grand Central Terminal and increased opportunity for area landmarks to transfer unused development rights. The Vanderbilt Corridor, which will be anchored by SL Green’s proposed One Vanderbilt development, is highly accessible to public transportation, with underground connections linking all five blocks to the Grand Central Terminal complex. In addition, the MTA’s East Side Access project, which will bring Long Island Rail Road customers to East Midtown, is under construction below the corridor, with the station terminating directly below One Vanderbilt. This zoning change will be a major step forward in financing essential infrastructure upgrades for the MTA’s regional and local transportation network.

Under the One Vanderbilt plan, SL Green will construct new direct subway access points and circulation areas inside and around Grand Central Terminal, easing platform and mezzanine crowding and allowing trains to move more quickly through the station at peak hours. Approximately two thirds of the \$220 million in public infrastructure funding will go directly to enhancing connections and circulation spaces along the over-crowded Lexington Avenue 4/5/6 line. One Vanderbilt will also extend the commuter experience to the west, providing direct access to Long Island Railroad East Side Access, Metro North and New York City Transit subway lines.

Working closely with SL Green, Council Member Garodnick also secured the creation of a grand three-story, light and air-filled public transit entrance on 42nd Street at the base of One Vanderbilt as well as 22 percent more subgrade

circulation space for commuters to move underground from level to level. At a cost of \$10 million, these additional improvements bring SL Green's total public investment to \$220 million, an unprecedented public expenditure in New York City by a private firm. In addition to the robust value of this public improvement package, One Vanderbilt is projected to create 5,200 construction jobs, 190 permanent union jobs, double the number of workers employed on the block, and generate \$50 million in annual tax revenues for the city. Renderings of One Vanderbilt can be downloaded at <<http://www.kpf.com/onevanderbilt>> [www.kpf.com/onevanderbilt](http://www.kpf.com/onevanderbilt).

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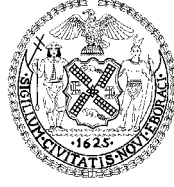
David Kimball-Stanley  
Chief of Staff - District  
Council Member Daniel R. Garodnick  
W: (212) 818-0580  
F: (212) 818-0706  
[www.garodnick.com](http://www.garodnick.com)



**DANIEL R. GARODNICK**  
COUNCIL MEMBER, DISTRICT 4

DISTRICT OFFICE:  
211 E. 43RD ST., SUITE 1205  
NEW YORK, NY 10017  
TEL: (212) 818-0580  
FAX: (212) 818-0706

CITY HALL OFFICE:  
250 BROADWAY, ROOM 1762  
NEW YORK, NY 10007  
TEL: (212) 788-7393  
FAX: (212) 442-1457



THE COUNCIL  
OF  
THE CITY OF NEW YORK

**CHAIR**

ECONOMIC DEVELOPMENT

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**COMMITTEES**

LAND USE  
EDUCATION  
TRANSPORTATION  
WATERFRONTS  
RULES, PRIVILEGES & ELECTIONS  
ZONING & FRANCHISES

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From: David Kimball-Stanley [REDACTED]  
To: David Kimball-Stanley [REDACTED]  
CC:  
Subject: FOR IMMEDIATE RELEASE: Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning  
Sent: 27 May 2015 19:12:58 +0000

FOR IMMEDIATE RELEASE  
Contact: David Kimball-Stanley (212) 818-0580

### Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning

- Calling it a “much better deal for the public,” Garodnick won an unprecedented \$220 Million in Critical Infrastructure Improvements from SL Green, Providing New Transit Access Points, Improving Circulation and Alleviating Congestion in City’s Iconic Transit Hub –

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###

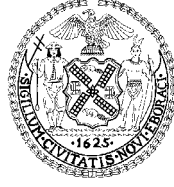
--

David Kimball-Stanley  
Chief of Staff - District  
Council Member Daniel R. Garodnick  
W: (212) 818-0580  
F: (212) 818-0706  
[www.garodnick.com](http://www.garodnick.com)

**DANIEL R. GARODNICK**  
COUNCIL MEMBER, DISTRICT 4

DISTRICT OFFICE:  
211 E. 43RD ST., SUITE 1205  
NEW YORK, NY 10017  
TEL: (212) 818-0580  
FAX: (212) 818-0706

CITY HALL OFFICE:  
250 BROADWAY, ROOM 1762  
NEW YORK, NY 10007  
TEL: (212) 788-7393  
FAX: (212) 442-1457



THE COUNCIL  
OF  
THE CITY OF NEW YORK

**CHAIR**

ECONOMIC DEVELOPMENT

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**COMMITTEES**

LAND USE  
EDUCATION  
TRANSPORTATION  
WATERFRONTS  
RULES, PRIVILEGES & ELECTIONS  
ZONING & FRANCHISES

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**From:** [Grace, Melissa](#)  
**To:** ["Jeremy Soffin"](#); [Nicole Kolinsky](#)  
**Subject:** RE: Hey there  
**Date:** Wednesday, August 02, 2017 4:14:13 PM

---

Yes! Booked. Thanks Jeremy and Nicole.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Wednesday, August 02, 2017 4:11 PM  
**To:** Nicole Kolinsky; Grace, Melissa  
**Subject:** RE: Hey there

Are we good for 10 on the 9<sup>th</sup>?

**Jeremy Soffin**

O. 646.200.5318  
C. 917.860.9076

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

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[@berlinrosen](#)

---

**From:** Nicole Kolinsky  
**Sent:** Wednesday, August 02, 2017 3:00 PM  
**To:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Hey there

Hey Melissa, attached is a doc that breaks down OVA's on and off-site public improvements with some rough visuals. It also shows status on each item (the off-site work is all well underway which is something we should stress). We'd prefer Siff not report on the projected completion dates you see here but he can cite rough timing. This doc is just for background/not for publication. Also attaching the press release Garodnick issued during ULURP approval which contains some more basic language. Let me know if you have more questions.

Nicole

**Nicole Kolinsky**

O. 646.200.5296  
C. 646.263.1527

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

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

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 1, 2017 5:21 PM  
**To:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Re: Hey there

Thank you Nicole!

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Mayor's Press Office  
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o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

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Should have more detail to you tomorrow on entire package.

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Tuesday, August 01, 2017 11:07 AM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Hey there

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Monday, July 31, 2017 5:17 PM

**To:** Grace, Melissa; Norvell, Wiley

**Subject:** RE: Hey there

Checking

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Monday, July 31, 2017 5:09 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 4:51 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

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**Jeremy Soffin**

O. 646.200.5318

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**Sent:** Monday, July 31, 2017 4:17 PM  
**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
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Also, we will need you all to set up logistics for a construction tour. Possible?

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**From:** Grace, Melissa  
**Sent:** Monday, July 31, 2017 2:16 PM  
**To:** 'Jeremy Soffin'  
**Subject:** RE: Hey there

Cool, back to you when I have a firm yes, but this is what I pitched so far.

- We are particularly interested in showing big time work is underway as part of the Vanderbilt rezoning
- Can show you demo work that will make access to the platforms much better so people can get on and off trains faster – meaning an additional train can roll

through every hour.

Can you send info about what exactly the work is that is underway and coming. With that, we can organize a tour for of what is underway.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 1:51 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Yes!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 1:50 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Hey there

Hi Jeremy,

We are looking to set up a TV story (pitched to WNBC and waiting to hear back) on the work already started at GSC/East Midtown to vastly improve access to subways related to the Vanderbilt rezoning – this to also highlight other important East Midtown improvements coming.

<http://www1.nyc.gov/office-of-the-mayor/news/827-16/mayor-de-blasio-sl-green-local-officials-break-ground-new-office-tower-220-million-in/#/0>

You are the right person to talk to?

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

**From:** [Grace, Melissa](#)  
**To:** [Norvell, Wiley](#); [Jeremy Soffin](#); [Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)  
**Subject:** Fwd: Hey there  
**Date:** Thursday, August 03, 2017 6:33:02 PM  
**Attachments:** [Transit Improvement Leasing Exhibit 2-10-16\\_DF update.pdf](#)  
[ATT00001.htm](#)  
[FOR IMMEDIATE RELEASE Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning.msg](#)  
[ATT00002.htm](#)

---

Hi all, looping in Wiley who will be running this w you as i am out next week. Wiley, see below for info on work.

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

Begin forwarded message:

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**To:** "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
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**To:** 'Jeremy Soffin'

**Subject:** RE: Hey there

Cool, back to you when I have a firm yes, but this is what I pitched so far.

- We are particularly interested in showing big time work is underway as part of the Vanderbilt rezone
- Can show you demo work that will make access to the platforms much better so people can get on and off trains faster – meaning

an additional trains can roll through every hour.

Can you send info about what exactly the work is that is underway and coming. With that, we can organize a tour for of what is underway.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 1:51 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Yes!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 1:50 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Hey there

Hi Jeremy,

We are looking to set up a TV story (pitched to WNBC and waiting to hear back) on the work already started at GSC/East Midtown to vastly improve access to subways related to the Vanderbilt rezoning – this to also highlight other important East Midtown improvements coming.  
<http://www1.nyc.gov/office-of-the-mayor/news/827-16/mayor-de-blasio-sl-green-local-officials-break-ground-new-office-tower-220-million-in/#/0>

You are the right person to talk to?

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309



# One Vanderbilt Transit Improvements

One Vanderbilt has proposed to construct and maintain a program of transit improvements, in support of an application for a zoning floor area bonus. All components of these improvements will comply with and be subject to the approval of New York City Transit (NYCT), Metro-North Railroad (MNR), and East Side Access guidelines and specifications, as applicable where these entities remain the authority holding jurisdiction. The improvements will be constructed within the property of the One Vanderbilt Avenue development site and its immediate adjacencies (on-site); the 42<sup>nd</sup> Street Station of the Lexington Avenue Subway and Shuttle to Times Square; within the property of the Grand Central Terminal, as well as within the property of 125 Park Avenue and 109 East 42<sup>nd</sup> Street (off-site).



## On Site Transit Improvements

Work Items:	Description:	Schedule:
42 <sup>nd</sup> Street Entrance	1 New easement stairs, ADA accessible elevator, and express escalator at 42 <sup>nd</sup> street transit entrance of One Vanderbilt Avenue	December 2017 through August 2020
B2 Corridor Connector	2 New B2 corridor providing access between One Vanderbilt Avenue and the NYCT Lexington Avenue Station	October 2017 through August 2020
B1 Public Corridor Connector	3 New B1 public corridor providing access between One Vanderbilt Avenue, the Grand Central Terminal transit complex, and the NYCT Lexington Avenue Station	November 2017 through August 2020
B4 East Side Access Connector	4 Construction of the new B4 public corridors providing access between One Vanderbilt Avenue and the LIRR / ESA concourse via stairs, escalators, and elevator	September 2017 through August 2020
Transit Hall	5 New public room/train waiting area with stair access to B1 and accessible elevator to B1, 2, and 4	December 2017 through August 2020



## Off Site Transit Improvements

Work Items:	Description:	Schedule:
Mobil Passageway	1 Rehabilitate the existing, decommissioned Mobil Building Passageway located below the south side of East 42 <sup>nd</sup> Street connecting 150 East 42 <sup>nd</sup> Street to the mezzanine level of the Grand Central - 42 <sup>nd</sup> Street Station.	June 2016 through December 2017
Lexington Avenue Stair and Elevator	2 New Street Stair and ADA elevator between mezzanine and street level of the Grand Central - 42 <sup>nd</sup> Street subway station at northwest corner of 42 <sup>nd</sup> Street and Lexington Avenue.	April 2017 through August 2020
Lexington Station Expanded Mezzanine	3 Expand R-240 control area and circulation space.	April 2017 through August 2020
P10 Staircase	4 Construct new P10 stair connecting the mezzanine and platform level of the Grand Central - 42 <sup>nd</sup> Station.	June 2016 through December 2017
Stair Modifications	5 Modify eleven existing stair structures to improve pedestrian circulation, visibility and capacity in the Grand Central - 42 <sup>nd</sup> Street subway station.	April 2017 through August 2020
P23 and P24 Staircases	6 Construct two new stairs in the expanded R-240 control area and circulation space connecting mezzanine to platform at Grand Central - 42 <sup>nd</sup> Street Station.	April 2017 through August 2020









From: David Kimball-Stanley [REDACTED]  
To: David Kimball-Stanley [REDACTED]  
CC:  
Subject: FOR IMMEDIATE RELEASE: Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning  
Sent: 27 May 2015 19:12:58 +0000

FOR IMMEDIATE RELEASE  
Contact: David Kimball-Stanley (212) 818-0580

### Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning

- Calling it a “much better deal for the public,” Garodnick won an unprecedented \$220 Million in Critical Infrastructure Improvements from SL Green, Providing New Transit Access Points, Improving Circulation and Alleviating Congestion in City’s Iconic Transit Hub –

- New Zoning Changes Will Transform the Grand Central Business Corridor and Encourage Developers to Make Investments in Aging Transit Infrastructure -

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"It is time to unlock the economic development potential in East Midtown," said Council Member Daniel R. Garodnick. "The area has gotten stuck in outdated rules, and has lost some of its competitiveness over time. That is going to change today, starting with the Vanderbilt Corridor -- where we will open the door to additional density in exchange for much needed improvements to our transit system. We have struck a much better deal for the public, and we will start seeing real benefits to Grand Central in the near term, even before a single new building is occupied."

In what is expected to be a first, critical step in rezoning the East Midtown business district, the City Council approved zoning changes to spur commercial development along Vanderbilt Avenue, between East 42nd and East 47th Streets. These changes will allow for improved circulation in and around Grand Central Terminal and increased opportunity for area landmarks to transfer unused development rights. The Vanderbilt Corridor, which will be anchored by SL Green’s proposed One Vanderbilt development, is highly accessible to public transportation, with underground connections linking all five blocks to the Grand Central Terminal complex. In addition, the MTA’s East Side Access project, which will bring Long Island Rail Road customers to East Midtown, is under construction below the corridor, with the station terminating directly below One Vanderbilt. This zoning change will be a major step forward in financing essential infrastructure upgrades for the MTA’s regional and local transportation network.

Under the One Vanderbilt plan, SL Green will construct new direct subway access points and circulation areas inside and around Grand Central Terminal, easing platform and mezzanine crowding and allowing trains to move more quickly through the station at peak hours. Approximately two thirds of the \$220 million in public infrastructure funding will go directly to enhancing connections and circulation spaces along the over-crowded Lexington Avenue 4/5/6 line. One Vanderbilt will also extend the commuter experience to the west, providing direct access to Long Island Railroad East Side Access, Metro North and New York City Transit subway lines.

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circulation space for commuters to move underground from level to level. At a cost of \$10 million, these additional improvements bring SL Green's total public investment to \$220 million, an unprecedented public expenditure in New York City by a private firm. In addition to the robust value of this public improvement package, One Vanderbilt is projected to create 5,200 construction jobs, 190 permanent union jobs, double the number of workers employed on the block, and generate \$50 million in annual tax revenues for the city. Renderings of One Vanderbilt can be downloaded at <<http://www.kpf.com/onevanderbilt>> [www.kpf.com/onevanderbilt](http://www.kpf.com/onevanderbilt).

###

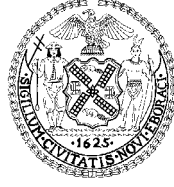
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David Kimball-Stanley  
Chief of Staff - District  
Council Member Daniel R. Garodnick  
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**DANIEL R. GARODNICK**  
COUNCIL MEMBER, DISTRICT 4

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250 BROADWAY, ROOM 1762  
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To: David Kimball-Stanley [REDACTED]  
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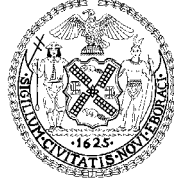
--

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**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#)  
**Cc:** [Norvell, Wiley](#); [Nicole Kolinsky](#)  
**Subject:** Re: Hey there  
**Date:** Thursday, August 03, 2017 6:41:49 PM

---

Sounds good. We will send a RoS for the tour tomorrow.

> On Aug 3, 2017, at 6:33 PM, Grace, Melissa <MGrace@cityhall.nyc.gov> wrote:

>

> Hi all, looping in Wiley who will be running this w you as i am out next week. Wiley, see below for info on work.

>

> Melissa Grace

> Deputy Press Secretary

> Mayor's Press Office

> mgrace@cityhall.nyc.gov <<mailto:mgrace@cityhall.nyc.gov>>

> o: 212-788-2969 <tel:212-788-2969>

> c: 347-224-2309 <tel:347-224-2309>

>

> Begin forwarded message:

>

> From: "Nicole Kolinsky"

> <Nicole.Kolinsky@berlinrosen.com <<mailto:Nicole.Kolinsky@berlinrosen.com>>>

> To: "Grace, Melissa" <MGrace@cityhall.nyc.gov <<mailto:MGrace@cityhall.nyc.gov>>>

> Cc: "Jeremy Soffin" <jeremy@berlinrosen.com <<mailto:jeremy@berlinrosen.com>>>

> Subject: RE: Hey there

>

> Hey Melissa, attached is a doc that breaks down OVA's on and off-site public improvements with some rough visuals. It also shows status on each item (the off-site work is all well underway which is something we should stress). We'd prefer Siff not report on the projected completion dates you see here but he can cite rough timing. This doc is just for background/not for publication. Also attaching the press release Garodnick issued during ULURP approval which contains some more basic language. Let me know if you have more questions.

>

> Nicole

>

> Nicole Kolinsky

> O. 646.200.5296

> C. 646.263.1527

> nicole.kolinsky@berlinrosen.com <<mailto:nicole.kolinsky@berlinrosen.com>>

>

> berlinrosen

> Los Angeles • New York • Washington D.C.

> berlinrosen.com <<http://berlinrosen.com>>

> @berlinrosen | @brcities

>

>

>

> From: Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

> Sent: Tuesday, August 1, 2017 5:21 PM

> To: Nicole Kolinsky <Nicole.Kolinsky@berlinrosen.com <<mailto:Nicole.Kolinsky@berlinrosen.com>>>

> Cc: Jeremy Soffin <jeremy@berlinrosen.com <<mailto:jeremy@berlinrosen.com>>>

> Subject: Re: Hey there

>

> Thank you Nicole!

> Melissa Grace

> Deputy Press Secretary

> Mayor's Press Office  
> mgrace@cityhall.nyc.gov<<mailto:mgrace@cityhall.nyc.gov>>  
> o: 212-788-2969<tel:212-788-2969>  
> c: 347-224-2309<tel:347-224-2309>  
>  
> On Aug 1, 2017, at 8:20 PM, Nicole Kolinsky  
<Nicole.Kolinsky@berlinrosen.com<<mailto:Nicole.Kolinsky@berlinrosen.com>>> wrote:  
> Hey Melissa, Jeremy and I work together on One Vanderbilt.  
>  
> We are pulling together the latest info on the public improvements and should have them to you  
tomorrow. But the biggest things under construction right now are the off-site improvements, i.e. things  
not in the One Vanderbilt footprint:  
>  
> \* the reconstruction of the long shuttered Mobil passageway to the former Mobil building on 42nd  
which will connect to GCT  
> \* widening of the Lexington Ave. corner entrance (Strawberry store stairs)  
> \* Enhancing the subway mezzanine level that leads to the 4/5/6 platforms, creating more  
circulation space  
> \* Constructing and modifying staircases to aid circulation on platforms and mezzanine  
>  
> Should have more detail to you tomorrow on entire package.  
>  
> Nicole  
>  
> Nicole Kolinsky  
> O. 646.200.5296  
> C. 646.263.1527  
> nicole.kolinsky@berlinrosen.com<<mailto:nicole.kolinsky@berlinrosen.com>>  
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> berlinrosen  
> Los Angeles • New York • Washington D.C.  
> berlinrosen.com<<http://berlinrosen.com>>  
> @berlinrosen | @brcities  
>  
>  
>  
>  
> From: Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
> Sent: Tuesday, August 01, 2017 11:07 AM  
> To: Jeremy Soffin <jeremy@berlinrosen.com<<mailto:jeremy@berlinrosen.com>>>  
> Subject: RE: Hey there  
>  
> Sorry, don't mean to be jerking you around on timing. Looking like next Wednesday now. (Siff can't  
do Monday or Tuesday)  
>  
> I think we'd very much like of one of your big bosses can make it.  
>  
> I will be back to you shortly with confirmed time later today.  
>  
> In meantime, can you send me info we can share with Siff on what exactly the upgrades are?  
>  
> From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
> Sent: Monday, July 31, 2017 5:17 PM  
> To: Grace, Melissa; Norvell, Wiley  
> Subject: RE: Hey there  
>  
> Checking  
>  
>  
> Jeremy Soffin

> O. 646.200.5318  
> C. 917.860.9076  
> jeremy@berlinrosen.com<<mailto:jeremy@berlinrosen.com>>  
>  
> berlinrosen  
> New York • Washington D.C. • Los Angeles  
> berlinrosen.com<<http://berlinrosen.com>>  
> @berlinrosen  
>  
>  
>  
> From: Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]<[mailto:\[mailto:MGrace@cityhall.nyc.gov\]](mailto:[mailto:MGrace@cityhall.nyc.gov])>  
> Sent: Monday, July 31, 2017 5:09 PM  
> To: Jeremy Soffin <jeremy@berlinrosen.com<<mailto:jeremy@berlinrosen.com>>>; Norvell, Wiley  
<WNorvell@cityhall.nyc.gov<<mailto:WNorvell@cityhall.nyc.gov>>>  
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> Looks like we are going to need to move this to Friday. Does that work for you Jeremy?  
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>  
> Jeremy Soffin  
> O. 646.200.5318  
> C. 917.860.9076  
> jeremy@berlinrosen.com<<mailto:jeremy@berlinrosen.com>>  
>  
> berlinrosen  
> New York • Washington D.C. • Los Angeles  
> berlinrosen.com<<http://berlinrosen.com>>  
> @berlinrosen  
>  
>  
>  
> From: Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]<[mailto:\[mailto:MGrace@cityhall.nyc.gov\]](mailto:[mailto:MGrace@cityhall.nyc.gov])>  
> Sent: Monday, July 31, 2017 4:17 PM  
> To: Norvell, Wiley <WNorvell@cityhall.nyc.gov<<mailto:WNorvell@cityhall.nyc.gov>>>; Jeremy Soffin  
<jeremy@berlinrosen.com<<mailto:jeremy@berlinrosen.com>>>  
> Subject: RE: Hey there  
>  
> +  
>  
> Andrew Siff is in!  
>  
> He asks if he can shoot Wednesday. Does that work on your end Jeremy?  
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> I'd need to get him the basics by tomorrow morning: What exactly is under construction and what is  
to come, can you send me that info?  
>  
> Also, we will need you all to set up logistics for a construction tour. Possible?  
>  
>  
> From: Grace, Melissa  
> Sent: Monday, July 31, 2017 2:16 PM  
> To: 'Jeremy Soffin'

> Subject: RE: Hey there  
>  
> Cool, back to you when I have a firm yes, but this is what I pitched so far.  
>  
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> \* We are particularly interested in showing big time work is underway as part of the Vanderbilt rezoning  
> \* Can show you demo work that will make access to the platforms much better so people can get on and off trains faster – meaning an additional trains can roll through every hour.  
> Can you send info about what exactly the work is that is underway and coming. With that, we can organize a tour for of what is underway.  
>  
>  
>  
> From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>] <[mailto:\[mailto:jeremy@berlinrosen.com\]](mailto:[mailto:jeremy@berlinrosen.com])>  
> Sent: Monday, July 31, 2017 1:51 PM  
> To: Grace, Melissa  
> Subject: RE: Hey there  
>  
> Yes!  
>  
>  
> Jeremy Soffin  
> O. 646.200.5318  
> C. 917.860.9076  
> jeremy@berlinrosen.com <<mailto:jeremy@berlinrosen.com>>  
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> From: Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>] <[mailto:\[mailto:MGrace@cityhall.nyc.gov\]](mailto:[mailto:MGrace@cityhall.nyc.gov])>  
> Sent: Monday, July 31, 2017 1:50 PM  
> To: Jeremy Soffin <jeremy@berlinrosen.com <<mailto:jeremy@berlinrosen.com>>>  
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> HI Jeremy,  
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> We are looking to set up a TV story (pitched to WNBC and waiting to hear back) on the work already started at GSC/East Midtown to vastly improve access to subways related to the Vanderbilt rezoning – this to also highlight other important East Midtown improvements coming.  
> <http://www1.nyc.gov/office-of-the-mayor/news/827-16/mayor-de-blasio-sl-green-local-officials-break-ground-new-office-tower-220-million-in/#/0>  
>  
> You are the right person to talk to?  
>  
> Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
> mgrace@cityhall.nyc.gov <<mailto:mgrace@cityhall.nyc.gov>> | o: 212-788-2969 | c: 347-224-2309  
>  
>  
> <Transit Improvement Leasing Exhibit\_2-10-16\_DF update.pdf>  
> <FOR IMMEDIATE RELEASE: Garodnick Secures City Council Approval of First Phase of East Midtown Rezoning.eml>

**From:** [Norvell, Wiley](#)  
**To:** "[Nicole Kolinsky](#)"; [Jeremy Soffin](#); [Grace, Melissa](#)  
**Subject:** RE: Hey there  
**Date:** Friday, August 04, 2017 1:53:15 PM

---

Roger. Pants and boots it is!

---

**From:** Nicole Kolinsky [mailto:[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)]  
**Sent:** Friday, August 04, 2017 1:52 PM  
**To:** Jeremy Soffin; Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Hey Wiley, just want to flag that to exit the [REDACTED] might require a short ladder climb. Not a required part of the tour but wanted to give you some warning. It would be cool to come out across the street from GCT though!

Nicole

---

**From:** Jeremy Soffin  
**Sent:** Friday, August 4, 2017 8:53 AM  
**To:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Subject:** RE: Hey there

Here's what we're looking at for the tour:

One Vanderbilt Public Improvement Construction Tour

Start: 10AM

Meeting Point: NW corner of E. 43rd and Vanderbilt

Onsite contact: Nicole Kolinsky/646.263.1527

Approximate Duration: 1 hour

We will have hard hats and vests for everyone

-Proceed down to construction pit.

-Walk through foundation to [REDACTED]

-Proceed to [REDACTED] highlighting direct connection to subway system.

-Continue from shuttle into [REDACTED], talking through full set of improvements

-Continue to [REDACTED], explaining circulation improvements

-Continue to through to [REDACTED] t.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076



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

**berlinrosen**

New York • Washington D.C. • Los Angeles  
berlinrosen.com  
@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Thursday, August 03, 2017 6:33 PM

**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>

**Subject:** Fwd: Hey there

Hi all, looping in Wiley who will be running this w you as i am out next week. Wiley, see below for info on work.

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

Begin forwarded message:

**From:** "Nicole Kolinsky" <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>

**To:** "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>

**Cc:** "Jeremy Soffin" <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject: RE: Hey there**

Hey Melissa, attached is a doc that breaks down OVA's on and off-site public improvements with some rough visuals. It also shows status on each item (the off-site work is all well underway which is something we should stress). We'd prefer Siff not report on the projected completion dates you see here but he can cite rough timing. This doc is just for background/not for publication. Also attaching the press release Garodnick issued during ULURP approval which contains some more basic language. Let me know if you have more questions.

Nicole

**Nicole Kolinsky**  
O. 646.200.5296  
C. 646.263.1527  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

**berlinrosen**

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 1, 2017 5:21 PM  
**To:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Re: Hey there

Thank you Nicole!

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Aug 1, 2017, at 8:20 PM, Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)> wrote:

Hey Melissa, Jeremy and I work together on One Vanderbilt.

We are pulling together the latest info on the public improvements and should have them to you tomorrow. But the biggest things under construction right now are the off-site improvements, i.e. things not in the One Vanderbilt footprint:

- the reconstruction of the long shuttered Mobil passageway to the former Mobil building on 42<sup>nd</sup> which will connect to GCT
- widening of the Lexington Ave. corner entrance (Strawberry store stairs)
- Enhancing the subway mezzanine level that leads to the 4/5/6 platforms, creating more circulation space
- Constructing and modifying staircases to aid circulation on platforms and mezzanine

Should have more detail to you tomorrow on entire package.

Nicole

**Nicole Kolinsky**  
O. 646.200.5296  
C. 646.263.1527  
[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

**berlinrosen**

Los Angeles • New York • Washington D.C.

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

@berlinrosen | @brcities

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Tuesday, August 01, 2017 11:07 AM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Hey there

Sorry, don't mean to be jerking you around on timing. Looking like next Wednesday now. (Siff can't do Monday or Tuesday)

I think we'd very much like of one of your big bosses can make it.

I will be back to you shortly with confirmed time later today.

In meantime, can you send me info we can share with Siff on what exactly the upgrades are?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Monday, July 31, 2017 5:17 PM

**To:** Grace, Melissa; Norvell, Wiley

**Subject:** RE: Hey there

Checking

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

**berlinrosen**

New York • Washington D.C. • Los Angeles

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

@berlinrosen

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Monday, July 31, 2017 5:09 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

**Subject:** RE: Hey there

Looks like we are going to need to move this to Friday. Does that work for you Jeremy?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 4:51 PM  
**To:** Grace, Melissa; Norvell, Wiley  
**Subject:** RE: Hey there

Let me check and get right back to you.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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@berlinrosen

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**Subject:** RE: Hey there

+

Andrew Siff is in!

He asks if he can shoot Wednesday. Does that work on your end Jeremy?

I'd need to get him the basics by tomorrow morning: What exactly is under construction and what is to come, can you send me that info?

Also, we will need you all to set up logistics for a construction tour. Possible?

---

**From:** Grace, Melissa  
**Sent:** Monday, July 31, 2017 2:16 PM  
**To:** 'Jeremy Soffin'  
**Subject:** RE: Hey there

Cool, back to you when I have a firm yes, but this is what I pitched so far.

- We are particularly interested in showing big time work is underway as part of the Vanderbilt rezone
- Can show you demo work that will make access to the platforms much better so people can get on and off trains faster – meaning an additional trains can roll through every hour.

Can you send info about what exactly the work is that is underway and coming. With that, we can organize a tour for of what is underway.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, July 31, 2017 1:51 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

Yes!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Monday, July 31, 2017 1:50 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Hey there

Hi Jeremy,

We are looking to set up a TV story (pitched to WNBC and waiting to hear back) on the work already started at GSC/East Midtown to vastly improve access to subways related to the Vanderbilt rezoning – this to also highlight other important East Midtown improvements coming.  
<http://www1.nyc.gov/office-of-the-mayor/news/827-16/mayor-de-blasio-sl-green-local-officials-break-ground-new-office-tower-220-million-in/#/0>

You are the right person to talk to?

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

**From:** [Nicole Kolinsky](#)  
**To:** [Norvell, Wiley](#); [Jeremy Soffin](#); [Grace, Melissa](#)  
**Subject:** Re: Hey there  
**Date:** Tuesday, August 08, 2017 1:27:45 PM

---

Agree

---

**From:** "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Date:** Tuesday, August 8, 2017 at 1:26 PM  
**To:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>, "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: Hey there

Swell. Let's keep the entourage as small as possible.

---

**From:** Nicole Kolinsky [<mailto:Nicole.Kolinsky@berlinrosen.com>]  
**Sent:** Tuesday, August 08, 2017 1:24 PM  
**To:** Norvell, Wiley; Jeremy Soffin; Grace, Melissa  
**Subject:** Re: Hey there

Great. Will prob just be me from BR. From SLG it will be Andrew Mathias (president) and Rob Schiffer (managing director that captains the project) and some of the construction leads.

See you tomorrow!

---

**From:** "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Date:** Tuesday, August 8, 2017 at 1:19 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>, "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>, Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>  
**Subject:** RE: Hey there

Looking forward to tomorrow! Siff has confirmed he's all set.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, August 04, 2017 11:53 AM  
**To:** Grace, Melissa; Norvell, Wiley; Nicole Kolinsky  
**Subject:** RE: Hey there

Here's what we're looking at for the tour:

One Vanderbilt Public Improvement Construction Tour

Start: 10AM

Meeting Point: NW corner of E. 43rd and Vanderbilt Onsite contact: Nicole Kolinsky/646.263.1527

Approximate Duration: 1 hour

We will have hard hats and vests for everyone

- Proceed down to construction pit.
- Walk through [REDACTED]
- Proceed to [REDACTED], highlighting direct connection to subway system.
- Continue from [REDACTED] on, talking through full set of improvements
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**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

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**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>

**Subject:** Fwd: Hey there

Hi all, looping in Wiley who will be running this w you as i am out next week. Wiley, see below for info on work.

Melissa Grace

Deputy Press Secretary

Mayor's Press Office

[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)

o: [212-788-2969](tel:212-788-2969)

c: [347-224-2309](tel:347-224-2309)

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**To:** "Grace, Melissa" <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>

**Cc:** "Jeremy Soffin" <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

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C. 646.263.1527

[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)

**berlinrosen**

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

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]

**Sent:** Tuesday, August 1, 2017 5:21 PM

**To:** Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>

**Cc:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** Re: Hey there

Thank you Nicole!

Melissa Grace

Deputy Press Secretary

Mayor's Press Office

[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)

o: [212-788-2969](tel:212-788-2969)

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**To:** Grace, Melissa; Norvell, Wiley

**Subject:** RE: Hey there

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**To:** Grace, Melissa; Norvell, Wiley  
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**Sent:** Monday, July 31, 2017 4:17 PM  
**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
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**To:** 'Jeremy Soffin'  
**Subject:** RE: Hey there

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**Sent:** Monday, July 31, 2017 1:51 PM  
**To:** Grace, Melissa  
**Subject:** RE: Hey there

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**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**Sent:** Monday, July 31, 2017 1:50 PM  
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**Subject:** Hey there

Hi Jeremy,

We are looking to set up a TV story (pitched to WNBC and waiting to hear back) on the work already started at GSC/East Midtown to vastly improve access to subways related to the Vanderbilt rezoning – this to also highlight other important East Midtown improvements coming.

<http://www1.nyc.gov/office-of-the-mayor/news/827-16/mayor-de-blasio-sl-green-local-officials-break-ground-new-office-tower-220-million-in/#/0>

You are the right person to talk to?

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

**From:** [Danielle Schlanger](#)  
**To:** [Mayor's Press Office](#)  
**Subject:** Press Release- Midtown East Rezoning  
**Date:** Wednesday, August 09, 2017 2:56:22 PM

---

Hi,

Can you please forward me the press release on the Midtown East rezoning?

Thank you!

Best,  
Danielle

**Danielle Schlanger**

C. 917.859.8064

O. 646.200.5309

[danielle.schlanger@berlinrosen.com](mailto:danielle.schlanger@berlinrosen.com)

**berlinrosen**

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

@berlinrosen

**From:** [Goldstein, Freddi](#)  
**To:** [danielle.schlanger@berlinrosen.com](mailto:danielle.schlanger@berlinrosen.com)  
**Subject:** FW: MAYOR DE BLASIO AND COUNCIL MEMBER GARODNICK ANNOUNCE ADOPTION OF GREATER EAST MIDTOWN REZONING  
**Date:** Wednesday, August 09, 2017 3:41:29 PM  
**Attachments:** [image001.png](#)

---

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**From:** Mayor's Press Office  
**Sent:** Wednesday, August 09, 2017 3:41 PM  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO AND COUNCIL MEMBER GARODNICK ANNOUNCE ADOPTION OF GREATER EAST MIDTOWN REZONING



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

**FOR IMMEDIATE RELEASE**, August 9, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO AND COUNCIL MEMBER GARODNICK ANNOUNCE ADOPTION  
OF GREATER EAST MIDTOWN REZONING**

*Decision to strengthen NYC's largest business district with more modern office buildings, 28,000 new jobs, protected landmarks, subway upgrades and more pedestrian space*

**NEW YORK**—Mayor de Blasio and Council Member Daniel Garodnick today marked the City Council's unanimous approval of the Greater East Midtown [rezoning](#). Years in the making, the plan will foster the new, modern office buildings needed to spur jobs and keep New York a global capital of commerce. The plan ties that growth directly to improvements in the district's public transit and public space, so as new buildings rise, New Yorkers will see major investments in subway stations, less congested sidewalks and expansive plazas for office workers and visitors.

East Midtown is the city's largest business district, generating 250,000 jobs and 10 percent of the city's property tax revenue. But its office buildings average 75 years-old and have become increasingly out-of-date and inefficient for today's companies. The district's historic growth was driven by access to public transit, but today its subways and streets are at capacity.

To overcome these challenges and revitalize the district, Councilmember Dan Garodnick and Borough President Gale Brewer led a host of community stakeholders in an extensive planning process that was advanced by the de Blasio administration and then the City Council. The approved rezoning covers 78 blocks between the east side of Third Avenue and the west side of Madison Avenue, from East 39th Street to East 57th Street.

“East Midtown’s growth is now directly linked to real-time improvements in its public transit and public realm. In the years ahead, this neighborhood will see major upgrades to subway stations, more expansive space for pedestrians, investments in its iconic landmarks, and a new generation of office buildings that will spur good jobs for New Yorkers. I thank the City Council, and congratulate City Planning Chair Lago, Council Member Garodnick and Borough President Brewer on this achievement,” said **Mayor Bill de Blasio**.

"With this vote, we are breathing new life into New York's most important business district," said **Council Member Dan Garodnick**. "Not only will we see sensible growth, but the public will benefit from extraordinary new investments in above-ground public spaces and in below-ground subway infrastructure. Better transit, new jobs, top-of-the-line office space: East Midtown is back, full of optimism, and open for business."

“The Greater East Midtown rezoning plan is a victory for everyone who lives, works, walks, or rides a subway through the East Side, and it also proves that stakeholder-driven planning works,” said **Manhattan Borough President Gale A. Brewer**. “Putting all the stakeholders around a table before the plan was certified meant we could forge consensus on a sound blueprint for East Midtown’s future. This plan, based on that blueprint, will spur new, state-of-the-art office construction, attract jobs, and deliver major investments in transit and street-level infrastructure, open space, and local landmarks.”

“It doesn’t get any bigger than East Midtown. This is where New York City competes for a huge number of jobs and an enormous slice of our tax base. We made this a priority from Day One, and today’s vote is a signal that New York City is serious about investing in its economic future,” said **Deputy Mayor for Housing and Economic Development Alicia Glen**.

"The adoption today of this plan marks a significant achievement in our quest to assure that Greater East Midtown remains the globe's premier business district - one that works for the employees, residents and tourists who fill its streets every day. Incentivizing as-of-right redevelopment of aging buildings, facilitating the upkeep of beloved landmarks, and providing a private-sector funding stream for transit and streetscape improvements - that's a winning combination. Today's success has its roots in the excellent work of the many individuals who participated in a steering committee led by Borough President Brewer and Council Member Garodnick," said **City Planning Commission Chair Marisa Lago**.

“This vote represents a turning point in future of East Midtown and will produce new state of the art office buildings, improved transit connectivity, additional resources for some of New York’s most treasured landmarks, and significant new public space,” said **Speaker Melissa Mark-Viverito**. “I congratulate Council Member Garodnick on his years of hard work to build consensus within the community and for his work with the administration to craft a zoning proposal and negotiate modifications that secure capital funding to kick-start public space improvements”

### **New and Upgraded Office Buildings**

The zoning changes will enable the development of new Class-A commercial buildings, cementing East Midtown’s position as a world class business district that offers modern amenities and a range of office types. Buildings would be able to achieve higher density provided the developments support enhancements to the area’s public realm by providing transit improvements and/or purchasing unused floor area from the district’s landmarks.

The zoning framework will generate 6.8 million square feet in new commercial office space over the next 20 years, along with an additional 6.6 million square feet of older office space that will be



upgraded into Class A office space. The resulting development is expected to create up to 28,000 new, permanent jobs and 23,000 construction jobs in the next two decades.

### **Improved Subways**

In “Transit Improvement Zones” near transit hubs, new buildings are allowed to exceed current Floor Area Ratio (FAR) provided they undertake important improvements to subway stations like new and expanded entrances, escalators, elevators and stairwells, as well as full station rehabilitations. New buildings cannot be granted certificates of occupancy for their increased space until those improvements are completed.

The specific stations and improvements were selected in close consultation with the MTA and encompass:

- Lexington Avenue / 53rd – 51st Street (E,M,6)
- Lexington Avenue - 59th Street (N,Q,R,4,5,6)
- Fifth Avenue / 53rd Street (E,M)
- 47th / 50th Streets – Rockefeller Ctr (B,D,F,M)
- 42 St - Bryant Park / 5th Avenue (B,D,F,M,7)
- Grand Central / 42nd Street (4,5,6,7,S)

### **Strengthening Historic Landmarks**

The plan permits property owners to purchase unused development rights from landmarks throughout the district on an as-of-right basis, a departure from current regulations. Those landmarks include [a dozen buildings designated](#) by the Landmarks Preservation Commission last year in advance of the rezoning which include some of the most historic and beloved icons in Midtown. This greater flexibility would increase the market for area landmarked buildings to sell their unused development rights, and thereby raise funds for their continued maintenance.

### **Improving and Expanding Public Space**

New public realm projects across East Midtown will be funded by a minimum contribution of \$61.49 per square foot or 20 percent of air rights’ sale price, ensuring that as development rights are sold to spur new development, the public reaps a steady funding stream to make commensurate improvements including shared streets, pedestrian plazas, thoroughfare upgrades.

The City will commit \$38 million in capital funds for eligible public realm projects selected by the East Midtown Governing Group. Up to 12 million additional dollars will be committed to public benefits that include:

- Shared Street on 43rd Street between Lexington and 3rd Avenue
- Pershing East Plaza
- 53rd Street Thoroughfare Improvements
- Park Avenue Turn Lane Improvements
- Lexington Avenue Improvements

“In a City growing with historic levels of population, jobs and tourism, the rezoning of East Midtown offers a welcome antidote in the most crowded of Manhattan neighborhoods,” said **DOT Commissioner Polly Trottenberg**. “For transportation, the rezoning intelligently prioritizes the most efficient uses – by building much-needed new subway entrances and improvements, while further expanding pedestrian plazas and shared streets. With the detailed plan passed by the Council today, congratulations are in order to Mayor de Blasio, Council Member Garodnick and

the entire Council for their productive partnership in getting it done.”

“NYC Parks is greatly supportive of this plan, which involved extensive community engagement and will ensure East Midtown remains a competitive business district while improving the neighborhood at large. Tying public realm improvements to development ensures that all New Yorkers will benefit from this plan,” said **NYC Parks Commissioner Mitchell J. Silver, FAICP.**

“Today’s Council approval is a successful conclusion to a robust process that integrated planning and landmark preservation to ensure that Greater East Midtown remains at the forefront of the global economy. The City’s comprehensive approach resulted in the designation of 12 outstanding historic buildings — bringing the number of protected individual landmarks in East Midtown to 50. Many thanks to the Greater East Midtown Steering Committee, led by Borough President Brewer and Council Member Garodnick, for their support of the Commission’s work in this neighborhood. The approval of this plan, along with the Commission’s landmark designations, fosters East Midtown’s growth and protects and preserves the heart of a district exemplified by its proud historic buildings,” said **Landmarks Preservation Commission Chair Meenakshi Srinivasan.**

“Providing accessibility to these subway stations will allow people with disabilities access to new job opportunities creating a more inclusive and accessible city,” said **Mayor’s Office for People with Disabilities Commissioner Victor Calise.**

"This rezoning ensures that East Midtown, with its legendary buildings and firms, will remain the place where the world comes together to do business for generations to come. The vision and leadership of Council Member Dan Garodnick and Borough President Gale Brewer drove a nuanced, participatory planning process with few parallels in our city's history. I thank and congratulate them both deeply as well as my colleagues and friends in the Council and the de Blasio administration for such a praiseworthy outcome,” said **Council Member David Greenfield, chair of the Land Use Committee.**

"This rezoning will finally tap into the true potential of East Midtown and deliver transit improvements, office space, open space and preserve historic landmarks," said **Council Member Donovan Richards, chair of the Subcommittee on Zoning and Franchises.** "This has been a long time coming, but residents and business owners will feel the benefits of this plan for decades to come. I'd like to congratulate Council Member Garodnick and Manhattan Borough President Gale Brewer for showing true leadership in negotiating a big victory for their residents and business owners."

**Congresswoman Carolyn B. Maloney** said, “The rezoning approved by the New York City Council will transform east midtown, easing the way for state-of-the-art buildings in the city’s central business district, while generating funds for critical amenities. The end result will be a vibrant business district with buildings designed for the 21st Century, new jobs, investments in transportation and much-needed parks and open space.”

**State Senator Liz Krueger** said, "I am very pleased that a deal has been reached to move forward on the East Midtown rezoning after a long, comprehensive, and inclusive process. I applaud Mayor de Blasio for working diligently with Borough President Brewer, Council Member Garodnick, and an array of stakeholders to ensure that this extremely complex rezoning balances the needs of those who already live and work in East Midtown, vital infrastructure and open space improvements, and our historic structures, while encouraging the planned development of 21st Century commercial buildings."

**State Senator Brad Hoylman** said, "I'm grateful to the Borough President Gale Brewer, Council Member Dan Garodnick and the City Administration for their efforts on the East Midtown

Rezoning. Through years of work and community engagement, they've ensured that the rezoning of East Midtown not only updates the building stock in one of the world's most important business districts, but also contributes to improvements that will benefit the public for years to come, including open space, pedestrian walkways, improved subway stations and historic preservation."

"These rezoning changes are pivotal to the future success of East Midtown," said **Assemblymember Dan Quart**. "This plan is a culmination of years of community input, inclusive planning, and careful consideration of diverse suggestions. I look forward to the coming transformation that will encourage economic development and spur public infrastructure projects. This is a major victory for our city and I applaud Council Member Garodnick for his leadership."

"The rezoning of Greater East Midtown provides the blueprint to transform and modernize commercial office space and spur new development in New York City's premiere business district. It also creates the mechanism for much needed improvements to the unmatched mass transit system serving our area while also giving us the opportunity to work on enhancing the public realm with the involvement of our stakeholders, which is critical for success," said **Alfred C. Cerullo, III, President and CEO of the Grand Central Partnership**.

"This rezoning initiative ensures that East Midtown will remain a competitive and viable center of international business activity. We thank Mayor de Blasio, Deputy Mayor Glen, Borough President Brewer, Council Member Garodnick, and all those who spearheaded this effort and worked to keep most of the vital Third Avenue corridor in the new subdistrict, while making certain that new development will bring with it new public space, which is sorely needed in this community," said **Rob Byrnes, President of the East Midtown Partnership**.

"The City Council's approval of the Greater East Midtown rezoning is an important milestone in an on-going effort to ensure the area remains one of the world's leading office districts. We want to thank Deputy Mayor Alicia Glen, Borough President Gale Brewer, Council Member Dan Garodnick, City Planning Chair Marisa Lago, all the Community Board Members and the many other stakeholders who worked tirelessly and understood that encouraging development in East Midtown generates the tax revenue that pays for vital city services that benefit all New Yorkers," said **John Banks, President of the Real Estate Board of New York**.

"The Greater East Midtown Rezoning will help to revitalize one of New York City's most important neighborhoods, create new jobs for the community, and assist landmarked houses of worship to generate funds through the sale of air rights to maintain and preserve sacred structures, such as Central Synagogue and St. Patrick's Cathedral, both of whom supported this rezoning, for generations to come," said **Reverend Monsignor Robert T. Ritchie, Rector, Saint Patrick's Cathedral**.

"Today's passage of the East Midtown rezoning is the next critical step to ensure that New York City remains competitive in the global marketplace," said **Bill Rudin, Chairman of the Association for a Better New York**. "We applaud Mayor de Blasio and his administration, the City Council led by Speaker Mark-Viverito and Councilmember Garodnick and as well as Borough President Brewer and all the stakeholders. Their vision and perseverance led to the passage of a rezoning plan that will help further the revitalization and modernization of East Midtown, improve and expand our infrastructure and open space, and protect the landmarks that have made this area great."

"Making East Midtown's subway stations more accessible with escalators and elevators and ensuring adequate pedestrian and park space in this busy area are positive steps toward creating a livable New York City for people of all ages. AARP commends Council Member Garodnick, Borough President Brewer and Mayor de Blasio for pushing real, every-day improvements in East

Midtown – which could serve as a model for making the entire city more age-friendly,” said **Chris Widelo, Associate State Director for AARP.**

**Fred Kent, President of Project for Public Spaces** said, "Quality of Place is a key factor in where businesses locate. Adding density can help do that. This zoning opens the door, but it requires a sustained commitment from both the public and private sectors. Our global work on Placemaking and Innovation could be a foundation for that to happen, and we look forward to following and participating in the work of the East Midtown governing group."

“We’re encouraged by the City’s well-measured response to East Midtown’s dire need for upgrading obsolete office buildings, and protecting landmarks. The Design Trust for Public Space looks forward to the upcoming concept plan from the Public Realm Governing Group. A well-functioning commercial district in a vibrant world capital requires a quality open space network. The Plan must include a comprehensive streetscape and open space strategy that provides new plazas and POPs, and ensures adequate sunlight on existing public spaces. It also must include substantially expanding our pedestrian and subway capacity for these new workers and visitors which is key to long term success of this district,” said **Susan Chin, FAIA, Hon. ASLA, Executive Director, Design Trust for Public Space.**

"We applaud the approval of this rezoning for East Midtown, which has long been an important economic driver for New York City," said **Hector Figueroa, president of SEIU 32BJ**, which represents over 800 commercial cleaners and security officers in the area included in the rezoning plan. “This plan will help ensure that East Midtown remains an influential economic center with good, family sustaining building service jobs for generations to come.”

"The members of the New York Hotel Trades Council would like to thank Mayor de Blasio, Speaker Mark-Viverito, Councilmember Garodnick, and Borough President Brewer for listening to our input throughout this critical rezoning process. Revitalizing Midtown East will allow our city to maintain its status as the world leader in providing the premium office space and public transit options that attract and retain the modern workforce. And this plan will ensure that new development in the district will be thoughtful and responsible," said **Peter Ward, President of the New York Hotel Trades Council.**

“The Greater East Midtown rezoning will not only help the city’s largest business district maintain its supremacy as a global leader in commerce, but it will also create thousands of good paying jobs in construction and other related industries,” said **Gary LaBarbera, president of the 100,000 member Building and Construction Trades Council of Greater New York.** “I want to thank the Mayor and City Council for working together on behalf of all New Yorkers to pass the rezoning and ultimately make these critical investments in our city's infrastructure. “

“The final approval for the Greater East Midtown rezoning is a major victory for one of the world’s most quintessential business districts, and the city as a whole. Thanks to the dedicated efforts and the collaborative spirit exhibited throughout the process by Mayor Bill de Blasio and his administration, Manhattan Borough President Gale Brewer and the City Council, led by Council Member Dan Garodnick, the path has been cleared for the construction and renovation of a new generation of iconic office towers, which will ensure the long-term viability of the neighborhood and create thousands of jobs in the process," said **Carlo Scissura, President & CEO, New York Building Congress.**

"This rezoning paves the way for the next generation of redevelopment and modernization of an aging portion of the city's central business district. It will bring jobs and enhance values that will benefit all New Yorkers," said **Kathryn Wylde, President and CEO of the Partnership for New York City.**

“This reinforces New York’s draw as a headquarters location for companies generating good-paying jobs for our residents,” said **Jessica Walker, president and CEO of the Manhattan Chamber of Commerce**. “Thank you to all of the stakeholders who worked tirelessly over many years to make this happen for our city.”

"Among the biggest winners from the East Midtown rezoning are the hundreds of thousands of riders who regularly use one of the big six subway stations that serve the area," said **Gene Russianoff, staff attorney for the Straphangers Campaign**. "All of these crowded and hard-to-navigate stations - from Grand Central/42nd Street to Rockefeller Center - will receive major rehabilitation from developer funds."

**John Raskin, Executive Director of the Riders Alliance**, said, "This rezoning will not only reshape East Midtown; it will also lead to hundreds of millions of dollars in much-needed investment for public transit infrastructure. The transit system has suffered from decades of underfunding and neglect, resulting in today's dire situation of regular breakdowns, delays and unreliable service. We should look to creative tools to find the billions of dollars we will need to modernize our subways and buses, and the East Midtown rezoning is a step in the right direction."

“This is rezoning done right because it manages density with key improvements to improve transit and the public realm. We applaud Mayor de Blasio and Councilmember Garodnick for leading this landmark context-sensitive change to the fabric of our growing city,” said **Paul White, Executive Director of Transportation Alternatives**.

“The Greater East Midtown rezoning will enable much needed commercial development capacity while preserving area landmarks, improving the pedestrian experience, and bringing desperately needed improvements to surrounding MTA stations. It’s an excellent example of how to do planning the right way, bringing a diversity of stakeholders with very different interests to the table early in the process, and encouraging genuine dialogue -- a step in the direction of the proposals that will be made in RPA’s Fourth Regional Plan this fall,” said **Pierina Ana Sanchez, New York Director of Regional Plan Association**.

"With the passage of Midtown East Rezoning, a critically-important area of our city will become re-vitalized as a 21st-century global business district. This transformative vision promotes investment in public spaces, transit-oriented development, and hyper-efficient sustainable buildings. These changes consider meaningful improvements in accessibility, workplace productivity for companies and commuters, and an enhanced quality of life for New York’s citizens,” **David Piscuskas, FAIA, President, American Institute of Architects New York Chapter**.

“As a disabled New Yorker, I strongly support the East Midtown Plan as part of which 6 inaccessible subway stations being totally rehabilitated to be fully accessible. In addition, the plan includes upgrading sidewalks, pedestrian ramps and public plazas,” said **Edith M Prentiss, Vice President Legislative Affairs for Disabled in Action**.

“Under the leadership of Manhattan Borough President Gale Brewer and Council Member Daniel Garodnick, the East Midtown Steering Committee process created a model of stakeholder engagement worth replicating. Particularly with respect to open space and historic preservation, this plan is a meaningful improvement on the 2013 proposal,” said **Elizabeth Goldstein, President of The Municipal Art Society of New York**. “However, the work is not yet done. This rezoning will undoubtedly bring great change to the neighborhood, and we must continue to find balance between private development and the public realm. Together, we can make East Midtown not just an appealing place to build, but an appealing place to live, work, and visit.”

"While we weren't always in agreement with the City's priorities for the rezoning of East Midtown, we applaud and deeply appreciate the efforts of our Council Member, Dan Garodnick, and Borough President Gale Brewer, who worked with Mayor Bill de Blasio and his administration to make it a better plan. We succeeded in creating more public space and a more attractive and pedestrian-friendly environment for the tens of thousands of workers who will spend their days around and within these new towers," said **Vikki Barbero, Chair of Community Board Five.**

###

**From:** [Lewis, Caitlin](#)  
**To:** [Norvell, Wiley](#); [Jeremy Soffin \(jeremy@berlinrosen.com\)](mailto:Jeremy.Soffin@berlinrosen.com); [Nicole Kolinsky \(Nicole.Kolinsky@berlinrosen.com\)](mailto:Nicole.Kolinsky@berlinrosen.com); [RACHAELE RAYNOFF \(RRAYNOFF@planning.nyc.gov\)](mailto:RACHAELE.RAYNOFF@planning.nyc.gov)  
**Cc:** [Bob Tuttle \(DCP\)](#); ["Frank Ruchala \(DCP\)"](#); [Fink, Carolee](#)  
**Subject:** Re: Question  
**Date:** Thursday, August 10, 2017 3:34:52 PM

---

Adding Bob & Frank.

Get [Outlook for iOS](#)

On Thu, Aug 10, 2017 at 3:31 PM -0400, "Norvell, Wiley"  
<[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Hey guys--need your help on this. MTA now saying 1 Vanderbilt won't increase train capacity (just caught up in politics of the day). Do we have a scope of work or some doc that officially makes that estimate clear? For WNBC TONIGHT. Need Asap.

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

From: Siff, Andrew (NBCUniversal) [mailto:[andrew.siff@nbcuni.com](mailto:andrew.siff@nbcuni.com)]  
Sent: Thursday, August 10, 2017 3:30 PM  
To: Norvell, Wiley  
Subject: Re: Question

Who at the mta?  
Do you have a document or anything?  
I just wanna be accurate in the 6.

Sent from my iPhone

> On Aug 10, 2017, at 3:27 PM, Norvell, Wiley wrote:

>  
> Jesus Christ.  
> That's the MTA's own estimates from the scope of work approval. This is just them playing games.

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

> From: Siff, Andrew (NBCUniversal) [mailto:[andrew.siff@nbcuni.com](mailto:andrew.siff@nbcuni.com)]  
> Sent: Thursday, August 10, 2017 3:26 PM  
> To: Norvell, Wiley  
> Subject: Question

>  
> Mta is pushing back on Alicia's claim that better circulation could lead to more trains.

> Where did she get that from?

>  
> Sent from my iPhone

**From:** [Rachaele Raynoff \(DCP\)](#)  
**To:** [Norvell, Wiley](#); ["Jeremy Soffin"](#); [Nicole Kolinsky](#); [Lewis, Caitlin](#)  
**Subject:** RE: Question  
**Date:** Thursday, August 10, 2017 4:05:18 PM

---

Whew!

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

From: Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
Sent: Thursday, August 10, 2017 4:04 PM  
To: Rachaele Raynoff (DCP) <[RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov)>; 'Jeremy Soffin' <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>; Lewis, Caitlin <[CLewis@cityhall.nyc.gov](mailto:CLewis@cityhall.nyc.gov)>  
Subject: RE: Question

Stand down. MTA just called Siff to apologize and say we were right!

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

From: Rachaele Raynoff (DCP) [<mailto:RRAYNOFF@planning.nyc.gov>]  
Sent: Thursday, August 10, 2017 3:51 PM  
To: Norvell, Wiley; 'Jeremy Soffin'; Nicole Kolinsky; Lewis, Caitlin  
Subject: RE: Question

My folks are pulling transcripts of MTA reps who spoke in support. It would be great to know where/who said this.

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

From: Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
Sent: Thursday, August 10, 2017 3:39 PM  
To: 'Jeremy Soffin' <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>; Lewis, Caitlin <[CLewis@cityhall.nyc.gov](mailto:CLewis@cityhall.nyc.gov)>; Rachaele Raynoff (DCP) <[RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov)>  
Subject: RE: Question

Many thanks.

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

From: Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
Sent: Thursday, August 10, 2017 3:38 PM  
To: Norvell, Wiley; Nicole Kolinsky; Lewis, Caitlin; RACHAELE RAYNOFF ([RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov))  
Subject: RE: Question

Working on this.

Jeremy Soffin  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

berlinrosen  
New York . Washington D.C. . Los Angeles [berlinrosen.com](http://berlinrosen.com) @berlinrosen

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

From: Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
Sent: Thursday, August 10, 2017 3:32 PM  
To: Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Nicole Kolinsky <[Nicole.Kolinsky@berlinrosen.com](mailto:Nicole.Kolinsky@berlinrosen.com)>;



Lewis, Caitlin <CLewis@cityhall.nyc.gov>; RACHAELE RAYNOFF (RRAYNOFF@planning.nyc.gov)  
<RRAYNOFF@planning.nyc.gov>  
Subject: FW: Question  
Importance: High

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>  
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**From:** [Norvell, Wiley](#)  
**To:** ["Rachaele Raynoff \(DCP\)"; Lewis, Caitlin; "Jeremy Soffin"; Nicole Kolinsky](#)  
**Subject:** RE: Question  
**Date:** Thursday, August 10, 2017 4:10:10 PM

---

I mean, I'll look at them for catharsis ☺

---

**From:** Rachaele Raynoff (DCP) [mailto:[RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov)]  
**Sent:** Thursday, August 10, 2017 4:07 PM  
**To:** Lewis, Caitlin; Norvell, Wiley; 'Jeremy Soffin'; Nicole Kolinsky  
**Subject:** RE: Question

And I had these great quotes from their people.

---

**From:** Lewis, Caitlin [mailto:[CLewis@cityhall.nyc.gov](mailto:CLewis@cityhall.nyc.gov)]  
**Sent:** Thursday, August 10, 2017 4:04 PM  
**To:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Rachaele Raynoff (DCP) <[RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov)>; 'Jeremy Soffin' <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Nicole Kolinsky <[nicole.kolinsky@berlinrosen.com](mailto:nicole.kolinsky@berlinrosen.com)>  
**Subject:** Re: Question

Excellent. Ty!

Get [Outlook for iOS](#)

On Thu, Aug 10, 2017 at 4:03 PM -0400, "Norvell, Wiley" <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

Stand down. MTA just called Siff to apologize and say we were right!

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

From: Rachaele Raynoff (DCP) [mailto:[RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov)]  
Sent: Thursday, August 10, 2017 3:51 PM  
To: Norvell, Wiley; 'Jeremy Soffin'; Nicole Kolinsky; Lewis, Caitlin  
Subject: RE: Question

My folks are pulling transcripts of MTA reps who spoke in support. It would be great to know where/who said this.

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

From: Norvell, Wiley [mailto:[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)]  
Sent: Thursday, August 10, 2017 3:39 PM  
To: 'Jeremy Soffin' ; Nicole Kolinsky ; Lewis, Caitlin ; Rachaele Raynoff (DCP)  
Subject: RE: Question

Many thanks.

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

From: Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
Sent: Thursday, August 10, 2017 3:38 PM  
To: Norvell, Wiley; Nicole Kolinsky; Lewis, Caitlin; RACHAELE RAYNOFF ([RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov))  
Subject: RE: Question

Working on this.

Jeremy Soffin

O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

berlinrosen  
New York . Washington D.C. . Los Angeles berlinrosen.com @berlinrosen

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

From: Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
Sent: Thursday, August 10, 2017 3:32 PM  
To: Jeremy Soffin ; Nicole Kolinsky ; Lewis, Caitlin ; RACHAELE RAYNOFF ([RRAYNOFF@planning.nyc.gov](mailto:RRAYNOFF@planning.nyc.gov))  
Subject: FW: Question  
Importance: High

Hey guys--need your help on this. MTA now saying 1 Vanderbilt won't increase train capacity (just caught up in politics of the day). Do we have a scope of work or some doc that officially makes that estimate clear? For WNBC TONIGHT. Need Asap.

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

From: Siff, Andrew (NBCUniversal) [<mailto:andrew.siff@nbcuni.com>]  
Sent: Thursday, August 10, 2017 3:30 PM  
To: Norvell, Wiley  
Subject: Re: Question

Who at the mta?  
Do you have a document or anything?  
I just wanna be accurate in the 6.

Sent from my iPhone

> On Aug 10, 2017, at 3:27 PM, Norvell, Wiley wrote:

>  
> Jesus Christ.  
> That's the MTA's own estimates from the scope of work approval. This is just them playing games.

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

> From: Siff, Andrew (NBCUniversal) [<mailto:andrew.siff@nbcuni.com>]  
> Sent: Thursday, August 10, 2017 3:26 PM  
> To: Norvell, Wiley  
> Subject: Question

>  
> Mta is pushing back on Alicia's claim that better circulation could lead to more trains.

> Where did she get that from?

>  
> Sent from my iPhone



**From:** [Bob Shaver](#)  
**To:** [Neustadt, David](#)  
**Cc:** [Turk, Barbara](#); [Laura Fahey](#); [Tracy Perrizo](#); ["Aaron Freedman"](#); [Sam Greenberg](#)  
**Subject:** List of pantry investments  
**Date:** Monday, August 14, 2017 8:17:59 PM  
**Attachments:** [2017-08-14 Capacity Building Rundown.pdf](#)

---

Hi David,

Attached is a detailed list of pantry investments from the Collaborative, indexed by the neighborhood in which the pantry lives, the total investment, and the planned increase in food this investment will enable. These should track to the priority neighborhoods that you have seen, and provide a level of additional detail for thinking about a press conference location.

In addition to these, there is a launch event for “Pantry Forward” taking place on September 18<sup>th</sup> at Helmsley in Midtown. Pantry forward is a new initiative of the Collaborative, to help ten of the most promising pantries city-wide, and the event will be attended by Collaborative members, as well as representatives from the City’s strongest pantries. Potentially a good place / time to do interviews?

I hope this is helpful. Please let me know if I can provide anything else.

Thanks for all you are doing to get our work out there – it is deeply appreciated!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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# Agency Responsibilities

August 14, 2017

EFRO ID	Investment	Neighborhood	Status	FY18 increase in output (pounds)	Cost estimates (dollars)	Investment type	Lead implementing partner	Supporting implementing partner
New program_CO	Council of Peoples PO Organization	Boro Park-Sunset Park East	Application pending	150,000	\$ 25,000	New pantry	Hannah	UWNYC
80413	Center for Family Life in Sunset Park	Boro Park-Sunset Park East	Application approved	150,000	\$ 3,547	Small pantry upgrade	Hannah	UWNYC
85322	Christ Apostolic Church Goke Food Pantry	Boro Park-Sunset Park East	In operation	100,000	\$ 6,438	Small pantry upgrade	Hannah	UWNYC
85310	Nazareth Housing (Louise's Pantry)	Lower East Side	Application pending	30,000	\$ 4,300	Small pantry upgrade	Hannah	UWNYC
85203	Church of the Holy Spirit (CCBQ)	Boro Park-Sunset Park East	Application approved	75,000	\$ 11,000	Small pantry upgrade	Hannah	UWNYC
85289	Holding Hands Ministries	Boro Park-Sunset Park East	Application approved	200,000	\$ 44,415	Large pantry upgrade	Hannah	UWNYC
City Harvest only	Kosher agency increases	Boro Park-Sunset Park East	In operation	500,000	\$ -	Food-only commitment	City Harvest	Hannah
85192	Masbia of Boro Park	Boro Park-Sunset Park East	In operation	280,000	\$ 70,000	Large pantry upgrade	City Harvest	Hannah
83364	Met Council: Tomchei Shabbos of Boro Park	Boro Park-Sunset Park East	Application approved	50,000	\$ 7,500	Small pantry upgrade	Hannah	UWNYC
85156	Antioch Outreach Ministries	Central Harlem North-Polo Grounds	In operation	150,000	\$ 20,000	Large pantry upgrade	City Harvest	Hannah
81353	Beth Hark Christian Counseling Center	Central Harlem North-Polo Grounds	Application approved	325,000	\$ 81,215	Medium pantry upgrade	UWNYC	Hannah
program_God	dard Goddard Riverside	Central Harlem North-Polo Grounds	Application pending	150,000	\$ 5,000	Pop-Up Pantry	Hannah	City Harvest
85088	Iris House	Central Harlem North-Polo Grounds	In operation	75,000	\$ 5,240	Small pantry upgrade	Hannah	UWNYC
82807	Salem United Methodist	Central Harlem North-Polo Grounds	In operation	50,000	\$ 4,981	Food-only commitment	City Harvest	Hannah
program_St.	Mark Holy St. Mark Holy Tabernacle	Central Harlem North-Polo Grounds	Application approved	100,000	\$ 25,000	New pantry	Hannah	UWNYC
84221	Christian Cultural Center	East New York	In operation	75,000	\$ 7,493	Small pantry upgrade	Hannah	UWNYC



EFRO ID	Investment	Neighborhood	Status	FY18 increase in output (pounds)	Cost estimates (dollars)	Investment type	Lead implementing partner	Supporting implementing partner
	<b>Pink Houses (River Fund Mobile)</b>							
85378		East New York	In operation	225,000	\$ -	Pop-Up Pantry	City Harvest	Hannah
82347	Flatbush SDA	Flatbush	Application approved	75,000	\$ 12,000	-	NYCFAC Members	Hannah
80336	Calvary Pentecostal	Flatbush	In operation	50,000	\$ -	Incremental food increase	Hannah	UWNYC
	<b>Church Of God Of Salvation - Just In Time</b>							
87341		Flatbush	Under design	175,000	\$ -	Just In Time	City Harvest	Hannah
81479	Emmaus SDA	Flatbush	Application approved	75,000	\$ 11,650	Small pantry upgrade	Hannah	UWNYC
	<b>Hazel Brooks Neighborhood Center</b>							
85290		Flatbush	Application approved	150,000	\$ 25,000	Small pantry upgrade	City Harvest	Hannah
82905	Holy Innocents Church	Flatbush	Application approved	75,000	\$ 17,000	Small pantry upgrade	Hannah	UWNYC
85447	Victory Tabernacle	Flatbush	Application approved	150,000	\$ 13,750	New pantry	Hannah	UWNYC
	<b>Worldwide Evangelical Church</b>							
84342		Flatbush	In operation	100,000	\$ 15,060	Client choice conversion	UWNYC	Hannah
85246	La Jornada	Flushing	In operation	180,000	\$ 27,900	Large pantry upgrade	City Harvest	Hannah
	<b>South Asian Council on Social Services</b>							
85383		Flushing	In operation	100,000	\$ 25,000	New CBO pantry	Hannah	UWNYC
85436	YWCA of Queens	Flushing	In operation	120,000	\$ 5,000	Pop-Up Pantry	City Harvest	Hannah
85435	BronxWorks	Grand Concourse	Application approved	350,000	\$ 95,000	New CBO pantry	Hannah	City Harvest
	<b>Catholic Charities Food Hub</b>							
82750		Grand Concourse	In operation	150,000	\$ -	New food hub	City Harvest	Hannah
	<b>Nazareth Housing (Thorpe Family Residence)</b>							
81637		Grand Concourse	In operation	100,000	\$ 24,600	Small pantry upgrade	Hannah	UWNYC
	<b>New Covenant Development Corp</b>							
84268		Grand Concourse	Application approved	200,000	\$ 68,000	Medium pantry upgrade	Hannah	UWNYC

EFRO ID	Investment	Neighborhood	Status	FY18 increase in output (pounds)	Cost estimates (dollars)	Investment type	Lead implementing partner	Supporting implementing partner
85423	GC WSCAH Mobile	Grand Concourse	Application approved	200,000	\$ -	HCT	N/A	N/A
80893	Elmcot Youth & Adult Activities #2	Jackson Heights-Elmhurst	Application approved	200,000	\$ 50,000	Small pantry upgrade	Hannah	UWNYC
84315	Evangelical Church Christ is the Light	Jackson Heights-Elmhurst	In operation	237,000	\$ 9,470	Small pantry upgrade	UWNYC	Hannah
84753	Jackson Heights SDA	Jackson Heights-Elmhurst	In operation	660,000	\$ 3,781	Small pantry upgrade	Hannah	UWNYC
85425	Make the Road	Jackson Heights-Elmhurst	Application approved	200,000	\$ 28,181	New CBO pantry	Hannah	UWNYC
80892	Salvation Army Queens Temple Corp	Jackson Heights-Elmhurst	In operation	100,000	\$ 22,269	Client choice conversion	Hannah	UWNYC
TBD 7	Add'l food to meet neighborhood target	Lower East Side	To be planned	180,000	\$ -	-	NYCFAC Members	Hannah
84193	Cabrini Immigrant Services	Lower East Side	In operation	100,000	\$ 8,000	Small pantry upgrade	UWNYC	Hannah
85434	Grand Street Settlement	Lower East Side	In operation	150,000	\$ 5,000	Pop-Up Pantry	City Harvest	Hannah
	New program_Lillian Wald							
	Met Council: Lillian Wald	Lower East Side	Application approved	50,000	\$ 15,650	Small pantry upgrade	Hannah	UWNYC
84743	Met Council: UJC of the Lower East Side	Lower East Side	Application approved	40,000	\$ 3,650	Small pantry upgrade	Hannah	UWNYC
80813	Trinity SAFH	Lower East Side	In operation	50,000	\$ 12,500	Small pantry upgrade	Hannah	UWNYC
	New EFRO							
Calvary	Calvary Assembly of God	Mid-Staten Island	Application pending	275,000	\$ -	New pantry	Hannah	UWNYC
85424	CHASI mobile	Mid-Staten Island	In operation	350,000	\$ 83,265	Mobile pantry	Hannah	City Harvest
85437	Project Hospitality mobile	Mid-Staten Island	In operation	175,000	\$ 80,223	Mobile pantry	Hannah	City Harvest
80085	Black Forum	North Bronx	In operation	290,000	\$ 17,151	Large pantry upgrade	Hannah	UWNYC
85109	Bronx Bethany Community Corporation	North Bronx	Application approved	200,000	\$ 50,000	Large pantry upgrade	Hannah	UWNYC
85307	Co-Op City SDA	North Bronx	In operation	150,000	\$ 16,794	Medium pantry upgrade	Hannah	UWNYC
	program_Jerusalem							
Jerusalem	Jerusalem Without Walls	North Bronx	Application approved	290,000	\$ 5,000	Pop-Up Pantry	City Harvest	Hannah



EFRO ID	Investment	Neighborhood	Status	FY18 increase in output (pounds)	Cost estimates (dollars)	Investment type	Lead implementing partner	Supporting implementing partner
80142	Shiloh Temple Pentecostal Church	North Bronx	Application approved	120,000	\$ 10,000	Small pantry upgrade	Hannah	UWNYC
80160	St. Luke's Episcopal Church	North Bronx	In operation	150,000	\$ 16,500	Small pantry upgrade	Hannah	UWNYC
TBD 5	Add'l food to meet neighborhood target	Sheepshead Bay	To be planned	470,000	\$ -	TBD	NYCFAC Members	Hannah
80249	Met Council: Kings Bay Y	Sheepshead Bay	Application approved	30,000	\$ 4,050	Small pantry upgrade	Hannah	UWNYC
85381	Shorefront JCC	Sheepshead Bay	Application approved	200,000	\$ 47,600	Large pantry upgrade	Hannah	UWNYC
85431	La Puerta Estrecha (Open Arms)	Washington Heights	In operation	150,000	\$ 33,650	New pantry	Hannah	UWNYC
80618	Met Council: JCC of Washington Heights	Washington Heights	Application approved	30,000	\$ 5,900	Small pantry upgrade	Hannah	UWNYC
MIS 83	Mobile Market - Washington Heights 2 / Prince Hall	Washington Heights	In operation	350,000	\$ -	Mobile Market	City Harvest	Hannah
81071	Community League of the Heights	Washington Heights	Under design	155,000	\$ 25,000	Small pantry upgrade	Hannah	UWNYC
85423	WH WSCAH Mobile	Washington Heights	Application approved	200,000	\$ -	HCT	N/A	N/A
<b>Total</b>				<b>10,487,000</b>	<b>\$1,214,723</b>			<b>61</b>

**From:** [Bob Shaver](#)  
**To:** [Neustadt, David](#)  
**Cc:** [Turk, Barbara](#); [Laura Fahey](#); [Tracy Perrizo](#); ["Aaron Freedman"](#); [Sam Greenberg](#)  
**Subject:** RE: List of pantry investments  
**Date:** Monday, August 14, 2017 8:41:53 PM  
**Attachments:** [2017-06-22 NYCFCAC action plan.pdf](#)

---

Hi again, David.

With apologies for multiple emails, the attachment here provides a bit of color on each of the pantry investments, and is a bit cleaner and more organized. Functionally, it is the same as the prior document.

In any case, let me know if there's anything else that I can provide.

Best,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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---

**From:** Bob Shaver  
**Sent:** Monday, August 14, 2017 5:16 PM  
**To:** Neustadt, David <neustadtd@hra.nyc.gov>  
**Cc:** 'Turk, Barbara' <BTurk@cityhall.nyc.gov>; Laura Fahey <LFahey@helmsleytrust.org>; Tracy Perrizo <TPerrizo@helmsleytrust.org>; 'Aaron Freedman' <Aaron.Freedman@berlinrosen.com>; Sam Greenberg <samgreenberg@redstonestrategy.com>  
**Subject:** List of pantry investments

Hi David,

Attached is a detailed list of pantry investments from the Collaborative, indexed by the neighborhood in which the pantry lives, the total investment, and the planned increase in food this investment will enable. These should track to the priority neighborhoods that you have seen, and provide a level of additional detail for thinking about a press conference location.

In addition to these, there is a launch event for "Pantry Forward" taking place on September 18<sup>th</sup> at Helmsley in Midtown. Pantry forward is a new initiative of the Collaborative, to help ten of the most promising pantries city-wide, and the event will be attended by Collaborative members, as well as representatives from the City's strongest pantries. Potentially a good place / time to do interviews?

I hope this is helpful. Please let me know if I can provide anything else.

Thanks for all you are doing to get our work out there – it is deeply appreciated!

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June 22, 2017

## CAPACITY BUILDING EFFORTS

**Table 1: Planned neighborhoods**

Area	Organization	Description	Increase in supply (pounds) <sup>1</sup>	Estimated investment (dollars) <sup>2</sup>	Status
1: East New York	Pink Houses	Establish a new City Harvest community partner mobile market at the Pink Houses NYCHA facility	225,000	\$25,000	In operation
	Christian Cultural Center	Increase pantry hours of operation	75,000	\$15,000	In operation
2: Grand Concourse	BronxWorks	Establish a pantry at this large CBO, including renovations and equipment purchases	350,000	\$95,000	Application approved
	New Covenant Development Corp	Renovations of basement storage area	200,000	\$68,000	Application approved
	West Side Campaign Against Hunger mobile	Establish mobile pantry with a weekly stop at BronxWorks	200,000	<i>Funded directly by Helmsley</i>	Application approved
	Catholic Charities Food Hub	Food-only investment in new food distribution center	150,000	\$0	In operation
	Nazareth Housing	Expand to a 2nd day weekly and distribute by household size	100,000	\$25,000	In operation
	Grand Concourse SDA	Just in Time delivery: large City Harvest delivery right before pantry distribution hours	425,000	\$0	Under design
	True Gospel Tabernacle	Just in Time delivery: large City Harvest delivery right before pantry distribution hours	170,000	\$0	Under design

<sup>1</sup> Target poundage output after a two-year ramp-up period. It is subject to change.

<sup>2</sup> Rough cost estimate. Depending on the stage of the investment the costs could change considerably.



**NEW YORK CITY**  
**Food Assistance**  
**Collaborative**

	St. Augustine Food Pantry	Just in Time delivery: large City Harvest delivery right before pantry distribution hours	92,000	\$0	Under design
3: Jackson Heights-Elmhurst	Make the Road	Create a new pantry at this large CBO	200,000	\$33,500	Application approved
	Evangelical Church Christ is the Light	Improve distribution and quantity of food delivered	237,000	\$10,000	In operation
	Jackson Heights SDA	Increase storage capacity and quantity of food distributed	660,000	\$3,800	In operation
	Salvation Army Queens Temple Corp	Convert pantry to client choice and increase service times	100,000	\$25,000	In operation
	Elmcour Youth & Adult Activities #2	Expand pantry services and convert to supermarket-style distribution	200,000	\$50,000	Application approved
	Jewish Institute of Queens	Just in Time delivery: large City Harvest delivery right before pantry distribution hours	375,000	\$0	Under design
4: Mid-Statens Island	Project Hospitality	Create a second mobile pantry operation for this CBO	175,000	\$85,000	In operation
	Community Health Action of Staten Island	Create a mobile pantry for this already-established pantry	350,000	\$85,000	In operation
	Calvary Assembly of God	Establish new pantry in Eltingville	275,000	\$65,000	Under design
5: Boro Park/Sunset Park East	Masbia of Boro Park	Help pantry to open in a new location and expand services, including renovations and cold storage purchases	280,000	\$70,000	In operation
	Increased Kosher supply	Increase City Harvest food allotments to Kosher agencies in Boro Park	200,000	\$0	In operation
	Holding Hands Ministries	Increase storage capacity and quantity of food distributed	200,000	\$50,000	Application approved
	Center for Family Life in Sunset Park	Improve distribution and quantity of food delivered	150,000	\$8,000	Application approved

**NEW YORK CITY**  
**Food Assistance**  
**Collaborative**

	Lutheran Family Support Center	Establish a Pop-Up Pantry at this CBO	200,000	\$5,000	Under design
	Christ Apostolic Church Goke	Increase quantity of food distributed	100,000	\$7,000	In operation
	Church of the Holy Spirit	Small pantry upgrade, including food storage equipment and conversion to client choice	75,000	\$11,000	Application approved
	Tomchei Shabbos of Boro Park	Increase cold storage capacity and quantity of food distributed	50,000	\$7,500	Under design
	TBD	Still in planning	145,000	\$36,250	Under design
6: Lower East Side	Trinity SAFH	Increase pantry hours of operation and quantity of food distributed	50,000	\$12,500	In operation
	Cabrini Immigrant Services	Improve distribution and quantity of food delivered	100,000	\$8,000	In operation
	Grand Street Settlement	Establish a Pop-Up Pantry at this large CBO	120,000	\$5,000	In operation
	Lillian Wald	Establish a pantry at this NYCHA senior center	50,000	\$15,500	Under design
	UJC of the Lower East Side	Improve distribution and quantity of food delivered	40,000	\$5,000	Under design
	TBD	Still in planning	210,000	\$52,500	Under design
7: Flushing	La Jornada	Increase fresh produce distribution and obtain soup kitchen EFRO and certification	180,000	\$28,000	In operation
	South Asian Council on Social Services	Establish a new pantry at the South Asian-serving CBO, including renovations and equipment purchases	100,000	\$25,000	In operation
	YWCA of Queens	Establish a Pop-Up Pantry at this CBO	120,000	\$7,000	In operation



**NEW YORK CITY**  
**Food Assistance**  
**Collaborative**

8: Washington Heights	Prince Hall Mobile Market	City Harvest Mobile Market	350,000	\$0	In operation
	Washington Heights Ecumenical Pantry	Improve distribution and quantity of food delivered, including conversion to client choice model	70,000	\$15,000	Under design
	La Puerta Estrecha (with CHALK)	Establish a pantry at this church	150,000	\$35,000	In operation
	JCC of Washington Heights	Improve distribution and quantity of food delivered, including conversion to client choice model	30,000	\$6,000	Under design
	WSCAH mobile pantry stops	Establish mobile pantry with a weekly stop at BronxWorks	200,000	<i>Funded directly by Helmsley</i>	Application approved
9: Central Harlem North	Goddard Riverside Single Stop	Establish a new Pop-Up Pantry at this CBO, possibly in the church across the street	120,000	\$5,000	Under design
	Beth Hark Christian Counseling Center	Large pantry upgrade	325,000	\$80,000	Application approved
	Salem United Methodist	Incremental food increase	50,000	\$5,000	In operation
	Antioch Outreach Ministries	Improve distribution and quantity of food delivered	150,000	\$20,000	In operation
	St. Mark the Evangelist	Improve distribution and quantity of food delivered, including conversion to a client choice model	100,000	\$25,000	Under design
	St. Mark Holy Tabernacle	Establish a new pantry at this church, with equipment purchases and technical assistance	100,000	\$10,000	Under design
	Iris House	Improve client choice distribution and quantity of food delivered	75,000	\$6,000	In operation
	First Corinthian Baptist Church	Just in Time delivery: large City Harvest delivery right	350,000	\$0	Under design

**NEW YORK CITY**  
**Food Assistance**  
**Collaborative**

		before pantry distribution hours			
10: Flatbush	Hazel Brooks Neighborhood Center	Improve distribution and quantity of food delivered	150,000	\$25,000	Application approved
	Worldwide Evangelical Outreach	Small pantry upgrade including client choice conversion	100,000	\$18,200	Application approved
	Calvary Pentecostal	Incremental food increase	50,000	\$0	In operation
	Emmaus SDA	Small pantry upgrade	75,000	\$15,000	Under design
	Holy Innocents Church	Small pantry upgrade, including increase in freezer capacity	75,000	\$18,750	Application approved
	Victory Tabernacle	Establish a new pantry at this church, with equipment purchases and technical assistance	150,000	\$13,750	Application approved
	Church of God Salvation	Just in Time delivery: large City Harvest delivery right before pantry distribution hours	185,000	\$0	Under design
	TBD	Still in planning	65,000	\$16,250	Under design
11: North Bronx	Bronx Bethany Community Corp.	Improve distribution and quantity of food delivered. Purchase of a storage trailer.	200,000	\$50,000	Application approved
	St. Luke's Episcopal Church	Improve distribution and quantity of food delivered, including opening twice more monthly	150,000	\$16,500	In operation
	Black Forum	Improve distribution and quantity of food delivered, including three new distribution times weekly	290,000	\$50,000	In operation
	Co-Op City SDA	Small pantry upgrade, including renovation of a storage shed	150,000	\$16,800	Application approved



**NEW YORK CITY**  
**Food Assistance**  
**Collaborative**

	Jerusalem Without Walls	Establish a Pop-Up Pantry	290,000	\$5,000	Application approved
	Shiloh Temple Pentecostal Church	Improve distribution and quantity of food delivered, including conversion to a client choice model	120,000	\$10,000	Application approved
12: Sheepshead Bay	Shorefront JCC	Improve distribution and quantity of food delivered, including new pantry site renovation	200,000	\$50,000	Application approved
	Kings Bay Y	Improve distribution and quantity of food delivered at this small pantry	30,000	\$4,000	Under design
	TBD	Still in planning	470,000	\$125,000	Under design

**From:** [Turk, Barbara](#)  
**To:** ["Bob Shaver"](#); [Neustadt, David](#)  
**Cc:** [Laura Fahey](#); [Tracy Perrizo](#); ["Aaron Freedman"](#); [Sam Greenberg](#)  
**Subject:** RE: List of pantry investments  
**Date:** Monday, August 14, 2017 8:45:49 PM

---

Yes, this one will communicate more quickly. Thanks Bob.

---

**From:** Bob Shaver [mailto:[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)]  
**Sent:** Monday, August 14, 2017 8:40 PM  
**To:** Neustadt, David  
**Cc:** Turk, Barbara; Laura Fahey; Tracy Perrizo; 'Aaron Freedman'; Sam Greenberg  
**Subject:** RE: List of pantry investments

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With apologies for multiple emails, the attachment here provides a bit of color on each of the pantry investments, and is a bit cleaner and more organized. Functionally, it is the same as the prior document.

In any case, let me know if there's anything else that I can provide.

Best,

**Bob Shaver** | Redstone Strategy Group, LLC  
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---

**From:** Bob Shaver  
**Sent:** Monday, August 14, 2017 5:16 PM  
**To:** Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>  
**Cc:** 'Turk, Barbara' <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; 'Aaron Freedman' <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>  
**Subject:** List of pantry investments

Hi David,

Attached is a detailed list of pantry investments from the Collaborative, indexed by the neighborhood in which the pantry lives, the total investment, and the planned increase in food this investment will enable. These should track to the priority neighborhoods that you have seen, and provide a level of additional detail for thinking about a press conference location.

In addition to these, there is a launch event for "Pantry Forward" taking place on September 18<sup>th</sup> at Helmsley in Midtown. Pantry forward is a new initiative of the Collaborative, to help ten of the most

promising pantries city-wide, and the event will be attended by Collaborative members, as well as representatives from the City's strongest pantries. Potentially a good place / time to do interviews?

I hope this is helpful. Please let me know if I can provide anything else.

Thanks for all you are doing to get our work out there – it is deeply appreciated!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

***Helping solve urgent social problems***

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

**From:** [Goldstein, Freddi](#)  
**To:** "Rich Calder"; [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** RE: Today, Thurs. Aug. 17 @ Noon: Mayoral Candidate Albanese Press Conference - Giveaway of East Harlem's Marx Brothers Playground to Developers Opposed by Community, Threatens Parkland Throughout the City; Another City Hall/ Lobbying Connection Exposed  
**Date:** Thursday, August 17, 2017 12:40:54 PM  
**Attachments:** [image001.png](#)

---

Same response as last time.

“These are the first new high schools in East Harlem in 50 years, and they come alongside 300 permanently affordable apartments, new jobs for local residents and a full replacement of the playground. Anyone saying the status quo is better is turning a blind eye to this community’s need for better schools and homes people can afford.”

---

**From:** Rich Calder [<mailto:rcalder@nypost.com>]  
**Sent:** Thursday, August 17, 2017 12:38 PM  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com); Goldstein, Freddi  
**Subject:** Fwd: Today, Thurs. Aug. 17 @ Noon: Mayoral Candidate Albanese Press Conference - Giveaway of East Harlem's Marx Brothers Playground to Developers Opposed by Community, Threatens Parkland Throughout the City; Another City Hall/ Lobbying Connection Exposed

Writing for web. Looking for comment.

Thanks

Rich

Sent from my iPhone

Begin forwarded message:

**From:** "Linda Cronin-Gross" <[linda@lcgcommunications.com](mailto:linda@lcgcommunications.com)>  
**Date:** August 17, 2017 at 8:31:55 AM EDT  
**To:** "Rich Calder" <[rcalder@nypost.com](mailto:rcalder@nypost.com)>  
**Subject: Today, Thurs. Aug. 17 @ Noon: Mayoral Candidate Albanese Press Conference - Giveaway of East Harlem's Marx Brothers Playground to Developers Opposed by Community, Threatens Parkland Throughout the City; Another City Hall/ Lobbying Connection Exposed**

Rich – Hope to see you – thx - Linda

## **MEDIA ADVISORY**

**Event: City for Sale? Another City Hall/Lobbying Connection  
Mayoral Candidate Sal Albanese to Hold Press Conference: East Harlem’s Iconic Marx Brothers Playground to Be Handed Over to Developers; Parkland Belongs to the Public;**

## **Giveaway Would Establish Bad Precedent, Eliminate Much Needed Green Space**

**Date/Time:** Thursday, August 17, 2017 @ Noon

**Location:** Marx Brothers Playground @ East 96<sup>th</sup> Street and 2<sup>nd</sup> Ave. in Manhattan

**Contact:** Linda Cronin-Gross, LCG Communications – [718.853.5568](tel:718.853.5568); [917.767.1141](tel:917.767.1141); [linda@lcgcommunications.com](mailto:linda@lcgcommunications.com)

[Mayoral Candidate Sal Albanese](#) will hold a press conference on

Thursday, August 17<sup>th</sup> @ noon to support community efforts to stop the City from giving away the beloved Marx Brothers Playground to a private developer, Avalon Bay. Not coincidentally, the developer has been represented over the last 2-3 years by a number of lobbying firms, including Capalino + Co, a firm that is very close to de Blasio and was enmeshed in the various City Hall pay-to-play scandals. The playground is named after the famous family of comedians who grew up in the neighborhood.

The development project itself has been controversial, since it will create a massive, outsized residential tower that will be the tallest building north of 60<sup>th</sup> Street, and is opposed by the community.

“The City owns at least 1,000 parcels of vacant land that could be easily used to create affordable housing, schools, etc. It is shameful that Mayor de Blasio is selling off children's playgrounds and precious public green space which is part of the Parks Department. This part of the City has the WORST person-to-green space ratio in the entire City, and de Blasio is giving it away to private developers. It would require a run around the zoning laws that de Blasio himself made happen. If we allow this, every other parcel of parkland throughout the City would be potentially up for grabs by private developers; no playground, no park, no public open space would be safe. De Blasio is reneging on a promise to return the Marx Brothers playground after the Second Avenue subway was built. Hands off this playground. It belongs to everyone,” said Albanese.

The East Harlem community also recently rejected the Mayor's rezoning plan that would have crushed the character of the neighborhood and increased hypergentrification. “It appears that the Mayor has ears only for the big real estate developers and lobbyists who engage in legalized pay-to-play. Once again, his favorite lobbying firm, Capalino + Co is one of several lobbying firms that have been variously representing the developer, Avalon Bay, for the last few years. De Blasio apparently can't hear the East Harlem community, and the removal of this playground from the public domain is just another example,” he said.

Your coverage is welcome.

-30-

[Sal 2017](#)  
[@SalAlbaneseNYC](#)

**From:** [Neustadt, David](#)  
**To:** [Bob Shaver](#); [Turk, Barbara](#); [Centeno, Lourdes](#)  
**Cc:** [Laura Fahey](#); [Aaron Freedman](#); [Timothy Bradley](#); [Tracy Perrizo](#); [Sam Greenberg](#)  
**Subject:** Re: Check-in and next steps on Collaborative comms  
**Date:** Tuesday, August 22, 2017 1:32:24 PM

---

+

Sent via HRA mobile device

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

**From:** Bob Shaver <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>  
**Date:** 8/22/17 12:24 PM (GMT-05:00)  
**To:** "Neustadt, David" <[neustattd@hra.nyc.gov](mailto:neustattd@hra.nyc.gov)>, "Turk, Barbara" <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>  
**Cc:** Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>, Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>, Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>, Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>, Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>  
**Subject:** Check-in and next steps on Collaborative comms

Hi David and Barbara,

I hope you are well and have each retained two functioning retinas after yesterday's eclipse!

Thank you again for continuing to push the NYT/Mayor's event plan forward, David. We're all quite excited about the vision there and the potential to boost the work! I trust that you have what you need in terms of data, etc., but please say the word if there's anything we can pass along.

With input from Helmsley and BerlinRosen, below is a proposal for how we might work together alongside (and after) the current NYT/Mayor's event effort, to achieve the remaining parts of the comms strategy. Specifically:

- David continues work to pitch Nikita Stewart at the NYT, tied closely to an event that he seeks to coordinate with the Mayor and the Collaborative at a food pantry. This story and event shouldn't be scooped by other pitches, so all other media outreach will hold until after that.
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- Assuming the NYT story and Mayor event happen, BR can pitch NYT Fixes (or similar outlets in NPR or elsewhere) as well as other tech outlets about Plentiful after the event.
- David can pitch some of the very local, neighborhood-level outlets for Collaborative stories.
- Separately, BR can pursue a general pitch to the Chronicle of Philanthropy about Helmsley and the Collaborative.

How does this look to you, David and Barbara? If this is in line with your thinking, BerlinRosen is ready to start pulling together pitches and doing target mapping for the later work, while your

teams move the event and NYT piece into motion.

With appreciation,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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

**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#); ["Anthony Hogrebe"](#); [Justine Johnson](#)  
**Cc:** [Norvell, Wiley](#)  
**Subject:** RE: ferry  
**Date:** Friday, August 25, 2017 11:59:47 AM

---

Got it, thanks!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

### berlinrosen

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[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](#)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Friday, August 25, 2017 11:22 AM  
**To:** 'Anthony Hogrebe' <[ahogrebe@edc.nyc.gov](mailto:ahogrebe@edc.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Justine Johnson <[jjohnson@edc.nyc.gov](mailto:jjohnson@edc.nyc.gov)>  
**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: ferry

And Jeremy, in case I said Monday, that is wrong. **Event it Tuesday morning.** (my bad!)

---

**From:** Anthony Hogrebe [<mailto:ahogrebe@edc.nyc.gov>]  
**Sent:** Friday, August 25, 2017 11:00 AM  
**To:** Grace, Melissa; 'Jeremy Soffin'; Justine Johnson  
**Cc:** Norvell, Wiley  
**Subject:** RE: ferry

That all sounds great. Can't think of anything else at the moment, Jeremy let us know if you need anything else from us.

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Friday, August 25, 2017 10:40 AM  
**To:** 'Jeremy Soffin' <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Anthony Hogrebe <[ahogrebe@edc.nyc.gov](mailto:ahogrebe@edc.nyc.gov)>; Justine Johnson <[jjohnson@edc.nyc.gov](mailto:jjohnson@edc.nyc.gov)>  
**Cc:** Wiley Norvell (City Hall) <[wnorvell@cityhall.nyc.gov](mailto:wnorvell@cityhall.nyc.gov)>  
**Subject:** RE: ferry

Anthony and Justine – connecting you to Jeremy for event logistics.

1. Jeremy is going to send us a quote for the release.



2. I walked him through the program as we know it so far – 6:30 am departure from Astoria. Plan is it stands now is to have the mayor in Astoria, with dignitaries, making remarks, greeting commuters.
3. Jeremy is going to send names of Cornell folks who can come/should perhaps be acknowledged, and see if commuters will be getting on the boat on Roosevelt.

What else?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, August 25, 2017 8:27 AM  
**To:** Grace, Melissa  
**Subject:** RE: ferry

Do you have a minute to catch up on this?

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](https://twitter.com/berlinrosen)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 22, 2017 3:43 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: ferry

I do. At my desk now.

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov) | o: 212-788-2969 | c: 347-224-2309

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, August 22, 2017 3:24 PM  
**To:** Grace, Melissa  
**Subject:** ferry

Hey Melissa, hope you're well. Do you have a minute to chat about the ferry launch vis a vis

Roosevelt Island and Cornell? Thanks!

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

**berlinrosen**

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

@berlinrosen

**From:** [Will Bredderman](#)  
**To:** [Phillips, Eric](#); [Dan Levitan](#); [rlvine@council.nyc.gov](mailto:rlvine@council.nyc.gov)  
**Subject:** Response to Savino?  
**Date:** Friday, August 25, 2017 6:45:42 PM  
**Attachments:** [image1.PNG](#)

---

**Diane J. Savino**

1 hr

An historical recounting by Arthur Piccolo on the Misrepresenting of Christopher Columbus. Thank you, Arthur for this piece.

### CHRISTOPHER COLUMBUS' UNFINISHED JOURNEY

The never ending attacks on Christopher Columbus are a reflection of the anti-Italian biases in America encouraged over generations by the entertainment industry seeking profit by exploiting an important ethnic group and sadly assisted by some Italians without any respect for their heritage.

Right now we have the ignorant City Council Speaker and the gutless Mayor of New York who changed his REAL name from Warren Wilhelm Jr. to Bill de Blasio for ONE purpose to advance political career in New York City.


SHAME ON BOTH C

Viverito for her statement

**From:** [Phillips, Eric](#)  
**To:** [Will Bredderman](#)  
**Cc:** [Dan Levitan](#); [rlvine@council.nyc.gov](mailto:rlvine@council.nyc.gov)  
**Subject:** Re: Response to Savino?  
**Date:** Friday, August 25, 2017 6:55:19 PM

---

Nah

> On Aug 25, 2017, at 6:45 PM, Will Bredderman < wrote:  
>  
> <image1.PNG>  
>

**From:** [Grace, Melissa](#)  
**To:** [Jeremy Soffin](#)  
**Cc:** [Anthony Hogrebe \(ahogrebe@edc.nyc\)](#); [jjohnson@edc.nyc](#); [Norvell, Wiley](#)  
**Subject:** Re: ferry  
**Date:** Saturday, August 26, 2017 9:26:14 AM

---

Thx

Melissa Grace  
Deputy Press Secretary  
Mayor's Press Office  
[mgrace@cityhall.nyc.gov](mailto:mgrace@cityhall.nyc.gov)  
o: [212-788-2969](tel:212-788-2969)  
c: [347-224-2309](tel:347-224-2309)

On Aug 26, 2017, at 8:58 AM, Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)> wrote:

Please see quote below:

“Cornell Tech is proud to be a part of the Roosevelt Island community, and the campus has committed \$2.5 million to support the new NYC Ferry service to the island. The new ferry will provide another seamless connection for island residents, students, faculty, staff, the companies at The Bridge, and visitors to travel seamlessly between Roosevelt Island, Manhattan, and the growing tech community in western Queens. The Cornell Tech campus is all about openness and collaboration, and we can't wait to welcome New Yorkers when we officially open next month,” **said Meghan French, Senior Director of External Relations at Cornell Tech.**

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Friday, August 25, 2017 10:40 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Anthony Hogrebe ([ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)) <[ahogrebe@edc.nyc](mailto:ahogrebe@edc.nyc)>; 'jjohnson@edc.nyc' <[jjohnson@edc.nyc](mailto:jjohnson@edc.nyc)>  
**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

**Subject:** RE: ferry

Anthony and Justine – connecting you to Jeremy for event logistics.

1. Jeremy is going to send us a quote for the release.
2. I walked him through the program as we know it so far – 6:30 am departure from Astoria. Plan is it stands now is to have the mayor in Astoria, with dignitaries, making remarks, greeting commuters.
3. Jeremy is going to send names of Cornell folks who can come/should perhaps be acknowledged, and see if commuters will be getting on the boat on Roosevelt.

What else?

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**Sent:** Friday, August 25, 2017 8:27 AM  
**To:** Grace, Melissa  
**Subject:** RE: ferry

Do you have a minute to catch up on this?

**Jeremy Soffin**  
O. 646.200.5318  
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[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, August 22, 2017 3:43 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: ferry

I do. At my desk now.

Melissa Grace | Deputy Press Secretary | Mayor's Press Office  
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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, August 22, 2017 3:24 PM  
**To:** Grace, Melissa  
**Subject:** ferry

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**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

**berlinrosen**

New York • Washington D.C. • Los Angeles

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

@berlinrosen



**From:** [Turk, Barbara](#)  
**To:** ["Laura Fahey"](#); [Bob Shaver](#); [Neustadt, David](#)  
**Cc:** [Aaron Freedman](#); [Timothy Bradley](#); [Tracy Perrizo](#); [Sam Greenberg](#)  
**Subject:** RE: Check-in and next steps on Collaborative comms  
**Date:** Thursday, August 31, 2017 5:57:12 PM

---

Hi Laura,

Are you and/or Tracy available for a quick call with me right now?

Barbara

---

**From:** Laura Fahey [mailto:[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)]  
**Sent:** Thursday, August 31, 2017 5:49 PM  
**To:** Bob Shaver; Neustadt, David; Turk, Barbara  
**Cc:** Aaron Freedman; Timothy Bradley; Tracy Perrizo; Sam Greenberg  
**Subject:** RE: Check-in and next steps on Collaborative comms

Hi all,

Reconnecting with this communications-minded group, so we can catch BerlinRosen up to speed on this afternoon's developments!

Aaron and Tim – It does not look like a Mayor's event will take place, but we do still have an interview lined up with NYT. David – I assume this is with Nikita Stewart?

Tomorrow at 8am, several members of the Collaborative will have a planning call to discuss the NYT interview. Aaron or Tim – Are you free to join? Next week (date/time TBD), everyone will come to Helmsley for an in-person group interview with the NYT reporter. For Helmsley, our spokesperson will either be Tracy or our CEO Stephanie, so we will need to think about talking points for them for next week.

Per our plan, I believe we can then move forward with our other pitches to various innovation/tech/philanthropy outlets, once we have a sense of when this NYT story will run.

Thanks, all!

---

**From:** Bob Shaver [mailto:[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)]  
**Sent:** Tuesday, August 22, 2017 12:24 PM  
**To:** Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>  
**Cc:** Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>  
**Subject:** Check-in and next steps on Collaborative comms

Hi David and Barbara,

I hope you are well and have each retained two functioning retinas after yesterday's eclipse!

Thank you again for continuing to push the NYT/Mayor's event plan forward, David. We're all quite excited about the vision there and the potential to boost the work! I trust that you have what you need in terms of data, etc., but please say the word if there's anything we can pass along.

With input from Helmsley and BerlinRosen, below is a proposal for how we might work together alongside (and after) the current NYT/Mayor's event effort, to achieve the remaining parts of the comms strategy. Specifically:

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How does this look to you, David and Barbara? If this is in line with your thinking, BerlinRosen is ready to start pulling together pitches and doing target mapping for the later work, while your teams move the event and NYT piece into motion.

With appreciation,

**Bob Shaver** | Redstone Strategy Group, LLC  
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**From:** [Turk, Barbara](#)  
**To:** ["bobshaver@redstonestrategy.com"](mailto:bobshaver@redstonestrategy.com); ["neustadtd@hra.nyc.gov"](mailto:neustadtd@hra.nyc.gov); ["jstephens@cityharvest.org"](mailto:jstephens@cityharvest.org); ["swright@uwnyc.org"](mailto:swright@uwnyc.org); ["jmclean@cityharvest.org"](mailto:jmclean@cityharvest.org); ["TPerrizo@helmsleytrust.org"](mailto:TPerrizo@helmsleytrust.org); ["shunte@uwnyc.org"](mailto:shunte@uwnyc.org); ["maharaj@hra.nyc.gov"](mailto:maharaj@hra.nyc.gov); ["philipm@hra.nyc.gov"](mailto:philipm@hra.nyc.gov); [Bonilla, Grace \(HRA\)](#); ["LFahey@helmsleytrust.org"](mailto:LFahey@helmsleytrust.org); ["Aaron.Freedman@berlinrosen.com"](mailto:Aaron.Freedman@berlinrosen.com); ["Tim@berlinrosen.com"](mailto:Tim@berlinrosen.com); ["Capacityadvisor@uwnyc.org"](mailto:Capacityadvisor@uwnyc.org)  
**Cc:** ["ivanbarkhorn@redstonestrategy.com"](mailto:ivanbarkhorn@redstonestrategy.com); ["samgreenberg@redstonestrategy.com"](mailto:samgreenberg@redstonestrategy.com)  
**Subject:** Re: Pantries and neighborhoods for NYT call  
**Date:** Thursday, August 31, 2017 9:38:43 PM

---

Sam and Hannah, thank you for pulling this together on short notice. I want confirmation from EFAP on you recommendations.

---

**From:** Bob Shaver [mailto:bobshaver@redstonestrategy.com]  
**Sent:** Thursday, August 31, 2017 07:08 PM  
**To:** Neustadt, David <neustadtd@hra.nyc.gov>; Turk, Barbara; 'Jilly Stephens' <jstephens@cityharvest.org>; Sheena Wright <swright@uwnyc.org>; Jennifer McLean <jmclean@cityharvest.org>; Tracy Perrizo <TPerrizo@helmsleytrust.org>; Suzette Hunte <shunte@uwnyc.org>; Maharaj, Lamaunda <maharajl@hra.nyc.gov>; philipm@hra.nyc.gov <philipm@hra.nyc.gov>; Bonilla, Grace (HRA); Laura Fahey <LFahey@helmsleytrust.org>; Aaron Freedman <Aaron.Freedman@berlinrosen.com>; Timothy Bradley <Tim@berlinrosen.com>; Hannah Lupien <Capacityadvisor@uwnyc.org>  
**Cc:** Ivan Barkhorn <ivanbarkhorn@redstonestrategy.com>; Sam Greenberg <samgreenberg@redstonestrategy.com>  
**Subject:** Pantries and neighborhoods for NYT call

Hi all,

David asked me to circulate this note below about pantries and neighborhoods to direct Nikita (NYT reporter) to for her story. We look forward to discussing this and other next steps for tomorrow morning.

Thanks!

Bob

---

Hi Ivan and Bob,

Below are pantries that we could show the reporter. David said the reporter may also be interested in profiling three neighborhoods where we added capacity: Flushing, Boro Park, Jackson Heights, and East New York each have 2 pantries that we are proud of, and therefore make good places to visit. I believe Barbara wants the group to make this decision on the call tomorrow; hopefully this list is a good starting point for that conversation.

**Hannah and I put this info together on short notice after our 5 pm meeting today so you could have it for tomorrow morning. Hannah will double check all of the details tomorrow and let you know if any of the hours or other details need to be updated.**

**Flushing**

- South Asian Council on Social Services (Flushing)
  - New pantry that we funded in an existing NGO. Serves South Asian population in NYC.
  - *Operate Friday at 11 am. Can easily meet at non-distribution times since they have full-time staff.*
- La Jornada (Flushing)
  - Existing large pantry run in the historic St. George's Episcopal Church. Doubled the amount of food they distribute.
  - *Operates Saturday mornings*
- YWCA of Queens pop-up (Flushing)
  - Pop-up pantry at an existing CBO
  - *Operating hours forthcoming*

### **Jackson Heights**

- Evangelical Church Christ is the Light (Jackson Heights)
  - Existing pantry that doubled its food distribution, converted to client choice, and was an early pilot site for Plentiful.
  - *Operate Friday mornings 9 am*
- Salvation Army Queens Temple Corps (Jackson Heights catchment area – technically East Elmhurst)
  - Small pantry that we transitioned to client choice.
  - *Operate Wednesday 9 – 10 am.*

### **Borough Park**

- Masbia of Boro Park (Borough Park)
  - Funded a renovation to enable them to open a new site in Boro Park that houses both a client choice pantry and soup kitchen. They are one of our largest single supply increases. Part of the Masbia network, which serves Jewish and non-Jewish clients.
  - *Pantry open Thursday 8 am – noon. Soup kitchen open for dinner Sun-Thu, 6:30 pm.*
- Goke (Borough Park catchment area – technically Kensignton)
  - Existing pantry, we helped get them cold storage equipment and new access to City Harvest for fresh produce, and doubled the amount of food they get. Very diverse pantry line, and user of Plentiful.
  - *Operate Tuesday evenings and Saturday mornings on alternate weeks – need to check which week is which*

### **East New York**

- Christian Cultural Center (East New York)
  - Major existing pantry – we bought them equipment and supplied more food, which enabled them to extend their operating hours.
  - *Operate Thursday from 9 am – 2 pm.*
- Pink Houses Pop-up (East New York)
  - Pop-up pantry at a large public housing complex
  - *Operating hours forthcoming*

### **Other neighborhoods**

- La Puerta Estrecha (Washington Heights catchment area – technically Inwood)
  - New pantry that we funded in a large church. Early successful Plentiful adopter, committed to client service.
  - *Operate Saturday at 10 am.*

Nazareth Housing (Grand Concourse)

- Existing pantry in a CBO that significantly increased the amount of food distributed, and converted to client choice. They doubled their service hours.
- *Operate Wednesday 8:30 am*
- Grant Street Settlement Pop-up pantry (Lower East Side)
  - New pop-up pantry at an existing CBO
  - *Operating hours forthcoming*

Sam Greenberg

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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**From:** [Turk, Barbara](#)  
**To:** ["Laura Fahey"](#); ["Neustadt, David"](#); ["Bob Shaver"](#)  
**Cc:** ["Aaron Freedman"](#); ["Timothy Bradley"](#); ["Tracy Perrizo"](#); ["Sam Greenberg"](#)  
**Subject:** RE: Check-in and next steps on Collaborative comms  
**Date:** Friday, September 01, 2017 1:04:46 PM

---

Also, you and Tracy should respond to the meeting invitation, just so I have an accurate count.

---

**From:** Turk, Barbara  
**Sent:** Friday, September 01, 2017 12:53 PM  
**To:** 'Laura Fahey'; Neustadt, David; Bob Shaver  
**Cc:** Aaron Freedman; Timothy Bradley; Tracy Perrizo; Sam Greenberg  
**Subject:** RE: Check-in and next steps on Collaborative comms

The time is confirmed. The group will arrive at 9:30. Names of the attendees are included in the meeting invitation. Let me know if you need a different kind of list for security.

---

**From:** Laura Fahey [<mailto:LFahey@helmsleytrust.org>]  
**Sent:** Friday, September 01, 2017 9:07 AM  
**To:** Neustadt, David; Bob Shaver; Turk, Barbara  
**Cc:** Aaron Freedman; Timothy Bradley; Tracy Perrizo; Sam Greenberg  
**Subject:** RE: Check-in and next steps on Collaborative comms

David and Barbara,

If we solidify the potential Wednesday morning slot, we will reserve a conference room to host everyone here at the Helmsley Charitable Trust. We're here in the Helmsley Building, right by Grand Central, at 230 Park Avenue, Suite 569.

Laura

---

**From:** Neustadt, David [<mailto:neustadtd@hra.nyc.gov>]  
**Sent:** Thursday, August 31, 2017 6:02 PM  
**To:** Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Bob Shaver <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>  
**Cc:** Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>  
**Subject:** Re: Check-in and next steps on Collaborative comms

Yes it's Nikita Stewart. She wants to file the story by the end of next week  
She also wants to profile three of the neighborhoods where we added capacity we were planning to figure out which through those are on the 8 a.m. call tomorrow.  
I'm on my way out of town but will be available

Sent via HRA mobile device

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

From: Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>  
Date: 8/31/17 5:49 PM (GMT-05:00)  
To: Bob Shaver <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>, "Neustadt, David" <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>, "Turk, Barbara" <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>  
Cc: Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>, Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>, Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>, Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>  
Subject: RE: Check-in and next steps on Collaborative comms

Hi all,

Reconnecting with this communications-minded group, so we can catch BerlinRosen up to speed on this afternoon's developments!

Aaron and Tim – It does not look like a Mayor's event will take place, but we do still have an interview lined up with NYT. David – I assume this is with Nikita Stewart?

Tomorrow at 8am, several members of the Collaborative will have a planning call to discuss the NYT interview. Aaron or Tim – Are you free to join? Next week (date/time TBD), everyone will come to Helmsley for an in-person group interview with the NYT reporter. For Helmsley, our spokesperson will either be Tracy or our CEO Stephanie, so we will need to think about talking points for them for next week.

Per our plan, I believe we can then move forward with our other pitches to various innovation/tech/philanthropy outlets, once we have a sense of when this NYT story will run.

Thanks, all!

---

**From:** Bob Shaver [<mailto:bobshaver@redstonestrategy.com>]  
**Sent:** Tuesday, August 22, 2017 12:24 PM  
**To:** Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>  
**Cc:** Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>  
**Subject:** Check-in and next steps on Collaborative comms

Hi David and Barbara,

I hope you are well and have each retained two functioning retinas after yesterday's eclipse!

Thank you again for continuing to push the NYT/Mayor's event plan forward, David. We're all quite excited about the vision there and the potential to boost the work! I trust that you have what you need in terms of data, etc., but please say the word if there's anything we can pass along.

With input from Helmsley and BerlinRosen, below is a proposal for how we might work together alongside (and after) the current NYT/Mayor's event effort, to achieve the remaining parts of the

comms strategy. Specifically:

- David continues work to pitch Nikita Stewart at the NYT, tied closely to an event that he seeks to coordinate with the Mayor and the Collaborative at a food pantry. This story and event shouldn't be scooped by other pitches, so all other media outreach will hold until after that.
- Ahead of the Mayor event, David can confirm if Nikita is able to cover it. If not, BR can make a push with other NYT reporters and other press in the lead up, day-of, and after the Mayor event.
- Assuming the NYT story and Mayor event happen, BR can pitch NYT Fixes (or similar outlets in NPR or elsewhere) as well as other tech outlets about Plentiful after the event.
- David can pitch some of the very local, neighborhood-level outlets for Collaborative stories.
- Separately, BR can pursue a general pitch to the Chronicle of Philanthropy about Helmsley and the Collaborative.

How does this look to you, David and Barbara? If this is in line with your thinking, BerlinRosen is ready to start pulling together pitches and doing target mapping for the later work, while your teams move the event and NYT piece into motion.

With appreciation,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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**From:** [Chirlane McCray](#)  
**To:** [CJ Macklin](#)  
**Cc:** [Cathy Rought](#); [Rick Fromberg](#); [Phil Walzak <phil@billdeblasio.com>](#) ([phil@billdeblasio.com](#)); [Ahilya Wallia](#); [bdb](#); [Amelia Adams](#); [Ricky Da Costa](#); [MonicaKlein \(billdeblasio.com\)](#); [Jennifer Samawat](#); [Roxanne John](#); [Claudia Cereceda](#); [Julia Savel](#)  
**Subject:** Re: UPDATED: Sunday Remarks for Fordham Road Evangelical Lutheran Church  
**Date:** Saturday, September 02, 2017 9:08:24 PM

---

Good evening,  
Edits below. Thank you!

### **Fordham Road Evangelical Lutheran Church Remarks**

- Good Morning, everyone! What a WARM welcome.
- FIRST, I give honor to GOD.
- Through the written word and the spoken word, may we know your living word – so we may serve you now and always.
- Thank you Rev. Jonathan Recabarren [WRECK-a-barren] and your wonderful wife First Lady Vilma Recabarren for all the work you do to create a stronger and safer community. You do so much to build bridges between the faith community and local police. And I praise you for leading the gun buy back programs to get guns off our streets.
- I also thank you Reverend for the incredibly moving eulogy you gave Officer Miosotis Familia, who was taken from us while protecting this community.
- And State Senator Gustavo Rivera, thank you for your great public service to our City and State.
- And thank you Fordham Road!
- You know, Coretta Scott King – a woman of extraordinary faith – once said that, “The greatness of a community is most accurately measured by the compassionate actions of its members.”
- The COMPASSIONATE WORK of this community reminds me just how much her words still ring true.
- I’ve been working very hard these last years on ThriveNYC. Tell me, how many people in this room have been affected by mental health; either directly or through a loved one? Please raise your hands.
- ThriveNYC is what we call the umbrella of mental health programs that provide vital services to New Yorkers and their families who need help.
- We’re just getting started, but I’m pleased to say that

Thrive is already the most comprehensive mental health plan of any city or state in the nation.

- Because of ThriveNYC, we have a number ANY New Yorker can call FOR FREE, and get information or get connected to mental health services.
- You can call for yourself or you can call for a loved one. Do you know the number? It's 1-888-NYC Well.
- Because of ThriveNYC we now have some form of mental health support in ALL our schools.
- Because of Thrive we have maternal depression screenings for our new mothers, AND women who are expecting.
- And through Thrive, our city now provides mental health services at 25 of our largest senior centers.
- But, we aren't doing this work alone. We have some amazing community partners.
- Earlier this year, 2,000 congregations all across NYC devoted part of their services to talk about mental health during our city's Weekend of Faith for Mental Health!
- This is the kind of PROGRESS we need to change the culture around mental health — to help people understand how common and treatable mental illness and substance misuse are.
- And this is the work we must continue.
- That's why it's so important to re-elect my husband, Mayor Bill de Blasio.
- So please tell your friends how THEY can get involved – and why standing on the sidelines IS NOT an option.
- Thank you again for joining me here today and for your support in helping us build a better future for our City.
- Praise be to God, and may you have a blessed day!

On Aug 31, 2017, at 1:11 PM, CJ Macklin <[CJ.Macklin@berlinrosen.com](mailto:CJ.Macklin@berlinrosen.com)> wrote:

## Fordham Road Evangelical Lutheran Church Remarks

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everyone! What a WARM welcome.

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Recabarren [WRECK-a-barren] and his lovely wife First Lady  
Wilma Recabarren for all the work you do to create a stronger  
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thank you Reverend for the touching eulogy you gave Officer  
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<!--[if !supportLists]-->• <!--[endif]-->I'd also like to thank  
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**From:** [Bob Shaver](#)  
**To:** [Sheena Wright](#); [Suzette Hunte](#); ["Jilly Stephens"](#); [Jennifer McLean](#); [Jenique Jones](#); ["Stacey McCarthy"](#); [Turk, Barbara](#); [Maharaj, Lamaunda](#); [Bonilla, Grace \(HRA\)](#); [Clarke, Lewis H. \(HEALTH\)](#); [Ionescu, Simona F \(HEALTH\)](#); [Laura Fahey](#); [Tracy Perrizo](#); [Neustadt, David](#); [tietzd@hra.nyc.gov](mailto:tietzd@hra.nyc.gov); [philipm@hra.nyc.gov](mailto:philipm@hra.nyc.gov)  
**Cc:** [Sam Greenberg](#); [Ivan Barkhorn](#); [Aaron Freedman](#); [Timothy Bradley](#)  
**Subject:** Materials for Nikita Stewart interview  
**Date:** Monday, September 04, 2017 9:19:04 PM  
**Attachments:** [2017-08-30 Supply Gap for NYTimes.xlsx](#)  
[2017-08-04 NYCFAC Nikita Stewart interview participant briefing 2.docx](#)  
[2017-09-04 Interview for the NYT 2.pptx](#)

---

Dear colleagues,

Thanks to many of you for participating on Friday's call to prepare for our interview with Nikita Stewart. It was very useful to align around a strategy together.

Following that discussion, Redstone agreed to provide several items to ensure that we are coordinated heading into the meeting. To that end, I'm attaching:

- A brief memo that includes:
  - The basic three-part agenda that we plan to use with Nikita
  - The arc of the Collaborative story that we hope to convey
  - Talking points for anticipated questions, including which organization will respond to each question
  - Recommended pantries for Nikita to visit (Appendix A)
- A short PowerPoint presentation to use during the meeting
- An Excel table outlining the data we used to select the first 12 priority neighborhoods

David will share the recommended pantries (Appendix A) and Excel table with Nikita tomorrow (Tue) – thanks, David!

If you have any suggestions on the PowerPoint or talking points, please share those with me before 12noon ET tomorrow (Tue). I will try to circulate a final version of both by 2pm ET tomorrow, before I board a flight back to NYC.

I look forward to seeing you all on Wednesday at 9:30 at the Trust!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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# NYC Supply Gap Analysis

This analysis informed the Collaborative's selection of its original 12 priority neighborhoods. Not more than 12 NTAs selected, since in some cases neighboring NTAs were clustered into a single

The Collaborative prioritized neighborhoods with a large Supply Gap, while also factoring in the around the table (e.g., de-prioritizing Upper West Side) and seeking to work in a diverse portfolio

Data is based on the Feeding America Meal Gap released in 2015, and on FY14 supply delivery data

NTA Code	Name	Priority Neighborhood?	Supply gap (pounds)	Meal gap (pounds)
BK42	Flatbush, BK	1	3,726,263	5,091,410
MN03	Central Harlem North-Polo Group	1	3,463,909	4,760,390
BK88	Borough Park, BK	1	3,431,706	4,397,590
BK82	East New York, BK	1	3,101,383	5,275,386
BK61	Crown Heights North, BK	0	2,817,032	6,430,221
MN12	Upper West Side, MN	0	2,688,929	4,023,339
BK31	Bay Ridge, BK	0	2,683,220	2,753,179
BK34	Sunset Park East, BK	1	2,668,440	2,999,508
MN36	Washington Heights South, MN	1	2,572,389	3,314,727
BK60	Prospect Lefferts Gardens-Windsor	0	2,570,007	4,214,534
BK50	Canarsie, BK	0	2,468,826	3,777,036
BX14	East Concourse-Concourse Village	1	2,436,261	3,143,909
QN70	Astoria, QN	0	2,359,590	2,703,596
MN28	Lower East Side, MN	1	2,203,904	2,991,165
QN28	Jackson Heights, QN	1	2,102,623	2,388,363
MN32	Yorkville, MN	0	2,081,865	2,158,939
BK28	Bensonhurst West, BK	0	2,044,965	3,183,804
MN31	Lenox Hill-Roosevelt Island, MN	0	2,014,462	2,211,482
QN22	Flushing, QN	1	2,013,371	2,602,929
BK17	Sheepshead Bay-Gerritsen Beach	1	1,993,160	2,081,844
BX62	Woodlawn-Wakefield, BX	1	1,890,644	1,985,738
MN04	Hamilton Heights, MN	0	1,844,893	2,306,611
BK77	Bushwick North, BK	0	1,837,968	2,235,728
BX41	Mount Hope, BX	1	1,836,214	2,620,917
BK81	Brownsville, BK	0	1,829,984	3,897,667
QN29	Elmhurst, QN	1	1,818,055	2,244,020
BX13	Co-op City, BX	1	1,783,478	1,888,776
BX44	Williamsbridge-Olinville, BX	0	1,767,483	3,527,127
QN17	Forest Hills, QN	0	1,754,929	2,179,299
BX03	Eastchester-Edenwald-Baychester	1	1,736,652	1,827,343
BK29	Bensonhurst East, BK	0	1,717,829	2,139,132
QN12	Hammels-Arverne-Edgemere, QN	0	1,704,284	1,964,996
MN35	Washington Heights North, MN	1	1,688,096	2,316,405

BX05	Bedford Park-Fordham North, B	0	1,685,202	2,226,217
BX43	Norwood, BX	0	1,683,159	1,786,999
BK72	Williamsburg, BK	0	1,641,284	1,733,183
BK75	Bedford, BK	0	1,613,561	3,874,665
QN20	Ridgewood, QN	0	1,601,529	1,898,007
BX09	Soundview-Castle Hill-Clason Po	0	1,590,776	1,903,866
BX28	Van Cortlandt Village, BX	0	1,568,902	1,872,038
MN09	Morningside Heights, MN	0	1,537,876	2,069,955
QN51	Murray Hill, QN	0	1,513,584	1,598,796
MN27	Chinatown, MN	0	1,493,659	2,214,116
BX26	Highbridge, BX	0	1,458,984	1,920,497
BX55	Soundview-Bruckner, BX	0	1,452,227	1,601,042
BX07	Bronxdale, BX	0	1,439,790	1,454,802
BK37	Park Slope-Gowanus, BK	0	1,437,679	1,714,840
BK32	Sunset Park West, BK	0	1,391,447	1,569,049
BK30	Dyker Heights, BK	0	1,365,732	1,434,648
BK41	Kensington-Ocean Parkway, BK	0	1,347,772	1,476,837
QN55	South Ozone Park, QN	0	1,336,399	2,479,995
BK43	Midwood, BK	0	1,326,022	1,993,813
BK25	Homecrest, BK	0	1,319,973	1,542,766
QN72	Steinway, QN	0	1,305,968	1,449,325
BK73	North Side-South Side, BK	0	1,284,638	1,587,336
BX17	East Tremont, BX	0	1,267,296	2,304,446
BK58	Flatlands, BK	0	1,264,658	2,781,703
BK91	East Flatbush-Farragut, BK	0	1,248,874	2,661,775
QN25	Corona, QN	0	1,223,719	1,533,284
BX46	Parkchester, BX	0	1,216,901	1,301,274
BX36	University Heights-Morris Heigh	0	1,214,698	2,850,500
MN13	Hudson Yards-Chelsea-Flat Iron	0	1,214,032	2,068,322
MN23	West Village, MN	0	1,213,335	1,719,484
QN34	Queens Village, QN	0	1,203,206	2,030,199
MN20	Murray Hill-Kips Bay, MN	0	1,184,288	1,281,495
MN14	Lincoln Square, MN	0	1,177,798	1,480,068
BX52	Schuylerville-Throgs Neck-Edgev	0	1,136,683	1,139,904
BK63	Crown Heights South, BK	0	1,130,737	2,532,768
BK45	Georgetown-Marine Park-Berge	0	1,126,173	1,150,092
BK44	Madison, BK	0	1,123,623	1,194,360
BX31	Allerton-Pelham Gardens, BX	0	1,100,597	1,111,650
BX63	West Concourse, BX	0	1,088,717	1,830,703
BK19	Brighton Beach, BK	0	1,078,064	1,210,923
BX08	West Farms-Bronx River, BX	0	1,076,876	1,544,436
BX40	Fordham South, BX	0	1,074,811	1,439,718
QN38	Pomonok-Flushing Heights-Hillc	0	1,058,482	1,265,747
QN46	Bayside-Bayside Hills, QN	0	1,053,742	1,053,742
QN63	Woodside, QN	0	1,051,024	1,180,127
SI22	West New Brighton-New Bright	0	1,043,912	1,310,606
QN35	Briarwood-Jamaica Hills, QN	0	1,039,161	1,295,147



BK68	Fort Greene, BK	0	1,021,900	1,417,114
BK21	Seagate-Coney Island, BK	0	1,015,561	1,836,154
BK69	Clinton Hill, BK	0	988,964	1,472,684
QN05	Rosedale, QN	0	988,414	1,021,987
BX30	Kingsbridge Heights, BX	0	966,381	1,280,609
BX59	Westchester-Unionport, BX	0	964,820	1,027,373
MN33	East Harlem South, MN	0	958,173	2,601,693
BK33	Carroll Gardens-Columbia Street, BK	0	948,492	1,309,319
BK26	Gravesend, BK	0	937,889	1,132,735
BK95	Erasmus, BK	0	925,439	1,814,478
BX37	Van Nest-Morris Park-Westchester, BX	0	922,609	945,787
BK38	DUMBO-Vinegar Hill-Downtown, BK	0	911,048	1,465,514
BK83	Cypress Hills-City Line, BK	0	908,208	1,447,623
MN15	Clinton, MN	0	890,251	1,447,826
MN01	Marble Hill-Inwood, MN	0	887,841	1,786,984
BK76	Greenpoint, BK	0	866,063	1,013,349
QN53	Woodhaven, QN	0	845,696	1,309,545
MN19	Turtle Bay-East Midtown, MN	0	837,571	1,070,373
BK27	Bath Beach, BK	0	834,932	901,889
QN21	Middle Village, QN	0	816,712	843,835
MN40	Upper East Side-Carnegie Hill, MN	0	806,845	949,067
SI05	New Springville-Bloomfield-Travertine, SI	1	805,697	813,371
BX49	Pelham Parkway, BX	0	801,621	892,989
QN52	East Flushing, QN	0	774,979	846,581
MN21	Gramercy, MN	0	759,107	843,415
MN50	Stuyvesant Town-Cooper Village, MN	0	752,361	801,647
MN06	Manhattanville, MN	0	751,636	1,021,748
MN22	East Village, MN	0	748,644	1,458,585
BX75	Crotona Park East, BX	0	710,975	943,875
SI12	Mariner's Harbor-Arlington-Port Jervis, SI	0	704,651	842,551
QN10	Breezy Point-Belle Harbor-Rockaway, QN	0	699,977	699,977
QN18	Rego Park, QN	0	697,276	793,594
BX06	Belmont, BX	0	693,490	1,223,296
QN31	Hunters Point-Sunnyside-West Maspeth, QN	0	685,592	1,632,807
SI54	Great Kills, SI	0	683,905	683,905
BK90	East Williamsburg, BK	0	681,521	1,193,733
MN25	Battery Park City-Lower Manhattan, MN	0	679,120	1,027,904
BX29	Spuyten Duyvil-Kingsbridge, BX	0	678,598	681,604
BX10	Pelham Bay-Country Club-City Island, BX	0	678,299	678,627
QN19	Glendale, QN	0	673,999	688,343
BK35	Stuyvesant Heights, BK	0	672,265	4,016,338
QN49	Whitestone, QN	0	662,411	662,411
QN30	Maspeth, QN	0	651,501	661,938
QN37	Kew Gardens Hills, QN	0	649,293	1,124,274
QN71	Old Astoria, QN	0	617,118	1,069,581
BK93	Starrett City, BK	0	600,713	764,312
QN06	Jamaica Estates-Holliswood, QN	0	599,555	783,894

BK78	Bushwick South, BK	0	590,302	2,931,111
BK40	Windsor Terrace, BK	0	589,168	597,672
BK85	East New York (Pennsylvania Av	0	583,458	1,852,304
BX22	North Riverdale-Fieldston-River	0	582,660	604,956
QN62	Queensboro Hill, QN	0	581,528	584,256
QN23	College Point, QN	0	580,773	584,086
QN42	Oakland Gardens, QN	0	571,879	571,879
QN41	Fresh Meadows-Utopia, QN	0	559,553	559,553
QN47	Ft. Totten-Bay Terrace-Clearvie	0	533,277	533,277
BK09	Brooklyn Heights-Cobble Hill, BK	0	510,918	615,600
QN56	Ozone Park, QN	0	510,857	516,254
QN02	Springfield Gardens North, QN	0	510,785	1,423,678
BX27	Hunts Point, BX	0	509,441	1,354,464
QN03	Springfield Gardens South-Broo	0	505,252	888,303
QN43	Bellerose, QN	0	503,718	520,888
QN57	Lindenwood-Howard Beach, QN	0	502,366	547,672
SI36	Old Town-Dongan Hills-South Be	1	500,968	590,427
QN15	Far Rockaway-Bayswater, QN	0	487,518	2,243,632
MN17	Midtown-Midtown South, MN	0	480,651	824,361
BK46	Ocean Parkway South, BK	0	473,202	677,573
MN24	SoHo-TriBeCa-Civic Center-Little	0	471,362	1,157,325
QN45	Douglas Manor-Douglaston-Litt	0	469,524	469,524
QN44	Glen Oaks-Floral Park-New Hyde	0	447,232	447,232
QN27	East Elmhurst, QN	0	441,836	512,089
QN48	Auburndale, QN	0	430,641	433,416
SI35	New Brighton-Silver Lake, SI	0	426,230	503,704
MN34	East Harlem North, MN	0	425,197	2,927,254
QN26	North Corona, QN	0	423,663	864,716
SI25	Oakwood-Oakwood Beach, SI	1	422,100	422,100
SI01	Annadale-Huguenot-Prince's Ba	0	416,607	502,287
SI45	New Dorp-Midland Beach, SI	0	412,181	412,181
SI48	Arden Heights, SI	1	394,304	394,304
QN76	Baisley Park, QN	0	371,208	1,617,143
QN60	Kew Gardens, QN	0	364,124	633,206
BK64	Prospect Heights, BK	0	344,620	668,751
SI11	Charleston-Richmond Valley-To	0	330,042	349,398
SI32	Rossville-Woodrow, SI	0	321,285	336,617
BK23	West Brighton, BK	0	317,435	530,412
QN07	Hollis, QN	0	288,034	959,122
SI07	Westerleigh, SI	0	259,612	467,365
BK96	Rugby-Remsen Village, BK	0	212,685	3,219,360
SI24	Todt Hill-Emerson Hill-Heartland	0	184,299	455,142
QN68	Queensbridge-Ravenswood-Lon	0	126,154	930,971
BX01	Claremont-Bathgate, BX	0	80,672	1,811,732
BX99	park-cemetery-etc-Bronx, BX	0	48,672	48,672
BK99	park-cemetery-etc-Brooklyn, BK	0	-	-
BX98	Rikers Island, BX	0	-	-

MN99	park-cemetery-etc-Manhattan,	0	-	-
QN98	Airport, QN	0	-	-
QN99	park-cemetery-etc-Queens, QN	0	-	-
SI99	park-cemetery-etc-Staten Island	0	-	-
MN11	Central Harlem South, MN	0	(23,742)	2,460,966
SI08	Grymes Hill-Clifton-Fox Hills, SI	0	(28,002)	862,279
QN50	Elmhurst-Maspeth, QN	0	(32,826)	571,881
SI14	Grasmere-Arrochar-Ft. Wadsw	0	(65,537)	384,142
QN61	Jamaica, QN	0	(191,843)	2,182,745
QN66	Laurelton, QN	0	(273,233)	966,983
SI28	Port Richmond, SI	0	(456,486)	484,954
BX39	Mott Haven-Port Morris, BX	0	(471,285)	2,463,411
QN33	Cambria Heights, QN	0	(485,543)	666,166
QN08	St. Albans, QN	0	(537,176)	2,326,560
BX33	Longwood, BX	0	(912,219)	1,126,785
SI37	Stapleton-Rosebank, SI	0	(1,019,373)	762,985
BX35	Morrisania-Melrose, BX	0	(1,147,978)	1,900,453
BK79	Ocean Hill, BK	0	(1,265,079)	1,934,225
BX34	Melrose South-Mott Haven Nor	0	(1,734,941)	1,974,533
QN54	Richmond Hill, QN	0	(3,411,893)	1,768,841
QN01	South Jamaica, QN	0	(3,549,640)	2,186,766

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<b>Food distribution (pounds)</b>	<b>Food insecure persons</b>
1,365,146	23,969
1,296,481	22,395
965,884	20,703
2,174,003	24,835
3,613,188	30,272
1,334,410	18,928
69,959	12,961
331,069	14,121
742,338	15,594
1,644,527	19,841
1,308,210	17,781
707,648	14,797
344,006	12,721
787,261	14,072
285,740	11,238
77,074	10,157
1,138,838	14,989
197,020	10,404
589,558	12,247
88,684	9,801
95,094	9,346
461,718	10,851
397,760	10,525
784,703	12,335
2,067,683	18,349
425,965	10,558
105,299	8,890
1,759,643	16,600
424,370	10,254
90,692	8,600
421,304	10,071
260,712	9,246
628,309	10,898

541,015	10,478
103,840	8,411
91,899	8,159
2,261,104	18,241
296,477	8,930
313,091	8,961
303,136	8,811
532,079	9,738
85,212	7,523
720,458	10,416
461,513	9,039
148,814	7,535
15,012	6,847
277,161	8,073
177,602	7,387
68,916	6,754
129,065	6,953
1,143,596	11,669
667,791	9,386
222,792	7,263
143,357	6,819
302,698	7,473
1,037,150	10,846
1,517,045	13,096
1,412,901	12,531
309,565	7,214
84,373	6,124
1,635,802	13,416
854,291	9,730
506,150	8,089
826,994	9,552
97,207	6,029
302,270	6,963
3,222	5,365
1,402,031	11,924
23,919	5,414
70,737	5,623
11,052	5,232
741,986	8,616
132,859	5,701
467,560	7,269
364,907	6,776
207,265	5,955
-	4,958
129,103	5,553
266,693	6,162
255,986	6,094

395,214	6,671
820,593	8,644
483,720	6,933
33,573	4,809
314,228	6,027
62,552	4,835
1,643,520	12,240
360,827	6,164
194,846	5,333
889,039	8,542
23,178	4,451
554,466	6,899
539,415	6,815
557,574	6,811
899,143	8,407
147,286	4,771
463,849	6,162
232,802	5,036
66,958	4,246
27,123	3,970
142,222	4,465
7,674	3,824
91,369	4,203
71,601	3,983
84,308	3,968
49,286	3,771
270,113	4,807
709,942	6,862
232,900	4,442
137,900	3,961
-	3,293
96,318	3,734
529,806	5,757
947,215	7,683
-	3,216
512,212	5,620
348,784	4,836
3,006	3,208
328	3,194
14,343	3,239
3,344,073	18,908
-	3,117
10,437	3,114
474,982	5,290
452,463	5,033
163,600	3,598
184,340	3,688

2,340,809	13,799
8,505	2,814
1,268,845	8,720
22,296	2,847
2,728	2,749
3,313	2,748
-	2,691
-	2,633
-	2,509
104,682	2,898
5,398	2,429
912,893	6,699
845,023	6,375
383,051	4,180
17,170	2,451
45,306	2,577
89,458	2,776
1,756,114	10,557
343,710	3,878
204,371	3,190
685,963	5,445
-	2,209
-	2,104
70,253	2,409
2,775	2,039
77,474	2,368
2,502,057	13,771
441,053	4,069
-	1,985
85,679	2,362
-	1,938
-	1,854
1,245,935	7,609
269,083	2,979
324,131	3,148
19,357	1,643
15,333	1,583
212,977	2,497
671,088	4,513
207,753	2,197
3,006,675	15,156
270,843	2,140
804,816	4,380
1,731,061	8,527
-	229
-	-
-	-

-	-
-	-
-	-
-	-
2,484,708	11,578
890,281	4,054
604,707	2,691
449,679	1,806
2,374,588	10,270
1,240,215	4,550
941,440	2,280
2,934,696	11,594
1,151,709	3,134
2,863,735	10,947
2,039,004	5,303
1,782,359	3,587
3,048,431	8,945
3,199,304	9,106
3,709,474	9,293
5,180,735	8,323
5,736,406	10,289



August 4, 2017

## TELLING THE COLLABORATIVE'S STORY TO THE NY TIMES

### - NIKITA STEWART INTERVIEW PARTICIPANT BRIEF -

This brief prepares NYC Food Assistance Collaborative participants for an interview with Nikita Stewart of the NY Times on Wednesday, August 6<sup>th</sup>. It outlines out approach to the meeting, the narrative arc of the Collaborative story, and roles and talking points for meeting participants.

#### 1. Our approach to the meeting

This interview provides an opportunity to build support for the Collaborative members' work among NYC philanthropic funders, local politicians, and thoughtful individual donors. To demonstrate the spirit of collaboration, representatives from Collaborative member organizations will conduct a group interview with a reporter on August 6<sup>th</sup>. The group interview will take place in three parts:

- A representative from Helmsley will open the meeting by describing their motivation for initiating the Collaborative (5 to 10 minutes).
- Redstone will provide an overview of the Collaborative's story, supported by slides (15 to 20 minutes – slides under separate cover).
- Collaborative member representatives will respond to the reporter's questions on different topics, as outlined below

#### 2. The Collaborative's story

The story we hope to convey about the Collaborative contains four parts:

1. Helmsley convened the collaborative to solve a discrete problem within five years, through a one-time infusion of about \$10 million in funds and support
2. The Collaborative came together to solve four problems that were impeding NYC's response to hunger:
  - a. The charitable food system was unusually complex, with multiple players and limited coordination
  - b. Food distribution was occurring inequitably across NYC neighborhoods
  - c. Metrics in use by key players did not account for improvements
  - d. And technology was quite limited across the system
3. Over the last three years, the Collaborative has achieved five major goals that address these problems. Specifically, it:
  - a. Established a common metric (supply gap) and information-sharing system (FeedNYC) to better match supply with need
  - b. Strengthened pantry capacity at over 60 programs to distribute safe, nutritious food
  - c. Increased food supply to 12 underserved areas

- d. Better served clients through technology and coordination (Plentiful)
  - e. Raised money for these improvements
4. The Collaborative is building on this success with four additional goals (CAP addendum)

### **3. Talking points for anticipated questions**

#### **1. Describe the origin of the Collaborative.**

*Respondent: Helmsley*

Helmsley cares about the well-being of New Yorkers, and has made major investments to improve the lives of New Yorkers, through our NYC Regional Grants Program. With over a million food insecure people living in NYC and a complex system of charitable food providers, there was a need to improve coordination and create a strong infrastructure for working together. As a relatively new funder, we also recognized the need to collaborate closely with other funders and stakeholders who know the City and its workings.

Our investment to launch the Collaborative assembled the major charitable food players to build on their expertise to create systems-level change. We recognized an opportunity to make one-time, time-limited investments to improve coordination among the City's food providers.

Now, with so many partners working closely together across the city, we feel delighted to have achieved our goal to improve the health and well-being of New Yorkers in need.

#### **2. Which organizations are members of the Collaborative?**

*Barbara*

The New York City Food Assistance Collaborative is a coalition of large charitable food distributors and funders in New York City, including City Harvest, United Way of NYC, NYC Mayor's Office of Food Policy, NYC Human Resources Administration's Emergency Food Assistance Program (EFAP), and NY State Dept. of Health's Hunger Prevention and Nutrition Assistance Program (HPNAP).

#### **3. Is Food Bank involved?**

*Helmsley*

The Collaborative would not have been nearly as successful if we had not had Food Bank at the table for the planning phase. They are an important player in NYC hunger relief, and their willingness to offer their perspectives, share information, and coordinate resulted in better plans. Food Bank chose not to participate in the implementation phase, but Collaborative members continue to coordinate with them as an important part of NYC's response to hunger.

#### **4. Can you describe some of the challenges and successes of building EFP capacity?**

*Hannah*

We have developed a systematic approach to investing in pantry capacity in underserved neighborhoods. We use information that Collaborative members have agreed to share – such as the amount of food being distributed to pantries in each neighborhood – to identify promising pantries

and CBOs. Our capacity building staff conduct initial screening visits, to identify high-probability pantries. Then, members of all Collaborative organizations conduct day-long neighborhood visits, where we pile into a van to visit pantries, interview their leadership, size up their potential, and determine what kind of support we can provide them. These van trips have become a symbol of our work. They are efficient, strategic, and fun!

#### *EFAP*

One of the things that is a barrier for many pantries is a lack of reliable staff capacity. Running a high quality pantry requires dedicated capacity, week in and week out, yet many food pantries across the City are run by volunteers. Helmsley has provided much-needed funding for one-time costs like refrigerators and shelving, but they are unable to support ongoing staff costs. EFAP has tried to fill this gap, by allowing some of our annual funding for food programs to be used toward staff support and other ongoing administrative needs. This has been a boon for many pantries across the City.

#### *City Harvest*

One thing that we have discovered is that underserved neighborhoods often lack pantry infrastructure. It is not uncommon to visit a priority neighborhood and find very few pantries that have the capacity to grow. To increase the food flowing into these areas, we have had to rely on innovative distribution models, which is something that is a strategic priority for City Harvest. Through our Mobile Markets, which provide twice-a-month farmers' market-style distributions, or pop-up pantry models that utilize temporary infrastructure, we have been able to meet the needs of more of our priority neighborhoods.

#### *Barbara*

NYC is a city of immigrants, and many of the pantries in our priority neighborhoods serve immigrant families. Often, the pantry directors and volunteers speak a different language than the pantry clients, which creates a communication challenge. In partnership with the NYC Office of Immigrant Affairs, the Collaborative has been able to recruit multi-lingual pantry volunteers to match gaps in language capacity that we uncover in the field.

### **5. Describe some of the efficiencies you have you seen as a result of this work.**

#### *United Way*

Before the Collaborative decided to invest in sharing information, a food pantry in NYC might be visited by site visitors from as many as five organizations, each with a slightly different set of questions and requirements. One of the things we did as a Collaborative was to compare these questions, and we found that there were over 400 unique questions that a single pantry might be asked. What's more, each time a site visitor came to an agency, they would ask these questions afresh, even though the answers were unlikely to change. Through concerted effort, we got this down to about 50 common questions, and through the technology of FeedNYC.org, we now have an electronic form that pre-populates the most recent site-visit data, to eliminate hours of useless data gathering. Our site visitors can now spend their time helping pantries accomplish their goals of serving more New Yorkers.

#### *City Harvest*

Another improvement is our common approach to assessing the capacity of food pantries. We agreed on five categories that we all care about – compliance, client dignity, distribution efficiency, resilience, and access to other services – and our common site visit form captures information about each of these. And we built simple reporting tools that allow our site visitors to create a simple report that illustrates a pantry’s capacity on each of those dimensions.

*EFAP*

Another improvement is our ability to see inequity in the types of foods that different pantries and neighborhoods receive. EFAP makes bulk orders of certain products, which are made available to nearly every pantry across the city. Prior to the Collaborative, we had limited insight into what kinds of food other distributors were providing. However, with shared data, we have been able to identify gaps in certain product types – such as dairy – and to see that some neighborhoods receive a far lower percentage of high-value foods like protein and fresh produce. We now think about how to fill those gaps when we are preparing our bulk orders.

## **6. How will you ensure continued funding? Will Helmsley keep supporting this?**

*Helmsley*

From the very beginning of the Collaborative, we have planned for Helmsley’s exit given the premise of our NYC program, which is that we seek to solve specific and time-bound problems across in a variety of settings. That is why we sought guidance from the major funders of the charitable food system, including Robin Hood, Tisch, NY Community Trust, Clark, and Starr in developing a vision for the Collaborative. It is also why we have continued to engage these funders in the process for the last three years, as well as other key stakeholders, to help ensure ongoing success. We expect the core investments of the Collaborative to be sustained in different ways. For instance, FeedNYC will continue to be supported by the NYS Department of Health, and food increases to priority neighborhoods will continue to be a part of budget planning for participating institutions. We also believe, as do our colleagues around the table, that this collaboration can support more improvements to the charitable food system, if additional funding and support can be identified.

## **7. How did the idea of Plentiful come about?**

*City Harvest*

Most pantries have not changed their approach to distribution in thirty years. They rely on pen and paper sign-in sheets. They use a telephone to communicate individually with their clients. And they are run by time-strapped volunteers. The result is that families seeking charitable food have to wait in long lines to get food.

When the Collaborative looked into technology solutions to solve these problems, we found an array of products that are designed to make it easier for pantries – variations on Salesforce for food pantries. But there were two problems: most pantries don’t have the capacity to operate complex client management systems, and even if they did, these systems do little to improve the experience of clients. So, we decided to create something new that would meet the pantries needs and improve the experience for clients, by eliminating lines, which is how we came up with Plentiful.

Our investment in Plentiful is at an earlier stage than our capacity building work. While our initial results are that pantries and clients really like it, we have many questions still to answer about how to make it a long-term success.

**8. How will changes to federal food legislation or SNAP cuts affect the Collaborative?**

*Barbara*

SNAP cuts or other reductions in support for families using charitable food would be devastating to millions of New Yorkers. But the actual need for charitable food today in NYC is already more than double the amount of food that is currently provided. So, we are accustomed to making efficient use of limited resources.

**9. How is the Collaborative different from the Policy Committee?**

*EFAP*

The Collaborative's work builds on the long-term efforts of the Policy Committee on NYC Hunger Resources. For instance, the Policy Committee built the original FeedNYC, and has convened a similar group of players since the 1990s. The Collaborative – through support from Helmsley and Redstone – has been able to take advantage of significant one-time resources, to make a substantial impact on problems that the Policy Committee has discussed for many years.

## Appendix A: Recommended pantries

The following is a list of pantries in Collaborative priority neighborhoods that received notable investments to establish or expand service. They represent pantries with operating hours during the week of Sep. 4<sup>th</sup>, and with pantry directors that are likely to provide an interesting and compelling perspective on the problem of hunger in NYC and the Collaborative's work.

### Flushing

- **South Asian Council on Social Services** is a new pantry in an existing CBO specializing in serving South Asian communities. Investments include renovations and startup support.
  - *Fridays, 11 am – 1 pm, or during non-distribution times since they have full-time staff*
- **La Jornada** is a large pantry in the historic St. George's Episcopal Church. Collaborative investments helped the pantry to distribute more food and convert to a client choice model.
  - *Saturdays, 1 pm – 3 pm*
- **YWCA of Queens** operates a new 'pop-up pantry' within an existing CBO. It specializes in serving Korean and Chinese communities.
  - *1<sup>st</sup> Saturdays, 10 am – 12 pm*

### Jackson Heights/Elmhurst

- **Evangelical Church Christ is the Light** is an existing pantry. Collaborative investments helped it to double food distribution, convert to client choice, and pilot Plentiful.
  - *Fridays, 9 am- 11 am*
- **Salvation Army Queens Temple Corps** is a small pantry with soup kitchen that we transitioned to client choice and helped to increase the quantity of food distributed.
  - *Wednesdays, 9 – 10 am, or during non-distribution times since they have full-time staff*

### Borough Park

- **Masbia of Boro Park** is part of the Masbia network, which serves Jewish and non-Jewish clients. Collaborative investments funded the renovation for an expanded new site that houses both a client choice pantry and soup kitchen.
  - *Thursdays, 8 am – 12noon*
- **Goke** operates a very diverse pantry line in the Borough Park catchment area. Collaborative investments helped expand cold storage and distribution equipment, provide access to fresh produce from City Harvest, double the amount of food distributed, and launch Plentiful.
  - *1<sup>st</sup> & 3<sup>rd</sup> Tuesdays, 6:30 pm - 7:30 pm, and 2<sup>nd</sup> & 4<sup>th</sup> Saturdays 11 am – 2 pm*

### East New York

- **Christian Cultural Center** is a major existing pantry. Our investments bought new equipment and more food, to enable extended operating hours.
  - *Thursdays, 9 am – 2 pm*
- **Pink Houses Pop-up**, is a new pop-up pantry in a large public housing complex.

- *2<sup>nd</sup> & 4<sup>th</sup> Tuesdays, 10 am – 12 pm*

### **Other neighborhoods**

- **La Puerta Estrecha** in Inwood is a new pantry in a large church. They were an early Plentiful adopter and are committed to client service.
  - *Saturday, 10 am – 12 pm*
- **Nazareth Housing** in Grand Concourse is an existing pantry in a CBO that significantly increased food distributed, doubled service hours, and converted to client choice.
  - *Wednesdays, 8:30 – 10:30am*
- **Grant Street Settlement Pop-up pantry** in the Lower East Side is a new pop-up pantry that was started within an existing CBO
  - *2<sup>nd</sup> Mondays, 10 am – 12 pm*



# The Collaborative Story

**NEW YORK CITY**  
**Food Assistance Collaborative**

Interview with Nikita Stewart

Wed, Sep 6, 2017





## The Collaborative was formed to tackle hunger in NYC

- Began three years ago (early 2015)
- Set ambitious goal to **increase equity and efficiency in charitable food distribution**
- Includes major players in hunger reduction in NYC
- Received seed funding from the Helmsley Charitable Trust



# The NYC charitable food system was unusually complex

**3** main suppliers



**900+**  
local agencies

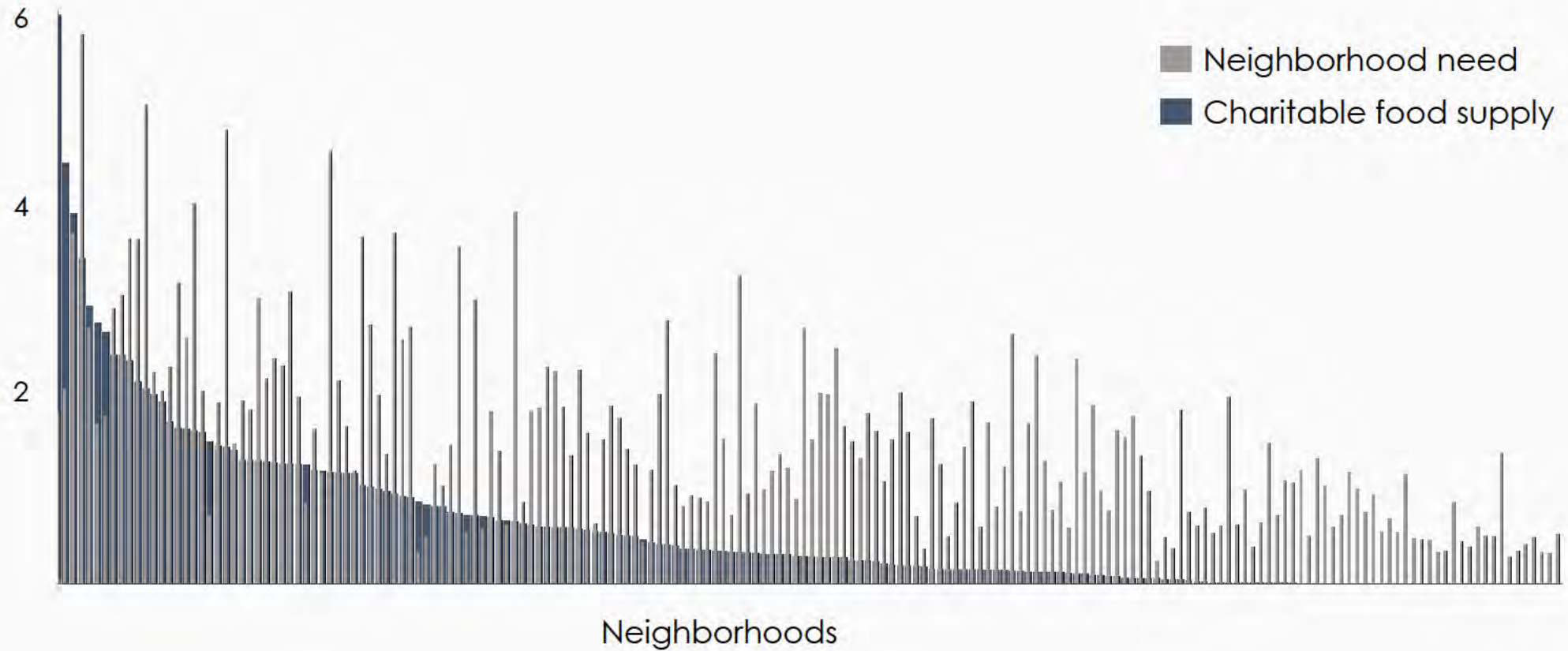
**~60%** of agencies  
receive food from  
multiple suppliers



- Most cities have one supplier, but NYC had three, with limited coordination
- Suppliers serving the same agencies had no insight into what others were supplying
- Each supplier had its own inspection process, with many redundancies

# Charitable food distribution was inequitable

2014 neighborhood food need vs. supply, \$ millions





# Previous measures only tracked need

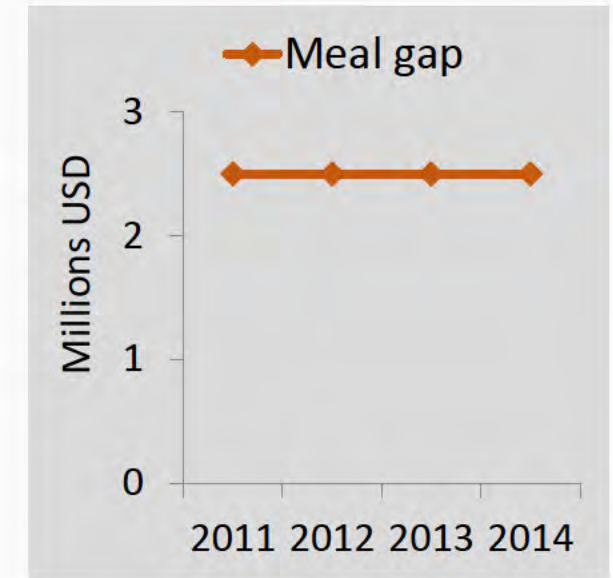
**Imagine a neighborhood** with a meal gap of \$2.5 million



**Local pantries and kitchens provide** over \$1 million in charitable food



**Yet, the measure of need remains high** and the major success is not evident



A vintage computer monitor and keyboard are visible on the left side of the slide. The monitor is a CRT type with a dark bezel and a light-colored frame. The keyboard is a full-sized, dark-colored keyboard with a numeric keypad. The background is a light, slightly blurred image of a person's hand near the monitor.

## And technology in the system was quite limited

- Multiple databases of overlapping information across organizations
- Pen and paper forms for pantry visits
- Paper sign-in sheets for clients at most pantries
- Unreliable, self-reported data on clients served at pantries



# The Collaborative has achieved five major goals



**Established a common metric and information-sharing system** to better match supply with need



**Strengthened pantry capacity** to distribute safe, nutritious food



**Increased food supply** to underserved areas



**Better served clients** through technology and coordination



**Raised money** for these improvements

We agreed on a “supply gap” to measure our success

**Meal gap**

(largely  
unaffected by  
charitable food  
programs)

-

**Supply**

(determined by  
charitable food  
programs)

=

**Supply gap**

(common  
metric of  
charitable  
food success)



# And selected 12 neighborhoods to address inequities

## Criteria for priority neighborhoods

**SG** High supply gaps



**Vulnerable populations** (e.g., undocumented immigrants)



Significant **SNAP cuts**



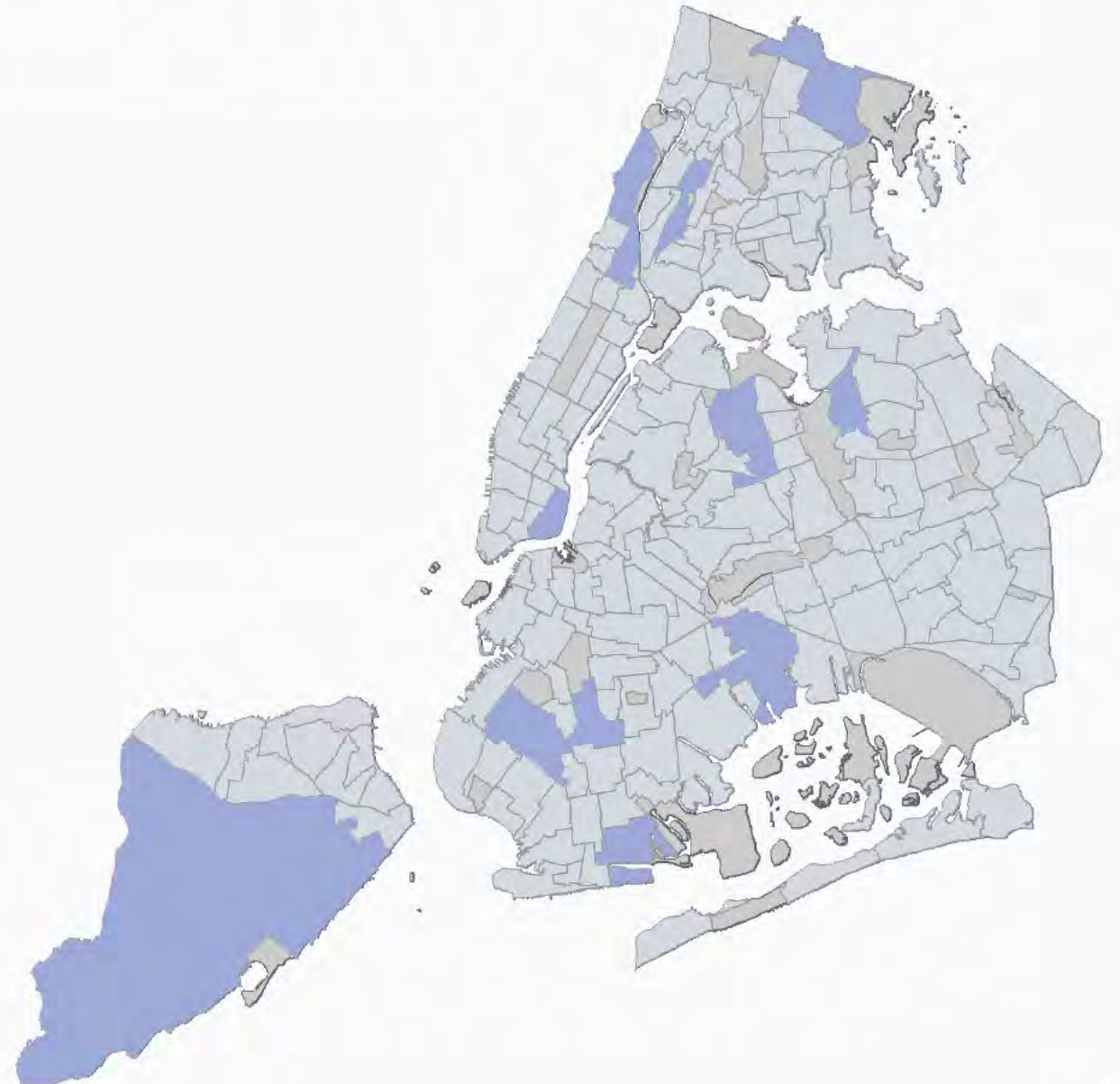
**Difficult access** to existing agencies



**Insufficient retail** availability of nutritious food

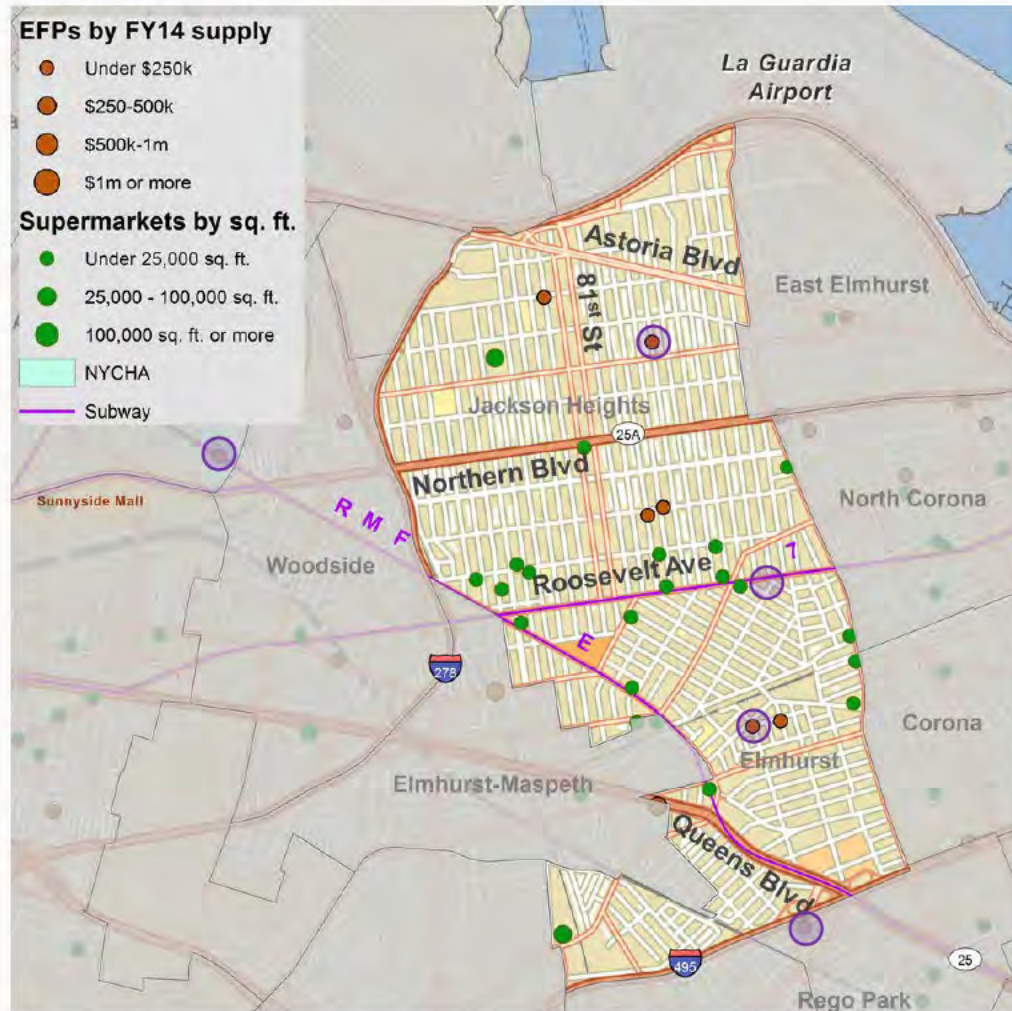


**Coverage** across the five boroughs





# We analyzed investment needs in each neighborhood



## Investments include:





- Starting new pantries where there are none
- Upgrading storage, especially for fresh food
- Adding more distribution hours
- Using alternative distribution methods (e.g., mobile vehicles) for hard-to-reach areas

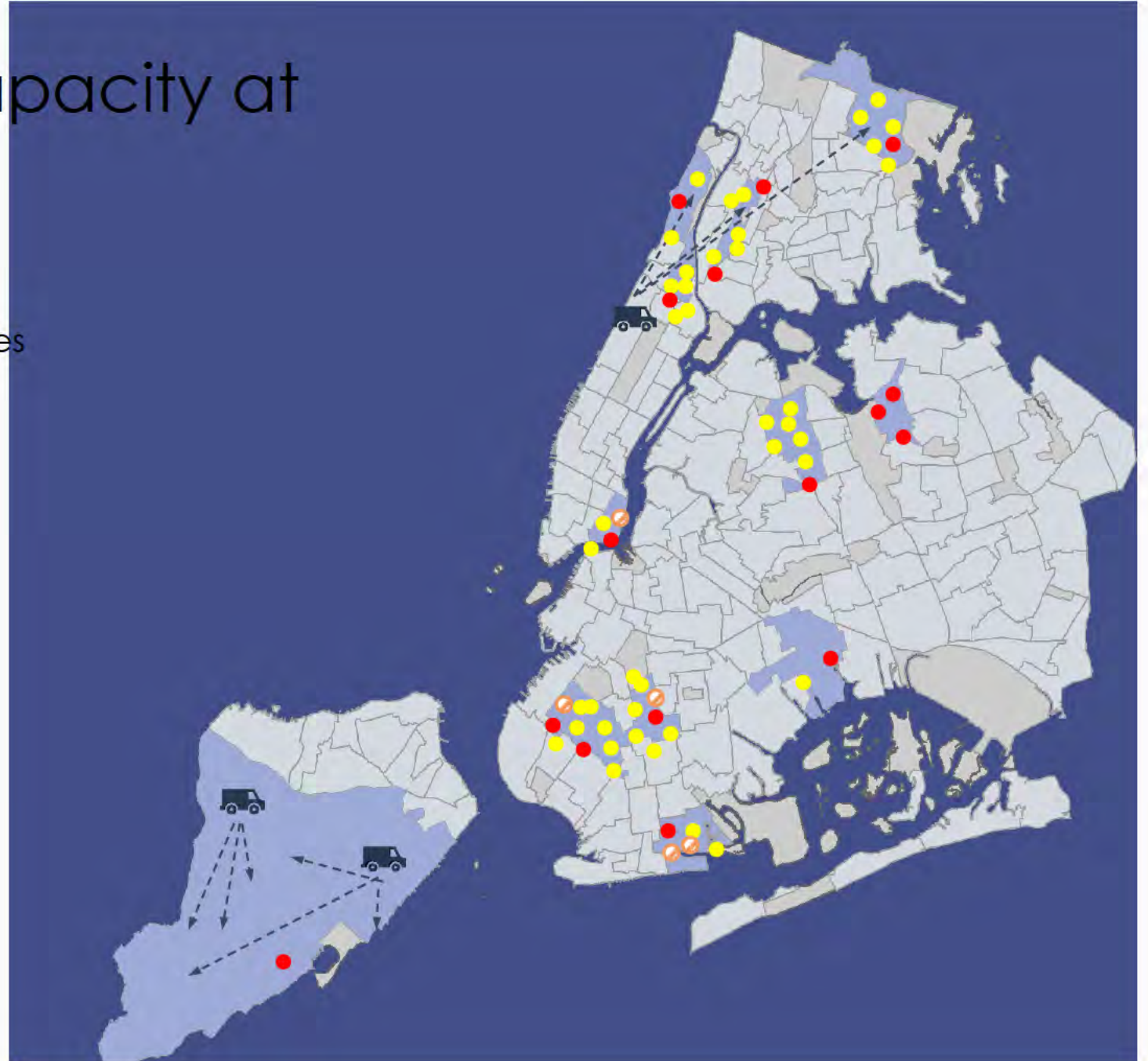
Map of all charitable food agencies and supermarkets in Jackson Heights-Elmhurst, one of our priority neighborhoods

○ Likely pantries for investment



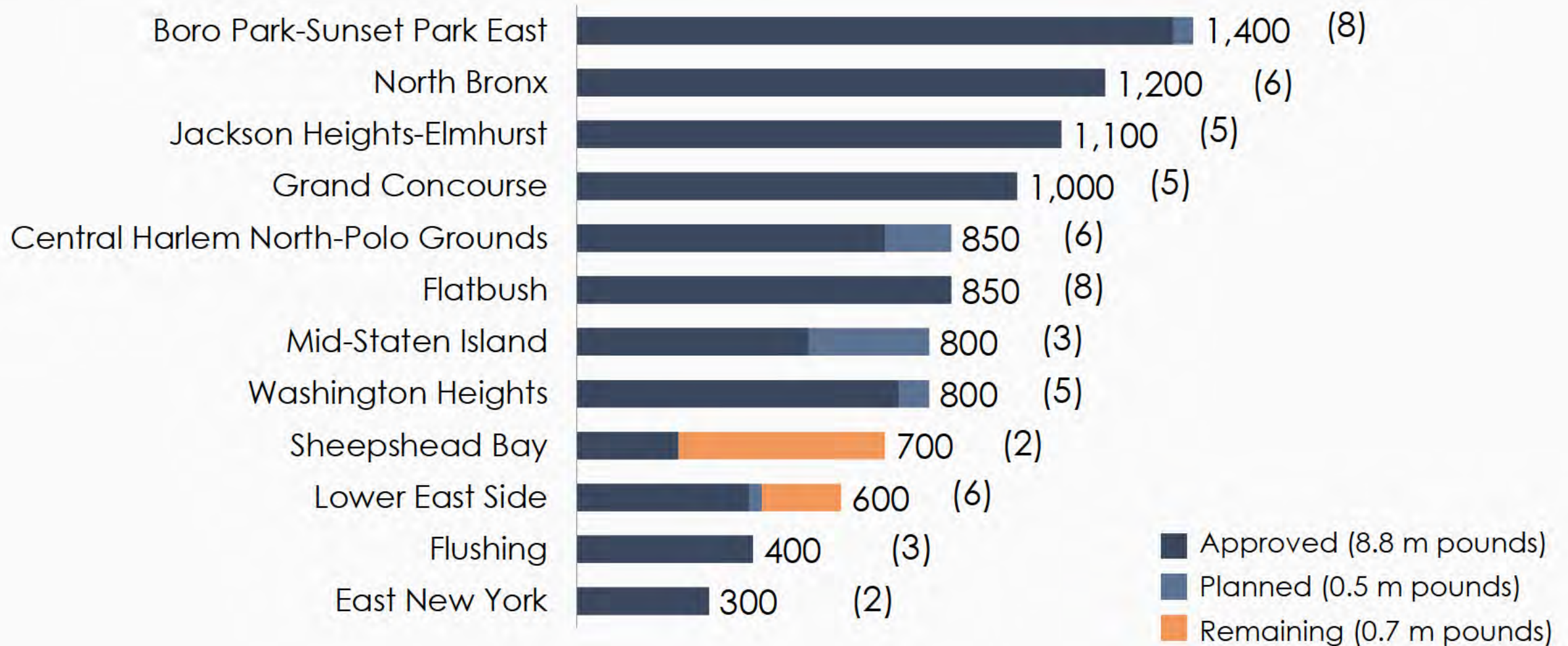
# And are increasing capacity at 60+ pantries

-  3 new mobile vehicles serving 45 sites
-  16 new pantries
-  40 expanded pantries
-  Additional investments TBD



# We are also adding 10 million pounds of new food

Thousands of pounds (number of EFPs)

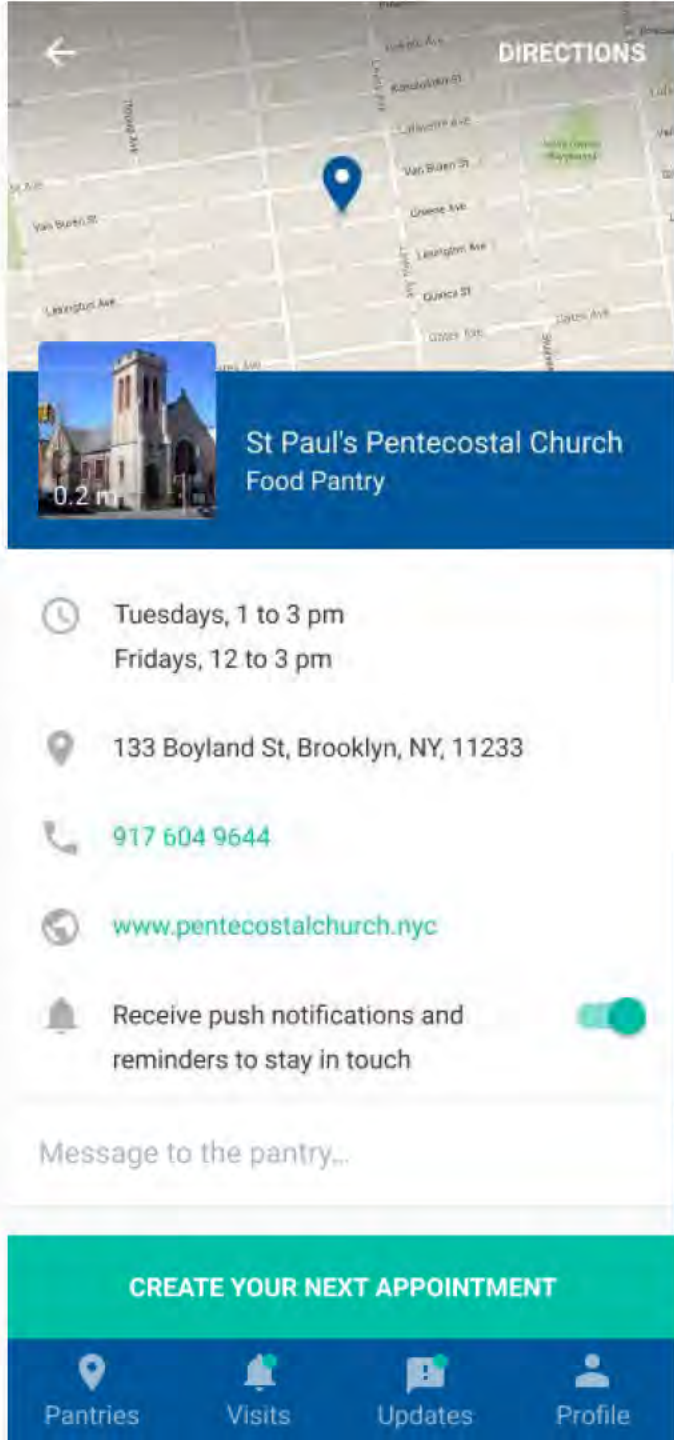




# We enhanced FeedNYC.org to share crucial information

- More-detailed monthly information about food supply
- Shared reporting on system-wide metrics
- Shared profiles of each pantry





We also built Plentiful to improve client dignity

### Plentiful is simple mobile technology that:

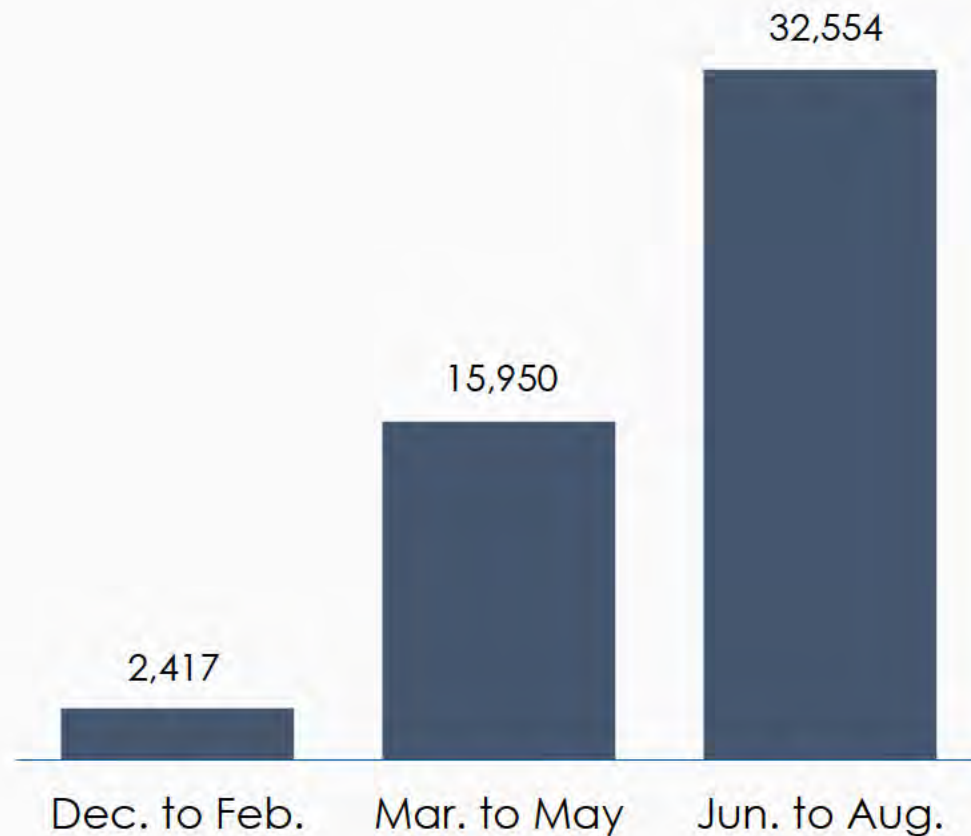
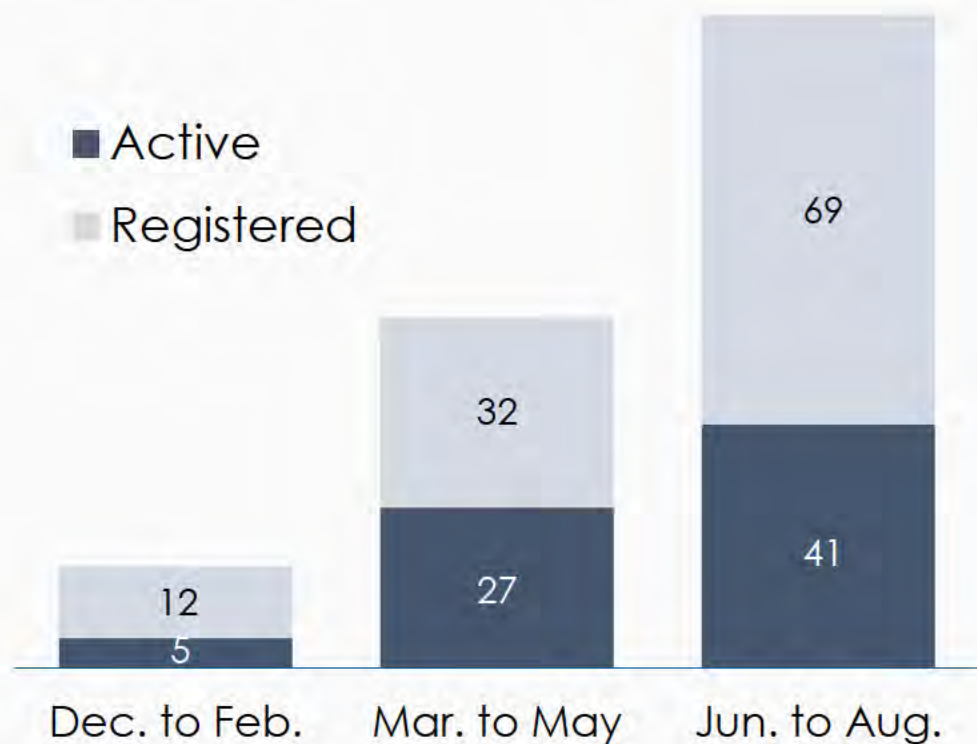
- Enables better customer service at pantries
- Improves the reliability of service statistics
- Enables a better understanding of client travel patterns



# Pantries have loved Plentiful, and we see rapid adoption

Registered and active pantries

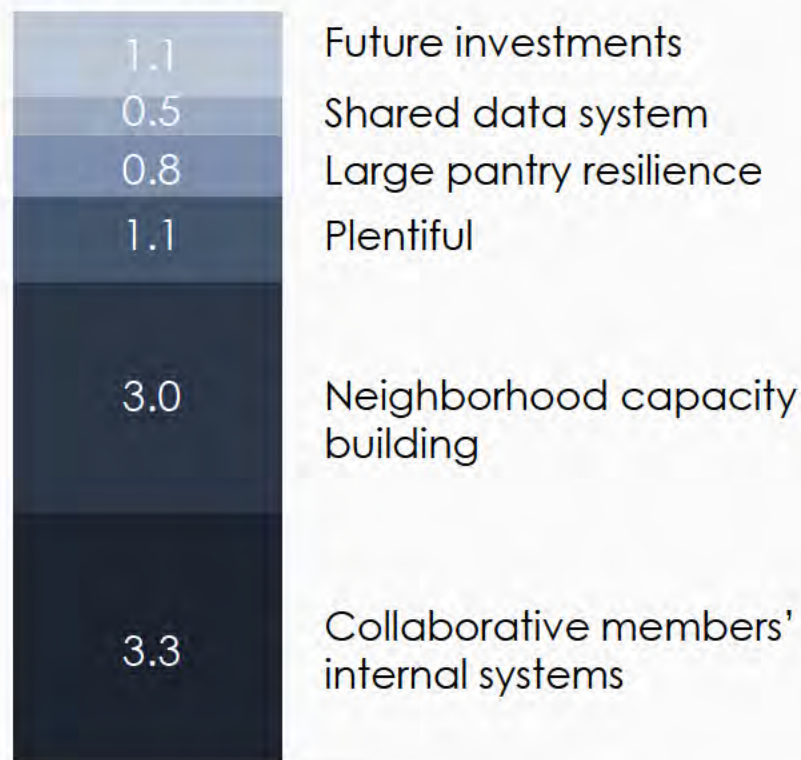
Households served



# Finally, Helmsley's investments have catalyzed new spending

## One-time investments by Helmsley

100% = \$9.8m



## Ongoing resources catalyzed

Over \$15 million of new annual food commitments, including:

- Nearly \$8 million of high value EFAP food
- Over 6 million new pounds of fresh food from City Harvest
- \$1 million in flexible food funding from United Way

Countless other improvements for pantries and the New Yorkers they serve



# We are now building on success with four additional goals



- **Build capacity in six additional neighborhoods** to bring them to the city-wide average



- **Make the network more resilient** by providing intensive capacity building to high-potential programs



- **Enhance client service and dignity across the network** by improving language access and gathering client feedback



- **Set the Collaborative up for ongoing success** through ongoing coordination and effective implementation roles



**From:** [Turk, Barbara](#)  
**To:** ["Neustadt, David"](#); [Bob Shaver](#); [Sheena Wright](#); [Suzette Hunte](#); ["Jilly Stephens"](#); [Jennifer McLean](#); [Jenique Jones](#); ["Stacey McCarthy"](#); [Maharaj, Lamaunda](#); [Bonilla, Grace \(HRA\)](#); [Clarke, Lewis H. \(HEALTH\)](#); [Ionescu, Simona F \(HEALTH\)](#); [Laura Fahey](#); [Tracy Perrizo](#); [Tietz, Daniel](#); [Philip, Marie](#)  
**Cc:** [Sam Greenberg](#); [Ivan Barkhorn](#); [Aaron Freedman](#); [Timothy Bradley](#)  
**Subject:** RE: Materials for Nikita Stewart interview  
**Date:** Tuesday, September 05, 2017 9:29:20 AM

---

I'll call you now.

---

**From:** Neustadt, David [<mailto:neustadtd@hra.nyc.gov>]  
**Sent:** Tuesday, September 05, 2017 9:26 AM  
**To:** Bob Shaver; Sheena Wright; Suzette Hunte; 'Jilly Stephens'; Jennifer McLean; Jenique Jones; 'Stacey McCarthy'; Turk, Barbara; Maharaj, Lamaunda; Bonilla, Grace (HRA); Clarke, Lewis H. (HEALTH); Ionescu, Simona F (HEALTH); Laura Fahey; Tracy Perrizo; Tietz, Daniel; Philip, Marie  
**Cc:** Sam Greenberg; Ivan Barkhorn; Aaron Freedman; Timothy Bradley  
**Subject:** RE: Materials for Nikita Stewart interview

Good morning. who can help me understand the excel table with the data please. need to do that asap so I can send. Thanks.

---

**From:** Bob Shaver [<mailto:bobshaver@redstonestrategy.com>]  
**Sent:** Monday, September 04, 2017 9:14 PM  
**To:** Sheena Wright; Suzette Hunte; 'Jilly Stephens'; Jennifer McLean; Jenique Jones; 'Stacey McCarthy'; Turk, Barbara; Maharaj, Lamaunda; Bonilla, Grace C; Clarke, Lewis H. (HEALTH); Ionescu, Simona F (HEALTH); Laura Fahey; Tracy Perrizo; Neustadt, David; Tietz, Daniel; Philip, Marie  
**Cc:** Sam Greenberg; Ivan Barkhorn; Aaron Freedman; Timothy Bradley  
**Subject:** Materials for Nikita Stewart interview

Dear colleagues,

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Following that discussion, Redstone agreed to provide several items to ensure that we are coordinated heading into the meeting. To that end, I'm attaching:

- A brief memo that includes:
  - The basic three-part agenda that we plan to use with Nikita
  - The arc of the Collaborative story that we hope to convey
  - Talking points for anticipated questions, including which organization will respond to each question
  - Recommended pantries for Nikita to visit (Appendix A)
- A short PowerPoint presentation to use during the meeting
- An Excel table outlining the data we used to select the first 12 priority neighborhoods

David will share the recommended pantries (Appendix A) and Excel table with Nikita tomorrow (Tue) – thanks, David!

If you have any suggestions on the PowerPoint or talking points, please share those with me before

12noon ET tomorrow (Tue). I will try to circulate a final version of both by 2pm ET tomorrow, before I board a flight back to NYC.

I look forward to seeing you all on Wednesday at 9:30 at the Trust!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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**From:** [Turk, Barbara](#)  
**To:** ["Neustadt, David"](#); [Bob Shaver](#); [Sheena Wright](#); [Suzette Hunte](#); ["Jilly Stephens"](#); [Jennifer McLean](#); [Jenique Jones](#); ["Stacey McCarthy"](#); [Maharaj, Lamaunda](#); [Bonilla, Grace \(HRA\)](#); [Clarke, Lewis H. \(HEALTH\)](#); [Ionescu, Simona F \(HEALTH\)](#); [Laura Fahey](#); [Tracy Perrizo](#); [Tietz, Daniel](#); [Philip, Marie](#)  
**Cc:** [Sam Greenberg](#); [Ivan Barkhorn](#); [Aaron Freedman](#); [Timothy Bradley](#)  
**Subject:** RE: Materials for Nikita Stewart interview  
**Date:** Tuesday, September 05, 2017 2:14:47 PM

---

David, I'm familiar with the backstory. Will call.

---

**From:** Neustadt, David [mailto:neustattd@hra.nyc.gov]  
**Sent:** Tuesday, September 05, 2017 2:07 PM  
**To:** Bob Shaver; Sheena Wright; Suzette Hunte; 'Jilly Stephens'; Jennifer McLean; Jenique Jones; 'Stacey McCarthy'; Turk, Barbara; Maharaj, Lamaunda; Bonilla, Grace (HRA); Clarke, Lewis H. (HEALTH); Ionescu, Simona F (HEALTH); Laura Fahey; Tracy Perrizo; Tietz, Daniel; Philip, Marie  
**Cc:** Sam Greenberg; Ivan Barkhorn; Aaron Freedman; Timothy Bradley  
**Subject:** RE: Materials for Nikita Stewart interview

Heads up. Nikita says she will be asking a completely unrelated question about the Daily News story about the Dept of Education sending bad chicken to homeless shelters.

Here is the story if you have not seen it:

[http://www.nydailynews.com/new-york/education/education-dept-donated-chicken-unfit-kids-homeless-article-1.3468767?utm\\_content=buffer17c6e&utm\\_medium=social&utm\\_source=twitter.com&utm\\_campaign=Gsmith+Twitter](http://www.nydailynews.com/new-york/education/education-dept-donated-chicken-unfit-kids-homeless-article-1.3468767?utm_content=buffer17c6e&utm_medium=social&utm_source=twitter.com&utm_campaign=Gsmith+Twitter)

from the story:

“Rather than toss the drumsticks, education officials told the distributors to give the chicken to the Food Bank for New York City and City Harvest.”

“Representatives from Somma Foods and City Harvest did not respond to requests for comment. A food bank official said his group did not have the chicken.”

---

**From:** Bob Shaver [mailto:bobshaver@redstonestrategy.com]  
**Sent:** Tuesday, September 05, 2017 10:39 AM  
**To:** Neustadt, David; Sheena Wright; Suzette Hunte; 'Jilly Stephens'; Jennifer McLean; Jenique Jones; 'Stacey McCarthy'; Turk, Barbara; Maharaj, Lamaunda; Bonilla, Grace C; Clarke, Lewis H. (HEALTH); Ionescu, Simona F (HEALTH); Laura Fahey; Tracy Perrizo; Tietz, Daniel; Philip, Marie  
**Cc:** Sam Greenberg; Ivan Barkhorn; Aaron Freedman; Timothy Bradley  
**Subject:** RE: Materials for Nikita Stewart interview

Thanks, David!

Excellent point. We'll work on a talking point in response to that question.

Best,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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

---

**From:** Neustadt, David [<mailto:neustadtd@hra.nyc.gov>]

**Sent:** Tuesday, September 5, 2017 10:36 AM

**To:** Bob Shaver <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>; Sheena Wright <[swright@uwnyc.org](mailto:swright@uwnyc.org)>; Suzette Hunte <[shunte@uwnyc.org](mailto:shunte@uwnyc.org)>; 'Jilly Stephens' <[jstephens@cityharvest.org](mailto:jstephens@cityharvest.org)>; Jennifer McLean <[jmclean@cityharvest.org](mailto:jmclean@cityharvest.org)>; Jenique Jones <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; 'Stacey McCarthy' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; Maharaj, Lamaunda <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>; Bonilla, Grace C <[bonillagr@hra.nyc.gov](mailto:bonillagr@hra.nyc.gov)>; Clarke, Lewis H. (HEALTH) <[lewis.clarke@health.ny.gov](mailto:lewis.clarke@health.ny.gov)>; Ionescu, Simona F (HEALTH) <[simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov)>; Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Tietz, Daniel <[tietzd@hra.nyc.gov](mailto:tietzd@hra.nyc.gov)>; Philip, Marie <[philipm@hra.nyc.gov](mailto:philipm@hra.nyc.gov)>

**Cc:** Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; Ivan Barkhorn <[ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com)>; Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>

**Subject:** RE: Materials for Nikita Stewart interview

Materials look excellent to me. fantastic job.

One question we will need to be able to discuss is how we selected the 12 priority areas since the data seems to indicate that we left off some very high need areas with low current supply.

---

**From:** Bob Shaver [<mailto:bobshaver@redstonestrategy.com>]

**Sent:** Monday, September 04, 2017 9:14 PM

**To:** Sheena Wright; Suzette Hunte; 'Jilly Stephens'; Jennifer McLean; Jenique Jones; 'Stacey McCarthy'; Turk, Barbara; Maharaj, Lamaunda; Bonilla, Grace C; Clarke, Lewis H. (HEALTH); Ionescu, Simona F (HEALTH); Laura Fahey; Tracy Perrizo; Neustadt, David; Tietz, Daniel; Philip, Marie

**Cc:** Sam Greenberg; Ivan Barkhorn; Aaron Freedman; Timothy Bradley

**Subject:** Materials for Nikita Stewart interview

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  - The arc of the Collaborative story that we hope to convey
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thanks, David!

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I look forward to seeing you all on Wednesday at 9:30 at the Trust!

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203-535-2559 Direct | 303-606-7100 Main

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**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#); [Grace, Melissa](#)  
**Subject:** RE: cornell  
**Date:** Friday, September 08, 2017 5:01:54 PM  
**Attachments:** [Cornell Tech Ribbon-Cutting Press Release.docx](#)

---

Release attached.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](#)

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, September 08, 2017 4:33 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: cornell

Sure. Can buzz me at [REDACTED]

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, September 08, 2017 4:32 PM  
**To:** Norvell, Wiley; Grace, Melissa  
**Subject:** RE: cornell

Yes, do you have a minute to discuss?  
Will have latest release to you by EOD.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](#)

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, September 08, 2017 4:29 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: cornell

And is Cornell Tech working on any big picture story for day-of like NYT?

---

**From:** Norvell, Wiley  
**Sent:** Friday, September 08, 2017 4:20 PM  
**To:** 'Jeremy Soffin'; Grace, Melissa  
**Subject:** RE: cornell

Hey Jeremy,  
Got a paper release I can look at?  
-WN

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, September 05, 2017 12:53 PM  
**To:** Grace, Melissa  
**Cc:** Norvell, Wiley  
**Subject:** RE: cornell

Hey Wiley, let me know if you want to jump on phone. Thanks.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](https://twitter.com/berlinrosen)

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, September 05, 2017 12:46 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: cornell

Hi Jeremy, Cc'ing Wiley who is running this one.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, September 05, 2017 12:41 PM  
**To:** Grace, Melissa  
**Subject:** cornell

Hey Melissa, hope you had a good holiday.  
The Cornell dedication is coming up next week, please let me know if there's someone on your team

who is coordinating remarks, etc that we should be in touch with. Thanks!

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

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

@berlinrosen



**FOR IMMEDIATE RELEASE:** September 13, 2017

**Contact:** Lauren Tsuboyama or Kate Treen, 646-452-5637

**Photos:** Download photos via the Cornell Tech press kit[LINK]

## **Cornell Tech Campus Opens on Roosevelt Island, Marking Transformational Milestone for Tech in NYC**

*Cornell Tech is reinventing graduate research and education focused on digital technologies and their impact on individuals, society and the economy*

*Jacobs Technion-Cornell Institute at Cornell Tech is a new kind of global academic partnership on research, education and technology commercialization*

*Transformational new campus is the first ever built for the digital age, reimagining academic space and pioneering new standards in sustainability and energy efficiency*

NEW YORK CITY – Cornell Tech today celebrated the official opening of its campus on Roosevelt Island with a dedication event attended by New York Governor Andrew Cuomo, New York City Mayor Bill de Blasio, former mayor Mike Bloomberg, Cornell University President Martha Pollack, Technion President Peretz Lavie and Cornell Tech Dean Daniel Huttenlocher. Cornell Tech is the first campus ever built for the digital age, bringing together academia and industry to create pioneering leaders and transformational new research, products, companies and social ventures. Today marks the opening of the first phase of the Roosevelt Island campus, which features some of the most environmentally friendly and energy efficient buildings in the world.

In 2011, Cornell Tech was named the winner of Mayor Mike Bloomberg’s Administration’s visionary Applied Sciences Competition, designed with the goal of diversifying the economy and creating a national hub for tech. The City estimated the new campus would generate up to 8,000 permanent jobs, hundreds of spin-off companies and more than \$23 billion in economic activity over the next 30 years.

“Cornell Tech is the latest in Cornell University’s great impact on and history in New York,” said **Cornell University President Martha Pollack**. “We’re proud to share this historic milestone with our partners at the Technion. The new campus is a modern day land grant institution -- just like our founding in Ithaca -- and it is our strong commitment to give back to New York. At Cornell Tech, we have created a center for impact and innovation in New York City, spinning out our next great tech leaders, ideas, and the research that will drive change in the digital age.”

Quote from Peretz Lavie

Quote from Governor Cuomo

Quote from Mayor de Blasio

"Cornell Tech is an investment in the future of New York City — a future that belongs to the generations to come, and the students here will help build it. Technological innovation played a central role in New York City becoming a global economic capital – and it must continue to play a central role for New York to remain a global economic capital. The companies and innovations spawned by Cornell Tech graduates will generate jobs for people across the economic spectrum and help our city compete with tech centers around the world, from Silicon Valley to Seoul," said **Mike Bloomberg**.

"I'm thrilled that the Cornell Tech campus is finally opening on Roosevelt Island," said **Congresswoman Carolyn B. Maloney**. "With its proximity to Manhattan and to industrial space in Western Queens, Roosevelt Island is the perfect setting for an educational institution, which is why I worked hard to ensure that it was selected when the City was considering locations for the new applied science campus. Cornell Tech will help us diversify our economic base and bring jobs through new startups. A New York school generates New York businesses and employs New Yorkers. As students are welcomed to the new campus, we know this is just the beginning – and that the future for this institution will be bright."

"As our world becomes more tech centered, the Cornell Tech campus will allow New York City to be at the heart of the innovation, leadership -- and most importantly, jobs -- in this space. This campus will bring academics, research and business together and educate the bright minds of our future. I look forward to seeing all that Cornell Tech has to offer our City, and to working with Cornell Tech to ensure that New Yorkers from every corner of our City benefit from this world-class institution," said **Public Advocate Letitia James**.

### **Academic Program & Research**

Cornell Tech started up in a temporary space generously provided by Google and has already graduated more than 300 masters and doctoral students, with most entering the New York City tech sector after graduation by joining local companies or starting their own. Masters students across all programs -- computer science, law, business, electrical engineering, operations research, connective media and health tech -- spend time learning and working collaboratively together in a Studio curriculum with extensive engagement with the tech industry. The projects students pursue in the Studio encourage them to practice entrepreneurship, product design, tech and public policy, management and other skills, helping them graduate with tangible, marketable experience and a portfolio of completed work that will help launch their career.

Cornell Tech's 30-member faculty has launched cutting-edge research groups in the areas of Human-Computer Interaction and Social Computing, Security and Privacy, Artificial Intelligence, Data and Modeling, and Business, Law and Policy. All of the faculty have a focus on applied research and having a real world impact.

“We are entering a new era for tech in New York, and the Cornell Tech campus is at the heart of it. Cornell Tech was given the rare opportunity to create a campus and academic program from scratch. The opening of our new campus brings together academic disciplines critical to the digital transformation of society and the economy, together with companies, early stage investors, and government to spark innovation and help improve lives of people throughout the City, country and world,” said **Cornell Tech Dean Daniel Huttenlocher**.

Quote from Bob Harrison

The Jacobs Technion-Cornell Institute at Cornell Tech is a unique academic partnership of two leading global universities, the Technion Israel Institute of Technology and Cornell. The Institute houses the Health Tech and Connective Media programs, where students receive dual degrees from Cornell and the Technion, and the Jacobs Runway Startup Postdoc program for recent tech PhDs. The Runway program has been responsible for about half of the more than 30 companies that have spun out of Cornell Tech campus with more than \$20 million in funds raised and employing more than 100 people.

Quote from Ron Brachman

### **Campus**

Cornell Tech’s mission of collaboration and innovation is reflected in the physical design of its Roosevelt Island campus. It is a new type of urban campus that provides space to think, but is also integrated—in both mission and design—with the city. The campus master plan was designed by Skidmore, Owings & Merrill and includes a number of innovative features and facilities across a river-to-river campus with expansive views, a series of green, public spaces and a seamless integration of indoor and outdoor areas. The campus has some of the most environmentally friendly and energy efficient buildings in the world.

Quote from SOM

The first phase of the campus includes:

**The Emma and Georgina Bloomberg Center** is the first academic building on campus. Cornell University received a \$100 million gift from Bloomberg Philanthropies in 2014 for the building. Designed by Pritzker Prize-winning architect Thom Mayne of Morphosis Architects, the building is a departure from traditional academic facilities with an open plan and extensive collaborative as well as private work spaces, adapting open plan offices from the tech world to the academic arena. Cornell is aspiring for the building to be among the largest net-zero energy buildings in the United States, with all of its power generated on campus. Art is a key component of The Bloomberg Center, with newly commissioned works throughout the building by artists Alison Elizabeth Taylor, Michael Riedel, Matthew Ritchie and Matthew Day Jackson. The building also features a ground-floor cafe and a custom room that houses a Works Projects Administration (WPA) Federal Art Project mural by Ilya Bolotowsky, from the decommissioned Goldwater Memorial Hospital previously on the Cornell Tech site which has been carefully restored.

Quote from Morphosis

**The Bridge**, designed by Weiss/Manfredi and developed by Forest City New York, is a first-of-its-kind building that houses an extraordinary mix of cutting-edge companies working alongside groundbreaking Cornell academic teams: from recent Cornell Tech graduates hustling to commercialize a new idea, to start-ups on the verge of explosive growth and established companies developing leading edge technologies and products. Tech and investment firm Two Sigma is opening a Collision Lab in the building where engineers from its R&D team will tackle difficult challenges away from the company's main campus and interact with innovative start-up companies backed by Two Sigma Ventures. Citigroup is taking space to engage with Cornell University students, faculty, researchers, startups and other companies and create closer ties between academia and industry. Ferrero International S.A., the Italian confectionary group and one of the world's largest manufacturers of chocolates, is taking space for its Open Innovation Science division to explore digital age innovation in the food industry.

"By bringing academia and industry together under one roof at The Bridge, we are driving innovation and economic growth for New York," said **MaryAnne Gilmartin, President and CEO of Forest City New York**. "The Bridge is welcoming an incredible mix of companies who want to work alongside some of the top tech talent New York City has to offer, and get a competitive advantage to bring their ideas and new products to market."

Quote from Weiss/Manfredi

**The House**, designed by Handel Architects and developed by The Hudson Companies and Related Companies, is the tallest and largest residential Passive House high-rise in the world. Passive House is the strict international building standard that drastically reduces energy consumption while creating a healthier and more comfortable living environment for a fraction of residents' usual energy costs. Cornell faculty, staff and students live at The House, giving the campus 24/7 activity.

"We are very excited to bring this first of its kind building to the New York City market. We have been humbled to be a part of this amazing campus, working with an incredible team of architects, engineers and contractors," said **David Kramer, President of The Hudson Companies**. "We hope that The House can serve as a model for other developments to continue to build big, build more sustainably and push the (super sealed) envelope."

Quote from Handel

Quote from Related

**Open space**, designed by James Corner Field Operations anchors the campus, fostering collaboration and innovation while simultaneously inviting the public into the campus. The campus is a river-to-river experience, engaging Roosevelt Island's esplanade and extraordinary water frontage maximizing views of Manhattan and Queens. The Tech Walk is a quarter-mile

long central spine creating a gateway to the campus and featuring a series of active and social spaces linked by pedestrian pathways. Throughout the campus, outdoor and indoor spaces are synergistically connected to allow people to move easily and comfortably in and out during the course of the day.

Quote from JCFO

Later this fall, Cornell Tech will begin construction on the Verizon Executive Education Center and Graduate Roosevelt Island Hotel, targeted for opening in 2019, providing a venue for academic conferences, executive programs and academic workshops.

When fully completed over the next few decades, the 12-acre campus will be home to more than 2,000 graduate students and hundreds of faculty and staff.

Quote from Verizon

### **Commitment to Community: Building a More Diverse and Inclusive Tech Talent Pipeline**

Cornell Tech is committed to having an impact beyond its campus, and to build and diversify New York City's tech talent pipeline so that more people can share in the rapid growth of the tech economy. Fulfilling its promise to New York City to spur K-12 tech education, the campus has partnered with more than a dozen local schools, including PS/IS 217 on Roosevelt Island, and is coordinating professional development opportunities for teachers to gain experience in incorporating tech thinking into their teaching. To date, Cornell Tech has impacted over 5,000 students and 350 teachers. Cornell Tech is also committed to building and diversifying the base of the technology talent in New York City. In partnership with CUNY and many tech companies in the city, Cornell Tech's Women in Technology and Entrepreneurship in New York (WiTNY) program provides the access, incentives and support needed for girls and women to succeed in the tech industry. To date, the curriculum has been implemented at more than a dozen CUNY campuses with 2,000 students impacted each year.

### **New York City Applied Sciences Competition**

Cornell Tech was founded when the partnership of Cornell University and the Technion were selected in December of 2011 as the winner of New York City's visionary Applied Sciences NYC initiative, created under Mayor Mike Bloomberg and Deputy Mayor Robert Steel. The Economic Development Corporation, then led by Executive Director Seth Pinsky, sought proposals for a university or partnership to develop and operate a new or expanded campus in the City in exchange for City capital, access to City-owned land and the full support and partnership of City government. Cornell Tech's proposal was selected ahead of submissions from 17 world-class institutions from around the globe. The Cornell Tech proposal was selected by the City as the first winner of the competition and was provided with land on Roosevelt Island and \$100 million in City capital to build the \$2 billion, 2 million square foot tech campus.

### **About Cornell Tech**

Cornell Tech brings together faculty, business leaders, tech entrepreneurs and students in a catalytic environment to produce visionary results grounded in significant needs that will reinvent the way we live in the digital age. The Jacobs Technion-Cornell Institute embodies the academic partnership between the Technion-Israel Institute of Technology and Cornell University on the Cornell Tech campus.

From 2012-2017, the campus was temporarily located in Google's New York City building. In fall 2017, 30 world-class faculty and about 300 graduate students moved to the first phase of Cornell Tech's permanent campus on Roosevelt Island, continuing to conduct groundbreaking research, collaborate extensively with tech-oriented companies and organizations and pursue their own startups. When fully completed, the campus will include two million square feet of state-of-the-art buildings, over two acres of open space, and will be home to more than 2,000 graduate students and hundreds of faculty and staff.

###

**From:** [Monica Klein](#)  
**To:** [Phil Walzak](#); [Rick Fromberg](#); [Lupo, Jon Paul](#); [Amelia Adams](#); [Mahen Gunaratna](#); [bdb](#); [Julia Savel](#)  
**Subject:** plan for Wed/ Malliotakis  
**Date:** Saturday, September 09, 2017 2:36:22 PM

---

**plan:** conference call + video hitting Malliotakis

**what we're saying:**

Mini Trump  
Ultra-right wing  
Hurts working families

**next steps:**

*video--*

Mahen/Dan pls send top hits to Phil - today  
Phil drafting script by Saturday COB (does that work?)  
Script finalized + sent to video folks Sunday AM  
First cut - Monday  
Finalize - Tuesday

*call--*

Amelia finds 3-4 Assembly members & other electeds - by end of weekend  
get TPs + Q&A to them, based on script - end of weekend

Work for everyone? Any concerns with timing? We'll be doing this Wed morning, and we have bdb doing radio + thanking vols Wed early afternoon

**From:** [Neustadt, David](mailto:Neustadt, David)  
**To:** [Turk, Barbara](mailto:Turk, Barbara); [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com); [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com); [Tietz, Daniel](mailto:Tietz, Daniel); [Maharaj, Lamaunda](mailto:Maharaj, Lamaunda); [shunte@uwnyc.org](mailto:shunte@uwnyc.org); [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org); [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org); [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org); [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org); [Philip, Marie](mailto:Philip, Marie); [MPope@uwnyc.org](mailto:MPope@uwnyc.org); [Capacityadvisor@uwnyc.org](mailto:Capacityadvisor@uwnyc.org); [ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com); [Bonilla, Grace \(HRA\)](mailto:Bonilla, Grace (HRA)); [swright@uwnyc.org](mailto:swright@uwnyc.org); [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org); [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com); [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov); [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com); [Holm, Annette](mailto:Holm, Annette)  
**Subject:** Re: Fyi  
**Date:** Sunday, September 10, 2017 4:41:40 PM

---

Not surprisingly the story is being held because of the hurricane. When I get a publication date I will let you all know. Thanks for your help

Sent via HRA mobile device

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

**From:** "Neustadt, David" <[neustatd@hra.nyc.gov](mailto:neustatd@hra.nyc.gov)>  
**Date:** 9/9/17 12:58 PM (GMT-05:00)  
**To:** [BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov), [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com), [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com), "Tietz, Daniel" <[tietzd@hra.nyc.gov](mailto:tietzd@hra.nyc.gov)>, "Maharaj, Lamaunda" <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>, [shunte@uwnyc.org](mailto:shunte@uwnyc.org), [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org), [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org), [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org), [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org), "Philip, Marie" <[philipm@hra.nyc.gov](mailto:philipm@hra.nyc.gov)>, [MPope@uwnyc.org](mailto:MPope@uwnyc.org), [Capacityadvisor@uwnyc.org](mailto:Capacityadvisor@uwnyc.org), [ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com), "Bonilla, Grace C" <[bonillagr@hra.nyc.gov](mailto:bonillagr@hra.nyc.gov)>, [swright@uwnyc.org](mailto:swright@uwnyc.org), [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org), [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com), [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov), [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com), "Holm, Annette" <[holma@hra.nyc.gov](mailto:holma@hra.nyc.gov)>  
**Subject:** Re: Fyi

What food bank told the New York Times that they were part of creating the plan and that one of the places that was discovered to have a gap is Hunts Point in the Bronx where they have their warehouse and they found that embarrassing and decided to focus on the neighborhood. They also said there are a lot of homeless people in shelter there who can not use pantries so they are setting up a kitchen in a church in the area.

Commissioner Banks pointed out to the reporter that most of the homeless clients in that area are in cluster Apartments where they would have their own kitchens. Like many other people receiving food stamps they may well run out of food and need to go to a pantry. But they would have a kitchen. Other than that he only had praise for food bank and its participation with the collaborative.

He also made clear that the city's ability to expand its own emergency food program is only possible because of the capacity expansion work done through the great public-private partnership the food assistance collaborative

Nikita says the story May run Monday which would mean it would be possibly online Sunday night

Sent via HRA mobile device



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

From: "Neustadt, David" <neustadtd@hra.nyc.gov>

Date: 9/8/17 6:55 PM (GMT-05:00)

To: BTurk@cityhall.nyc.gov, samgreenberg@redstonestrategy.com, bobshaver@redstonestrategy.com, "Tietz, Daniel" <tietzd@hra.nyc.gov>, "Maharaj, Lamaunda" <maharajl@hra.nyc.gov>, shunte@uwnyc.org, LFahey@helmsleytrust.org, jkirkendall@cityharvest.org, jmclean@cityharvest.org, TPerrizo@helmsleytrust.org, "Philip, Marie" <philipm@hra.nyc.gov>, MPope@uwnyc.org, Capacityadvisor@uwnyc.org, ivanbarkhorn@redstonestrategy.com, "Bonilla, Grace C" <bonillagr@hra.nyc.gov>, swright@uwnyc.org, jstephens@cityharvest.org, Aaron.Freedman@berlinrosen.com, simona.ionescu@health.ny.gov, Tim@berlinrosen.com, "Holm, Annette" <holma@hra.nyc.gov>  
Subject: Fyi

Commissioner Banks will be talking briefly to Nikita Stewart Saturday morning. Nikita was scheduled to speak to the head of Food Bank and if necessary we want to be able to respond to anything said.

Other than that his goal is to talk about the importance of the collaborative along these lines:

People have been fighting hunger in New York City for years and now thanks to the New York City Food Assistance Collaborative, all the agencies involved, funders, providers and pantries, have a greater ability to respond efficiently and effectively to the need and to feed more New Yorkers.

I will report on this conversation. Nikita says she is planning to file Saturday.

Sent via HRA mobile device

Sent via HRA mobile device

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Jovana Rizzo](#)  
**Subject:** RE: cornell  
**Date:** Monday, September 11, 2017 9:22:38 AM

---

Yes, back to you shortly.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
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[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](#)

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, September 11, 2017 9:22 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: cornell

Can you shoot us contact info for these ones?

The Economist - Rosemarie Ward  
The Chronicle of Higher Education  
The Financial Times - Shannon Bond  
TechCrunch - Anthony Ha

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, September 11, 2017 9:00 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: cornell

Can you send roster of reporters writing for Wednesday?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, September 08, 2017 5:00 PM  
**To:** Norvell, Wiley; Grace, Melissa  
**Subject:** RE: cornell

Release attached.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

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---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Friday, September 08, 2017 4:33 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>

**Subject:** RE: cornell

Sure. Can buzz me at [REDACTED]

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]

**Sent:** Friday, September 08, 2017 4:32 PM

**To:** Norvell, Wiley; Grace, Melissa

**Subject:** RE: cornell

Yes, do you have a minute to discuss?

Will have latest release to you by EOD.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]

**Sent:** Friday, September 08, 2017 4:29 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>

**Subject:** RE: cornell

And is Cornell Tech working on any big picture story for day-of like NYT?

---

**From:** Norvell, Wiley

**Sent:** Friday, September 08, 2017 4:20 PM

**To:** 'Jeremy Soffin'; Grace, Melissa

**Subject:** RE: cornell

Hey Jeremy,  
Got a paper release I can look at?  
-WN

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, September 05, 2017 12:53 PM  
**To:** Grace, Melissa  
**Cc:** Norvell, Wiley  
**Subject:** RE: cornell

Hey Wiley, let me know if you want to jump on phone. Thanks.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, September 05, 2017 12:46 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: cornell

Hi Jeremy, Cc'ing Wiley who is running this one.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, September 05, 2017 12:41 PM  
**To:** Grace, Melissa  
**Subject:** cornell

Hey Melissa, hope you had a good holiday.  
The Cornell dedication is coming up next week, please let me know if there's someone on your team who is coordinating remarks, etc that we should be in touch with. Thanks!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#); [Jovana Rizzo](#)  
**Subject:** RE: cornell  
**Date:** Monday, September 11, 2017 10:02:56 AM

---

gotcha

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Monday, September 11, 2017 10:02 AM  
**To:** Norvell, Wiley; Jovana Rizzo  
**Subject:** RE: cornell

Thanks, Wiley, just please do us a favor and note that the statement is for use in embargoed stories so no one thinks it's an excuse to run early.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[@berlinrosen](#)

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Monday, September 11, 2017 9:59 AM  
**To:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: cornell

Thanks guys. We'll get them all a statement this morning.

---

**From:** Jovana Rizzo [<mailto:jovana@berlinrosen.com>]  
**Sent:** Monday, September 11, 2017 9:56 AM  
**To:** Jeremy Soffin; Norvell, Wiley  
**Subject:** RE: cornell

The Economist - Rosemarie Ward - [rosemarieward@economist.com](mailto:rosemarieward@economist.com)  
The Chronicle of Higher Education - Goldie Blumenstyk - [goldie@chronicle.com](mailto:goldie@chronicle.com)  
The Financial Times - Shannon Bond - [shannon.bond@ft.com](mailto:shannon.bond@ft.com)  
TechCrunch - Anthony Ha - [anthonyha@techcrunch.com](mailto:anthonyha@techcrunch.com)

**Jovana Rizzo**  
O. 646.200.5329  
C. 917.836.0618  
[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)

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@berlinrosen

---

**From:** Jeremy Soffin  
**Sent:** Monday, September 11, 2017 9:22 AM  
**To:** Norvell, Wiley  
**Cc:** Jovana Rizzo  
**Subject:** RE: cornell

Yes, back to you shortly.

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O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**Subject:** RE: cornell

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**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, September 05, 2017 12:46 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: cornell

Hi Jeremy, Cc'ing Wiley who is running this one.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, September 05, 2017 12:41 PM  
**To:** Grace, Melissa  
**Subject:** cornell

Hey Melissa, hope you had a good holiday.  
The Cornell dedication is coming up next week, please let me know if there's someone on your team who is coordinating remarks, etc that we should be in touch with. Thanks!

**Jeremy Soffin**  
O. 646.200.5318

C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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New York • Washington D.C. • Los Angeles  
berlinrosen.com  
@berlinrosen

**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#)  
**Cc:** [Norvell, Wiley](#)  
**Subject:** Re: cornell  
**Date:** Monday, September 11, 2017 3:34:24 PM

---

On subway will call soon as off.

On Sep 11, 2017, at 3:29 PM, Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)> wrote:

Jeremy, calling you on the release. In meantime, Mayor Bill de Blasio quote:

“As we work to keep New York City a leader in the 21<sup>st</sup> Century economy, we celebrate the opening of the Cornell Tech campus and the opportunities it opens up for our city and our people. I am proud to welcome our newest leading educational institution, which will become a tremendous catalyst for our tech sector. We won’t stop here. Though Computer Science for All, the Tech Talent Pipeline and the new Union Square Tech Hub, we are building on the progress Mayor Bloomberg set in motion, and helping more New Yorkers become a part of this extraordinary success story.”

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, September 08, 2017 5:00 PM  
**To:** Norvell, Wiley; Grace, Melissa  
**Subject:** RE: cornell

Release attached.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, September 08, 2017 4:33 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: cornell

Sure. Can buzz me at [REDACTED]

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Friday, September 08, 2017 4:32 PM  
**To:** Norvell, Wiley; Grace, Melissa  
**Subject:** RE: cornell

Yes, do you have a minute to discuss?  
Will have latest release to you by EOD.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Friday, September 08, 2017 4:29 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: cornell

And is Cornell Tech working on any big picture story for day-of like NYT?

---

**From:** Norvell, Wiley  
**Sent:** Friday, September 08, 2017 4:20 PM  
**To:** 'Jeremy Soffin'; Grace, Melissa  
**Subject:** RE: cornell

Hey Jeremy,  
Got a paper release I can look at?  
-WN

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, September 05, 2017 12:53 PM  
**To:** Grace, Melissa  
**Cc:** Norvell, Wiley  
**Subject:** RE: cornell

Hey Wiley, let me know if you want to jump on phone. Thanks.

**Jeremy Soffin**  
O. 646.200.5318

C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, September 05, 2017 12:46 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Subject:** RE: cornell

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**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, September 05, 2017 12:41 PM  
**To:** Grace, Melissa  
**Subject:** cornell

Hey Melissa, hope you had a good holiday.  
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Thanks!

**Jeremy Soffin**  
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**berlinrosen**

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**From:** [Turk, Barbara](#)  
**To:** "Neustadt, David"; [Hannah Lupien](#); [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com); [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com); [Tietz, Daniel](#); [Maharaj, Lamaunda](#); [Suzette Hunte](#); [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org); [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org); [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org); [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org); [Philip, Marie](#); [Melina Pope](#); [ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com); [Bonilla, Grace \(HRA\)](#); [Sheena Wright](#); [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org); [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com); [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov); [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com); [Holm, Annette](#); [Jenique Jones](#)  
**Subject:** RE: Story is up  
**Date:** Tuesday, September 12, 2017 11:59:12 AM  
**Attachments:** [image001.png](#)

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Link to the story appears in today's NYN Media.



Mostly sunny in New York City, morning fog and then sunny in Albany and sunny in Buffalo.  
New York City, high 83; Albany, high 82; Buffalo, high 78.

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***Editor's Note: This week, NYN Media is presenting its third annual Nonprofit MarkCon.***

*Learn about marketing, brand building, and increasing awareness online and offline for your nonprofit. This full day conference will bring together marketing and communications executives from nonprofits across New York. Join us on Sept. 14 at the Museum of Jewish Heritage. [Learn more here.](#)*

**TOP NEWS:**

- \* New York City's three biggest providers of emergency food - United Way of New York City, City Harvest and Food Bank For New York City - have reorganized in an effort to feed underserved communities and get ethnic ingredients to specific neighborhoods, [the New York Times reports](#).
- \* Online giving through Network for Good rose 81 percent over July and 73 percent over August of last year and the number of donors more than doubled, [the Chronicle of Philanthropy writes](#).
- \* New York's top education policymakers approved a major plan that could reshape the way the state evaluates schools, intervenes in those that are struggling, and several other key education policies, [Chalkbeat writes](#).
- \* Allison Sesso, executive director of the Human Services Council of New York City, [joined the Risk Alternatives](#) podcast to talk about New York City's nonprofit landscape, the importance of nonprofit risk management and collective advocacy by the nonprofit sector.
- \* New data shows that, just like in the private sector, female CEOs at nonprofits are still being paid far less than men in the same roles despite the attention that the problem of the wage gap has received, [Fast Company writes](#).
- \* U.S. Immigration and Customs Enforcement resumed raids in Saratoga Springs arresting eight men from Mexico whom the federal agency says are violating immigration laws, [the Times Union writes](#).
- \* Dreamers make up a significant portion of Brooklyn's economic and social fabric, which contributes to the sense of alarm about Trump's announcement and the mobilization to

oppose it, [The Bridge writes](#).

\* [GQ Magazine profiles Career Gear](#), an established nonprofit that will, among other things, help get former inmates into a suit for that interview.

\* Albany County lawmakers on Monday passed a law that will ensure that LGBT veterans who were discharged under the federal government's Don't Ask Don't Tell policy will receive county-level veterans benefits, [the Times Union reports](#).

#### **FOCUS ON HEALTH CARE:**

\* Like “repeal and replace,” “single-payer” is a broadly popular slogan that papers over intraparty disagreements and wrenching policy choices, [the New York Times reports](#).

\* The Disproportionate Share Hospital cuts the industry has feared for years are scheduled to begin taking effect in less than three weeks, creating a tough choice for the Cuomo administration, which may have to decide how to apportion a much smaller pot of money, [Politico New York writes](#).

\*\*\*\*\*

#### **KPIs and Dashboards – A Nonprofit Gamechanger**

Visibility and transparency are paramount to your nonprofits’ success. Everyone from program managers to board members need insight into different aspects of financial data to make the right decisions. Choosing the right KPIs and dashboards can be game-changing.

[Download this free guide to nonprofit dashboards today](#).

For over 25 years, JMT has been helping nonprofits achieve sustainability and mission effectiveness. [Learn more about JMT Consulting](#).

#### **Senior Leaders Program for Nonprofit Professionals**

Over 20 days, the [Senior Leaders Program for Nonprofit Professionals](#) at Columbia Business School Executive Education teaches senior-level nonprofit professionals strategic management and leadership skills and cutting-edge business knowledge to help them develop actionable plans for their organizations.

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#### **TRUMP ADMINISTRATION:**

\* One message that came through loud and clear is that DACA recipients are not abandoning their parents in exchange for U.S. citizenship, [Nonprofit Quarterly writes](#).

\* Congress has not only rejected the president’s proposed cuts to the National Institutes of Health, lawmakers from both parties have joined forces to increase spending on biomedical research and have bragged about it, [the New York Times writes](#).

#### **IN DEPTH:**

\* Rob Sanft, who has led the New York City Department of Education Office of Student Enrollment for the last seven years, is stepping down and his replacement will be responsible for helping Mayor Bill de Blasio’s education department implement a plan to boost school diversity, [Chalkbeat writes](#).

\* Allowing students to report their own standardized-test scores could ease some of the financial burden of the process, [The Atlantic writes](#).

\*\*\*\*\*

**Cornell in NYC. Imagining Tomorrow, Impacting Today.** For more than a century, Cornell University has profoundly impacted New York City, improving lives and enhancing the city’s diverse industries. This week’s opening of the Cornell Tech campus on Roosevelt Island continues our commitment to transformative impact across NYC. Imagination and impact

underpin Cornell's work; from pioneering life-saving medical research, to building tomorrow's tech companies, Cornell research and innovation drive NYC's future. [Read more.](#)

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#### **NONPROFITS IN THE NEWS:**

\* Rome, N.Y. wants to make a substantial amendment to how it will use almost 280,000 dollars of its federal Community Development Block Grant funding obtained for last year, [the Rome Sentinel writes.](#)

\* [The Staten Island Advance profiles](#) Favio Ramirez Caminatti, the executive director at El Centro Del Immigrante, a community based agency he joined in 2015.

\* Organizers are hoping to connect New York City, Washington, D.C., and Shanksville, Pennsylvania with a biking and walking trails, as well as quieter roadways, that cover 1,300 miles, [Newsworks reports.](#)

\* Joe Rappaport, executive director of the Brooklyn Center for Independence, a nonprofit for people with disabilities, called the design of subway leaning bars "incredibly unwelcoming," [the Daily News writes.](#)

#### **NYN BUZZ:**

\* The **New York State Health Foundation** has a broad mission to improve the health of all New Yorkers, especially the most vulnerable. NYSHealth's efforts are concentrated on specific priority and focus areas, but to ensure flexibility and responsiveness to other important health issues, the Special Projects Fund supports projects that are outside of those areas. All projects must have an impact on New Yorkers either at a local, regional, or statewide level. Special Projects Fund awards should be considered one-time, nonrenewable funding opportunities. NYSHealth issues two funding cycles for its Special Projects Fund through a request for proposals each year. See the [detailed 2018 Special Projects Fund RFP here.](#)

\* On Tuesday, Nov. 7, the **Elton John AIDS Foundation** will host its annual New York Fall Gala at the Cathedral of St. John the Divine in New York City. This year's gala commemorates the Foundation's 25th year and honors Founder Sir Elton John. President Bill Clinton, Governor Andrew M. Cuomo, Sharon Stone, and others will pay tribute to Elton John's achievements as a philanthropist and humanitarian. The legendary Aretha Franklin will be the special musical guest, along with performances by violinist Joshua Bell and Broadway's The Lion King, featuring Heather Headley. Neil Patrick Harris will host the event.

#### **CAREER MOVES:**

\* After a six-month executive search, the Board of Directors of **Providence House**, a nonprofit with nearly 40 years serving women and children in New York, has appointed Danielle Minelli Pagnotta, LMSW, to the role of Executive Director effective Sept. 11. Pagnotta joins Providence House following 12 years with the New York City Department of Homeless Services, most recently as Deputy Commissioner of Street Homeless Solutions. While at DHS she led a 85-member team to create and implement the Safe Haven housing model; increase transitional housing capacity by more than 1,200 units; and operate the street homeless program continuum more than 25 City-wide, performance-based programs.

\*\*\*\*\*

#### **[The Great Leaders Program \(Executive Certificate\)](#)**

Very few leaders are fully equipped to become the CEO of a nonprofit organization, regardless of their previous experience. [The Great Leaders Program](#), offered by the [Austin W. Marxe School of Public and International Affairs at Baruch College](#), is designed for career



nonprofit professionals who aspire to be CEOs. This executive certificate program – the first of its kind in the nation – was also developed for senior managers in government and business who seek to move to the nonprofit sector and lead charitable organizations.

[Learn more.](#)

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**POLITICAL BULLETIN BY CITY & STATE:**

\* From de Blasio’s margin of victory to the number of women in the New York City Council to the impact in Albany of state lawmakers fleeing for seats in local government, [City & State offers five things](#) to watch as the primary votes roll in tonight.

\* Bronx Assemblyman Mark Gjonaj, who is running for the City Council, accepted campaign donations from Martin Shkreli and another man indicted for money laundering in connection with drug trafficking and a scheme to smuggle AK-47s and a rocket launcher to Kosovo, [the New York Post writes](#).

\* Robert Nickol, who serves as counsel to state Sen. William Larkin, was arrested by the Albany Police Department on Monday on felony domestic violence charges, as well as weapons possession charges, [the Post writes](#).

\*\*\*\*\*

**One in seven New York City students will likely experience homelessness during elementary school**, according to a report by the Institute for Children, Poverty, and Homelessness. “The Atlas of Student Homelessness” profiles the City’s homeless student population, including where they live, where they go to school, and how they fare academically compared to their housed peers. [Download the report free here](#) and [join us on 9/28 for our launch event](#).

Accelerate your future at **Metropolitan College of New York**. Join us during Immediate Decision Days now through September 13 at our Bronx and Manhattan campuses. Bring your undergraduate or graduate program application and you’ll get an on-the-spot decision. Seats are filling up fast. Meet with an advisor about your financial aid and scholarship opportunities, available to those who qualify. [RSVP](#) here.

\*\*\*\*\*

**UPCOMING EVENTS:**

Sept. 13 -- [True Partnerships: Best Practices in Collaborations for Social Impact](#), A Conversation with the New York Women’s Foundation

Visit <http://go.cityandstatemedia.com/e/168882/events/23pwl2/93641103> to submit an event or view all community events.

**POINT OF INTEREST:** *“Thousands of people run out of food every month in New York City, where about 1.8 million people receive food stamps, but they would need more food donations without the federal help, advocates said,” [the New York Times](#).*

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**From:** Neustadt, David [mailto:neustattd@hra.nyc.gov]  
**Sent:** Tuesday, September 12, 2017 11:24 AM  
**To:** Hannah Lupien; Turk, Barbara; samgreenberg@redstonestrategy.com; bobshaver@redstonestrategy.com; Tietz, Daniel; Maharaj, Lamaunda; Suzette Hunte; LFahey@helmsleytrust.org; jkirkendall@cityharvest.org; jmclean@cityharvest.org; TPerrizo@helmsleytrust.org; Philip, Marie; Melina Pope; ivanbarkhorn@redstonestrategy.com; Bonilla, Grace (HRA); Sheena Wright; jstephens@cityharvest.org; Aaron.Freedman@berlinrosen.com; simona.ionescu@health.ny.gov; Tim@berlinrosen.com; Holm, Annette; Jenique Jones  
**Subject:** RE: Story is up

I wonder if folks would like to do a debrief on this article and the next tasks.

This story clearly had some positives and some very major disappointments.

I am considering giving the reporter some feedback and would be interested to hear what others think.

More important is how we can use this article to get more press.

Our list of tasks included getting a story about Helmsley in the press that covers foundations which I believe Berlin Rosen was going to handle.

and getting stories in local and ethnic media about specific pantries which we were going to take the lead on, though happy for suggestions and help.

Also, a story about Plentiful. We should firm up the plan for that.

How about a 2 pm phone call?

---

**From:** Hannah Lupien [mailto:Capacityadvisor@uwnyc.org]  
**Sent:** Tuesday, September 12, 2017 10:28 AM  
**To:** Neustadt, David; BTurk@cityhall.nyc.gov; samgreenberg@redstonestrategy.com; bobshaver@redstonestrategy.com; Tietz, Daniel; Maharaj, Lamaunda; Suzette Hunte; LFahey@helmsleytrust.org; jkirkendall@cityharvest.org; jmclean@cityharvest.org; TPerrizo@helmsleytrust.org; Philip, Marie; Melina Pope; ivanbarkhorn@redstonestrategy.com; Bonilla, Grace C; Sheena Wright; jstephens@cityharvest.org; Aaron.Freedman@berlinrosen.com; simona.ionescu@health.ny.gov; Tim@berlinrosen.com; Holm, Annette; Jenique Jones

**Subject:** Re: Story is up

Thank you so much for all of your work in making this article happen!

An updated link: <https://www.nytimes.com/2017/09/11/nyregion/new-york-food-pantries.html>

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[Adding Pantries and Spice to New York's Hungry Neighborhoods](#)



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

Food providers are changing the way pantries are operated in the city to better serve more than 1 million people who need emergency food.

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**From:** Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>

**Sent:** Monday, September 11, 2017 7:58:52 PM

**To:** [BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov); [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com); [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com); Tietz, Daniel; Maharaj, Lamaunda; Suzette Hunte; [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org); [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org); [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org); [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org); Philip, Marie; Melina Pope; Hannah Lupien; [ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com); Bonilla, Grace C; Sheena Wright; [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org); [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com); [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov); [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com); Holm, Annette

**Subject:** Story is up

Adding Pantries and Spice to New York's Hungry Neighborhoods <https://nyti.ms/2eSyL8C>

Sent via HRA mobile device

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

From: "Neustadt, David" <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>

Date: 9/10/17 4:40 PM (GMT-05:00)

To: [BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov), [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com), [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com), "Tietz, Daniel" <[tietzd@hra.nyc.gov](mailto:tietzd@hra.nyc.gov)>, "Maharaj, Lamaunda" <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>, [shunte@uwnyc.org](mailto:shunte@uwnyc.org), [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org), [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org), [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org), [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org), "Philip, Marie" <[philipm@hra.nyc.gov](mailto:philipm@hra.nyc.gov)>, [MPope@uwnyc.org](mailto:MPope@uwnyc.org), [Capacityadvisor@uwnyc.org](mailto:Capacityadvisor@uwnyc.org),

[ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com), "Bonilla, Grace C" <[bonillagr@hra.nyc.gov](mailto:bonillagr@hra.nyc.gov)>, [swright@uwnyc.org](mailto:swright@uwnyc.org), [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org), [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com), [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov), [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com), "Holm, Annette" <[holma@hra.nyc.gov](mailto:holma@hra.nyc.gov)>

Subject: Re: Fyi

Not surprisingly the story is being held because of the hurricane. When I get a publication date I will let you all know. Thanks for your help

Sent via HRA mobile device

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

From: "Neustadt, David" <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>

Date: 9/9/17 12:58 PM (GMT-05:00)

To: [BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov), [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com), [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com), "Tietz, Daniel" <[tietzd@hra.nyc.gov](mailto:tietzd@hra.nyc.gov)>, "Maharaj, Lamaunda" <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>, [shunte@uwnyc.org](mailto:shunte@uwnyc.org), [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org), [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org), [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org), [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org), "Philip, Marie" <[philipm@hra.nyc.gov](mailto:philipm@hra.nyc.gov)>, [MPope@uwnyc.org](mailto:MPope@uwnyc.org), [Capacityadvisor@uwnyc.org](mailto:Capacityadvisor@uwnyc.org), [ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com), "Bonilla, Grace C" <[bonillagr@hra.nyc.gov](mailto:bonillagr@hra.nyc.gov)>, [swright@uwnyc.org](mailto:swright@uwnyc.org), [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org), [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com), [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov), [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com), "Holm, Annette" <[holma@hra.nyc.gov](mailto:holma@hra.nyc.gov)>

Subject: Re: Fyi

What food bank told the New York Times that they were part of creating the plan and that one of the places that was discovered to have a gap is Hunts Point in the Bronx where they have their warehouse and they found that embarrassing and decided to focus on the neighborhood. They also said there are a lot of homeless people in shelter there who can not use pantries so they are setting up a kitchen in a church in the area.

Commissioner Banks pointed out to the reporter that most of the homeless clients in that area are in cluster Apartments where they would have their own kitchens. Like many other people receiving food stamps they may well run out of food and need to go to a pantry. But they would have a kitchen. Other than that he only had praise for food bank and its participation with the collaborative.

He also made clear that the city's ability to expand its own emergency food program is only possible because of the capacity expansion work done through the great public-private partnership the food assistance collaborative

Nikita says the story May run Monday which would mean it would be possibly online Sunday night

Sent via HRA mobile device

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

From: "Neustadt, David" <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>

Date: 9/8/17 6:55 PM (GMT-05:00)

To: [BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov), [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com), [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com), "Tietz, Daniel" <[tietzd@hra.nyc.gov](mailto:tietzd@hra.nyc.gov)>, "Maharaj, Lamaunda" <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>, [shunte@uwnyc.org](mailto:shunte@uwnyc.org), [LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org), [jkirkendall@cityharvest.org](mailto:jkirkendall@cityharvest.org), [jmclean@cityharvest.org](mailto:jmclean@cityharvest.org), [TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org), "Philip, Marie" <[philipm@hra.nyc.gov](mailto:philipm@hra.nyc.gov)>, [MPope@uwnyc.org](mailto:MPope@uwnyc.org), [Capacityadvisor@uwnyc.org](mailto:Capacityadvisor@uwnyc.org), [ivanbarkhorn@redstonestrategy.com](mailto:ivanbarkhorn@redstonestrategy.com), "Bonilla, Grace C" <[bonillagr@hra.nyc.gov](mailto:bonillagr@hra.nyc.gov)>, [swright@uwnyc.org](mailto:swright@uwnyc.org), [jstephens@cityharvest.org](mailto:jstephens@cityharvest.org), [Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com), [simona.ionescu@health.ny.gov](mailto:simona.ionescu@health.ny.gov), [Tim@berlinrosen.com](mailto:Tim@berlinrosen.com), "Holm, Annette" <[holma@hra.nyc.gov](mailto:holma@hra.nyc.gov)>

Subject: Fyi

Commissioner Banks will be talking briefly to Nikita Stewart Saturday morning. Nikita was scheduled to speak to the head of Food Bank and if necessary we want to be able to respond to anything said.

Other than that his goal is to talk about the importance of the collaborative along these lines:

People have been fighting hunger in New York City for years and now thanks to the New York City Food Assistance Collaborative, all the agencies involved, funders, providers and pantries, have a greater ability to respond efficiently and effectively to the need and to feed more New Yorkers.

I will report on this conversation. Nikita says she is planning to file Saturday.

Sent via HRA mobile device

Sent via HRA mobile device

**From:** [Meyer, Jane](#)  
**To:** [Jovana Rizzo](#)  
**Cc:** [Jeremy Soffin](#)  
**Bcc:** [Meyer, Jane](#)  
**Subject:** Re: Cornell Tech - City Hall Press  
**Date:** Tuesday, September 12, 2017 3:44:40 PM

---

Thanks so much! I'll be on site tomorrow around 9 AM. My cell is [REDACTED].

Sent from my iPhone

> On Sep 12, 2017, at 3:33 PM, Jovana Rizzo <jovana@berlinrosen.com> wrote:  
>  
> Hi Jane, just sent you the confirmation email we sent to press with arrival instructions. Thanks!  
>  
> Jovana Rizzo  
> O. 646.200.5329  
> C. 917.836.0618  
> jovana@berlinrosen.com  
>  
> berlinrosen  
> New York • Washington D.C. • Los Angeles  
> berlinrosen.com  
> @berlinrosen  
>  
>  
> \_\_\_\_\_  
> From: Jeremy Soffin  
> Sent: Tuesday, September 12, 2017 3:28 PM  
> To: Meyer, Jane  
> Cc: Jovana Rizzo  
> Subject: RE: Cornell Tech - City Hall Press  
>  
> Hi Jane (+Jovana).  
> Yes we will have a riser and mult.  
> I assume you won't have a van based on the below, so we'd ask folks to RSVP. Jovana can share the link and the directions.  
> What time do you expect to put out the mayor's schedule?  
> Thanks!!  
>  
> Best,  
>  
>  
>  
> Jeremy Soffin  
> O. 646.200.5318  
> C. 917.860.9076  
> jeremy@berlinrosen.com  
>  
> berlinrosen  
> New York • Washington D.C. • Los Angeles  
> berlinrosen.com  
> @berlinrosen  
>  
>  
>  
> -----Original Message-----  
> From: Meyer, Jane [<mailto:jmeyer2@cityhall.nyc.gov>]

> Sent: Tuesday, September 12, 2017 3:01 PM  
> To: Jeremy Soffin <jeremy@berlinrosen.com>  
> Subject: Cornell Tech - City Hall Press

>  
> Hi Jeremy -

>  
> My name is Jane and I handle press logistics for the Mayor. Robyn passed your info along to me. We are in the process of putting together the Mayor's public schedule and I was wondering if you had Arrival Instructions for press. Also, will there be a mult and press riser tomorrow?

>  
> Thanks!!

> Jane

>  
> Sent from my iPhone

>

**From:** [Grace, Melissa](#)  
**To:** "[Jeremy Soffin](#)"  
**Subject:** RE: cornell tech rls  
**Date:** Tuesday, September 12, 2017 4:10:25 PM

---

That is fine. Thanks.

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Tuesday, September 12, 2017 4:09 PM  
**To:** Grace, Melissa  
**Subject:** RE: cornell tech rls

Thanks, Melissa, these look fine. Only additional change, if we're saying 35 years on those numbers we will add a note that they were City estimates from 2011.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](#)

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**From:** Grace, Melissa [mailto:[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)]  
**Sent:** Tuesday, September 12, 2017 3:15 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** FW: cornell tech rls

Made some changes, in blue, also highlighted – LMK if okay/not okay. Also, probably not my business by cut down the headers. So take or leave that, obviously  
And then some factual changes.

- The \$23 billion refers to 35 years of activity.
- Small point just for reference, the 8,000 jobs include direct and indirect jobs.
- There were multiple winners of the Applied Sciences initiative, so I swapped in 'one of the winners of the Applied Sciences NYC initiative.
- Also Pinsky was President of EDC not Exec Director

## **Cornell Tech Campus Opens on Roosevelt Island, Marking Transformational Milestone for Tech in NYC**



*New campus is the first ever built for the digital age, reimagining academic space and pioneering new standards in sustainability and energy efficiency*

*Jacobs Technion-Cornell Institute at Cornell Tech is a new kind of global academic partnership on research, education and technology commercialization*

NEW YORK CITY – Cornell Tech today celebrated the official opening of its campus on Roosevelt Island with a dedication event attended by New York City Mayor Bill de Blasio, former mayor Mike Bloomberg, New York Governor Andrew Cuomo, Cornell University President Martha Pollack, Technion President Peretz Lavie and Cornell Tech Dean Daniel Huttenlocher. Cornell Tech is the first campus ever built for the digital age, bringing together academia and industry to create pioneering leaders and transformational new research, products, companies and social ventures. Today marks the opening of the first phase of the Roosevelt Island campus, which features some of the most environmentally friendly and energy efficient buildings in the world.

In 2011, Cornell Tech was named the winner of the Bloomberg's Administration's visionary Applied Sciences Competition, designed with the goal of diversifying the economy and creating a national hub for tech. **The project, managed by the City's Economic Development Corporation, has been carried forward by the de Blasio administration, with the campus breaking ground in 2015. The City estimates the new campus would generate up to 8,000 permanent jobs, hundreds of spin-off companies and more than \$23 billion in economic activity over a period of 35 years. The campus is built on 12-acres of City land.**

"Cornell Tech is the latest in Cornell University's great impact on and history in New York," said **Cornell University President Martha Pollack**. "We're proud to share this historic milestone with our partners at the Technion. The new campus is a modern day land grant institution -- just like our founding in Ithaca -- and it is our strong commitment to give back to New York. At Cornell Tech, we have created a center for impact and innovation in New York City, spinning out our next great tech leaders, ideas, and the research that will drive change in the digital age."

Quote from Peretz Lavie

"Cornell Tech is an investment in the future of New York City — a future that belongs to the generations to come, and the students here will help build it. Technological innovation played a central role in New York City becoming a global economic capital – and it must continue to play a central role for New York to remain a global economic capital. The companies and innovations spawned by Cornell Tech graduates will generate jobs for people across the economic spectrum and help our city compete with tech centers around the world, from Silicon Valley to Seoul," said **Mike Bloomberg**.

"As we work to keep New York City a leader in the 21<sup>st</sup> Century economy, we celebrate the opening of the Cornell Tech campus and the opportunities it opens up for our city and our people. I am proud to welcome our newest leading educational institution, which will become a tremendous catalyst for our tech sector. We won't stop here. Though Computer Science for All, the Tech Talent Pipeline and the new Union Square Tech Hub, we are building on the progress Mayor Bloomberg set in motion, and helping more New Yorkers become a part of this extraordinary success story," **Mayor**

**Bill de Blasio** said.

Quote from Governor Cuomo

"I'm thrilled that the Cornell Tech campus is finally opening on Roosevelt Island," said **Congresswoman Carolyn B. Maloney**. "With its proximity to Manhattan and to industrial space in Western Queens, Roosevelt Island is the perfect setting for an educational institution, which is which is why I worked hard to ensure that it was selected when the City was considering locations for the new applied science campus. Cornell Tech will help us diversify our economic base and bring jobs through new startups. A New York school generates New York businesses and employs New Yorkers. As students are welcomed to the new campus, we know this is just the beginning – and that the future for this institution will be bright."

"As our world becomes more tech centered, the Cornell Tech campus will allow New York City to be at the heart of the innovation, leadership -- and most importantly, jobs -- in this space. This campus will bring academics, research and business together and educate the bright minds of our future. I look forward to seeing all that Cornell Tech has to offer our City, and to working with Cornell Tech to ensure that New Yorkers from every corner of our City benefit from this world-class institution," said **Public Advocate Letitia James**.

### **Academic Program & Research**

Cornell Tech started up in a temporary space generously provided by Google and has already graduated more than 300 masters and doctoral students, with most entering the New York City tech sector after graduation by joining local companies or starting their own. Masters students across all programs -- computer science, law, business, electrical engineering, operations research, connective media and health tech -- spend time learning and working collaboratively together in a Studio curriculum with extensive engagement with the tech industry. The projects students pursue in the Studio encourage them to practice entrepreneurship, product design, tech and public policy, management and other skills, helping them graduate with tangible, marketable experience and a portfolio of completed work that will help launch their career.

Cornell Tech's 30-member faculty has launched cutting-edge research groups in the areas of Human-Computer Interaction and Social Computing, Security and Privacy, Artificial Intelligence, Data and Modeling, and Business, Law and Policy. All of the faculty have a focus on applied research and having a real world impact.

"We are entering a new era for tech in New York, and the Cornell Tech campus is at the heart of it. Cornell Tech was given the rare opportunity to create a campus and academic program from scratch. The opening of our new campus brings together academic disciplines critical to the digital transformation of society and the economy, together with companies, early stage investors, and government to spark innovation and help improve lives of people throughout the City, country and world," said **Cornell Tech Dean Daniel Huttenlocher**.

Quote from Bob Harrison

The Jacobs Technion-Cornell Institute at Cornell Tech is a unique academic partnership of two leading global universities, the Technion Israel Institute of Technology and Cornell. The Institute houses the Health Tech and Connective Media programs, where students receive dual degrees from Cornell and the Technion, and the Jacobs Runway Startup Postdoc program for recent tech PhDs. The Runway program has been responsible for

about half of the more than 30 companies that have spun out of Cornell Tech campus with more than \$20 million in funds raised and employing more than 100 people.

Quote from Ron Brachman

### **Campus**

Cornell Tech's mission of collaboration and innovation is reflected in the physical design of its Roosevelt Island campus. It is a new type of urban campus that provides space to think, but is also integrated—in both mission and design—with the city. The campus master plan was designed by Skidmore, Owings & Merrill and includes a number of innovative features and facilities across a river-to-river campus with expansive views, a series of green, public spaces and a seamless integration of indoor and outdoor areas. The campus has some of the most environmentally friendly and energy efficient buildings in the world.

Quote from SOM

The first phase of the campus includes:

**The Emma and Georgina Bloomberg Center** is the first academic building on campus. Cornell University received a \$100 million gift from Bloomberg Philanthropies in 2014 for the building. Designed by Pritzker Prize-winning architect Thom Mayne of Morphosis Architects, the building is a departure from traditional academic facilities with an open plan and extensive collaborative as well as private work spaces, adapting open plan offices from the tech world to the academic arena. Cornell is aspiring for the building to be among the largest net-zero energy buildings in the United States, with all of its power generated on campus. Art is a key component of The Bloomberg Center, with newly commissioned works throughout the building by artists Alison Elizabeth Taylor, Michael Riedel, Matthew Ritchie and Matthew Day Jackson. The building also features a ground-floor cafe and a custom room that houses a Works Projects Administration (WPA) Federal Art Project mural by Ilya Bolotowsky, from the decommissioned Goldwater Memorial Hospital previously on the Cornell Tech site which has been carefully restored.

Quote from Morphosis

**The Bridge**, designed by Weiss/Manfredi and developed by Forest City New York, is a first-of-its-kind building that houses an extraordinary mix of cutting-edge companies working alongside groundbreaking Cornell academic teams: from recent Cornell Tech graduates hustling to commercialize a new idea, to start-ups on the verge of explosive growth and established companies developing leading edge technologies and products. Tech and investment firm Two Sigma is opening a Collision Lab in the building where engineers from its R&D team will tackle difficult challenges away from the company's main campus and interact with innovative start-up companies backed by Two Sigma Ventures. Citigroup is taking space to engage with Cornell University students, faculty, researchers, startups and other companies and create closer ties between academia and industry. Ferrero International S.A., the Italian confectionary group and one of the world's largest manufacturers of chocolates, is taking space for its Open Innovation Science division to explore digital age innovation in the food industry.

“By bringing academia and industry together under one roof at The Bridge, we are driving innovation and economic growth for New York,” said **MaryAnne Gilmartin, President and CEO of Forest City New York**. “The Bridge is welcoming an incredible mix of companies who want to work alongside some of the top tech talent New York City has to offer, and get a competitive advantage to bring their ideas and new products to market.”

Quote from Weiss/Manfredi

**The House**, designed by Handel Architects and developed by The Hudson Companies and Related Companies, is the tallest and largest residential Passive House high-rise in the world. Passive House is the strict international building standard that drastically reduces energy consumption while creating a healthier and more comfortable living environment for a fraction of residents' usual energy costs. Cornell faculty, staff and students live at The House, giving the campus 24/7 activity.

"We are very excited to bring this first of its kind building to the New York City market. We have been humbled to be a part of this amazing campus, working with an incredible team of architects, engineers and contractors," said **David Kramer, President of The Hudson Companies**. "We hope that The House can serve as a model for other developments to continue to build big, build more sustainably and push the (super sealed) envelope."

Quote from Handel  
Quote from Related

**Open space**, designed by James Corner Field Operations anchors the campus, fostering collaboration and innovation while simultaneously inviting the public into the campus. The campus is a river-to-river experience, engaging Roosevelt Island's esplanade and extraordinary water frontage maximizing views of Manhattan and Queens. The Tech Walk is a quarter-mile long central spine creating a gateway to the campus and featuring a series of active and social spaces linked by pedestrian pathways. Throughout the campus, outdoor and indoor spaces are synergistically connected to allow people to move easily and comfortably in and out during the course of the day.

Quote from JCFO

Later this fall, Cornell Tech will begin construction on the Verizon Executive Education Center and Graduate Roosevelt Island Hotel, targeted for opening in 2019, providing a venue for academic conferences, executive programs and academic workshops.

When fully completed over the next few decades, the 12-acre campus will be home to more than 2,000 graduate students and hundreds of faculty and staff.

NYC Ferry service to Roosevelt Island began in August, bringing more New York City neighborhoods within reach of the campus.

Quote from Verizon

### **Commitment to Community: Building a More Diverse and Inclusive Tech Talent Pipeline**

Cornell Tech is committed to having an impact beyond its campus, and to build and diversify New York City's tech talent pipeline so that more people can share in the rapid growth of the tech economy. Fulfilling its promise to New York City to spur K-12 tech education, the campus has partnered with more than a dozen local schools, including PS/IS 217 on Roosevelt Island, and is coordinating professional development opportunities for teachers to gain experience in incorporating tech thinking into their teaching. To date, Cornell Tech has impacted over 5,000 students and 350 teachers. Cornell Tech is also committed to building and diversifying the base of the technology talent in New York City. In partnership with CUNY and many tech companies in the city, Cornell Tech's Women in

Technology and Entrepreneurship in New York (WiTNY) program provides the access, incentives and support needed for girls and women to succeed in the tech industry. To date, the curriculum has been implemented at more than a dozen CUNY campuses with 2,000 students impacted each year.

### **New York City Applied Sciences Competition**

Cornell Tech was founded when the partnership of Cornell University and the Technion were selected in December of 2011 as one of the winners of New York City's visionary Applied Sciences NYC initiative, created under Mayor Mike Bloomberg and Deputy Mayor Robert Steel. The Economic Development Corporation, then led by Seth Pinsky, sought proposals for a university or partnership to develop and operate a new or expanded campus in the City in exchange for City capital, access to City-owned land and the full support and partnership of City government. Cornell Tech's proposal was selected ahead of submissions from 17 world-class institutions from around the globe. The Cornell Tech proposal was selected by the City as the first winner of the competition and was provided with land on Roosevelt Island and \$100 million in City capital to build the \$2 billion, 2 million square foot tech campus.

### **New York City Applied Sciences Competition**

Cornell Tech was founded when the partnership of Cornell University and the Technion were selected in December of 2011 as the winner of New York City's visionary Applied Sciences NYC initiative, created under Mayor Mike Bloomberg and Deputy Mayor Robert Steel. The Economic Development Corporation, then led by Executive Director Seth Pinsky, sought proposals for a university or partnership to develop and operate a new or expanded campus in the City in exchange for City capital, access to City-owned land and the full support and partnership of City government. Cornell Tech's proposal was selected ahead of submissions from 17 world-class institutions from around the globe. The Cornell Tech proposal was selected by the City as the first winner of the competition and was provided with land on Roosevelt Island and \$100 million in City capital to build the \$2 billion, 2 million square foot tech campus.

### **About Cornell Tech**

Cornell Tech brings together faculty, business leaders, tech entrepreneurs and students in a catalytic environment to produce visionary results grounded in significant needs that will reinvent the way we live in the digital age. The Jacobs Technion-Cornell Institute embodies the academic partnership between the Technion-Israel Institute of Technology and Cornell University on the Cornell Tech campus.

From 2012-2017, the campus was temporarily located in Google's New York City building. In fall 2017, 30 world-class faculty and about 300 graduate students moved to the first phase of Cornell Tech's permanent campus on Roosevelt Island, continuing to conduct groundbreaking research, collaborate extensively with tech-oriented companies and organizations and pursue their own startups. When fully completed, the campus will include two million square feet of state-of-the-art buildings, over two acres of open space, and will be home to more than 2,000 graduate students and hundreds of faculty and staff.

###

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** Re: Pronunciation  
**Date:** Wednesday, September 13, 2017 9:12:19 AM

---

Peh-retz Lah-vee

On Sep 13, 2017, at 9:05 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

How do u pronounce this one:

**Peretz Lavie**

Sent from my BlackBerry 10 smartphone.

**From:** [Max Sarangay](#)  
**To:** [Gil, Claudia](#)  
**Subject:** RE: Scheduling dinner!  
**Date:** Wednesday, September 13, 2017 9:30:11 AM

---

Perfect. Thank you, Claudia.

Max

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

From: Gil, Claudia [<mailto:cgil@cityhall.nyc.gov>]  
Sent: Wednesday, September 13, 2017 9:17 AM  
To: Max Sarangay <Max.Sarangay@berlinrosen.com>  
Subject: RE: Scheduling dinner!

Great, the invite was sent for Oct. 11th at 7pm with location TBD.

Thank you,  
CG

Claudia Gil  
Mayor's Office of Intergovernmental Affairs  
212 788-3679  
[cgil@cityhall.nyc.gov](mailto:cgil@cityhall.nyc.gov)

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

From: Max Sarangay [<mailto:Max.Sarangay@berlinrosen.com>]  
Sent: Wednesday, September 13, 2017 9:13 AM  
To: Gil, Claudia  
Subject: RE: Scheduling dinner!

Hi Claudia,

Wednesday, October 11th works for Valerie.

Thanks so much for these dates.

Best,  
Max

Max Sarangay  
O. 646.200.5310  
C. 646.651.2117  
[max.sarangay@berlinrosen.com](mailto:max.sarangay@berlinrosen.com)

berlinrosen  
New York . Washington D.C. . Los Angeles [berlinrosen.com](http://berlinrosen.com) @berlinrosen

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

From: Gil, Claudia [<mailto:cgil@cityhall.nyc.gov>]  
Sent: Wednesday, September 13, 2017 8:27 AM  
To: Max Sarangay <Max.Sarangay@berlinrosen.com>  
Subject: RE: Scheduling dinner!

Hi Max,

Emma is available for dinner on Oct. 2, 9, 11, 12, 16, 18 and 19th. Please let me know if any of these works for Val.

Thank you,  
CG

Claudia Gil  
Mayor's Office of Intergovernmental Affairs  
212 788-3679  
cgil@cityhall.nyc.gov

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

From: Wolfe, Emma  
Sent: Wednesday, September 13, 2017 5:30 AM  
To: Valerie Berlin  
Cc: Max Sarangay; Gil, Claudia  
Subject: Re: Scheduling dinner!

Oops sorry yes!

Sent from my iPhone

> On Sep 12, 2017, at 10:12 PM, Valerie Berlin <Valerie@berlinrosen.com> wrote:

>

> Great! Do you want to loop Claudia here? I'm looping my assistant Max as well.

> Claudia can throw out some options and we'll go from there.

>

> Looking forward!

>

>

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

> From: Wolfe, Emma [<mailto:EWolfe@cityhall.nyc.gov>]

> Sent: Tuesday, September 12, 2017 8:09 PM

> To: Valerie Berlin <Valerie@berlinrosen.com>

> Subject: Scheduling dinner!

>

> Val,

> Would love to make this happen when you can. Claudia can throw out some options or vice versa?

> Emma

>

> Sent from my iPhone

>



**From:** [Turk, Barbara](#)  
**To:** ["Laura Fahey"; Bob Shaver](#)  
**Cc:** [Neustadt, David](#); [Aaron Freedman](#); [Timothy Bradley](#); [Tracy Perrizo](#); [Sam Greenberg](#)  
**Subject:** RE: Check-in and next steps on Collaborative comms  
**Date:** Wednesday, September 13, 2017 10:38:48 AM

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I agree with Laura's assessment of the value of a comms meeting, both then and now. The central issue now is that Margarettes photo bombed (as it were) the story. City Harvest bore the brunt of that, and they were basically made invisible, exacerbating one of the issues that has been a barrier to collaboration for years. Traditional comms has each agency represented by a press agent, but in this case, if I had it to do over again, I would have had each of take a turn talking about what the other partners had contributed, and how much we value it. I have a lot to say about each of them.

Jilly reached out yesterday after the meeting, and in her usual lovely way questioned whether and for how long we need to abide by Margarette's rules about how we talk about the Food Bank's participation publicly. This is where I ended up too after I read the article Monday night, and therefore the conversation is really among the principals (Tracy, Jilly, Sheena) about whether they are ready and willing to talk about what has been the greatest challenge.

---

**From:** Laura Fahey [mailto:[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)]  
**Sent:** Wednesday, September 13, 2017 8:54 AM  
**To:** Bob Shaver  
**Cc:** Neustadt, David; Turk, Barbara; Aaron Freedman; Timothy Bradley; Tracy Perrizo; Sam Greenberg  
**Subject:** Re: Check-in and next steps on Collaborative comms

Agreed, Bob. Although the NYT story did not take shape exactly as we had hoped, I think it's a misguided critique to suggest that the result would have been better if we had built an additional Comms meeting into the process of preparing for the NYT. Historically, the occasional convenings that we used to do with the Collaborative Comms people did not lead to productive results. For pitches to come to fruition, they need to be owned and executed by individuals -- as we are doing now through David's swift NYT opportunity, and BerlinRosen's pitches coming next. (Thank you again, David!)

That said, we can definitely host another in-person Collaborative Comms meeting in the weeks ahead since there may be a renewed demand for it. Why don't we start with BR's philanthropy pitch right now (since that is primarily on Helmsley's behalf), and we can keep the Collaborative Comms contacts updated via email on that one.

It would be great for BR to also move forward on a Plentiful pitch, but do we need to first address (either among this group on this email or with the full Collaborative) who really owns the Plentiful story and who is currently the best spokesperson for Plentiful?

Recommended next steps:

--Bob reconnects all the comms counterparts by email so BerlinRosen can give an update on the

chronicle pitch, David can outline his vision for the local/ethnic pitches he had in mind, and we can begin coordinating schedules for a next in-person Comms meeting.

--This group weighs in on if it is okay for BerlinRosen to begin a Plentiful pitch, or if other crucial Collab members should be more involved.

Thoughts welcome!

Laura

Sent from my iPhone

On Sep 13, 2017, at 12:54 AM, Bob Shaver <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)> wrote:

Thanks, Laura.

Today's call was interesting. I think we heard a bit of backlash from moving forward quickly and decisively on press, without detailed, grinding input from the various comms people at Collaborative institutions. On the other hand, the last time we did get that kind of input, we did not end up with a piece in the NYT. What is your take on Cara's request?

Regarding next steps, my two cents is that the neighborhood/ethnic pieces and the Chronicle pieces are clear priorities. One is bread and butter and the other can be more or less exclusively led by Helmsley. We continue to run into issues with folks wanting to hitch their fundraising wagon to the Plentiful star, which I am concerned might get projected onto any press pitch about Plentiful. I may be overly concerned, so perhaps worth some discussion, while we're making headway on the other pieces. I would love for Plentiful to get some more press, but I don't want that to contribute to making it harder to stand up on its own in the coming months.

Thanks!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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

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**From:** Laura Fahey [<mailto:L.Fahey@helmsleytrust.org>]

**Sent:** Tuesday, September 12, 2017 9:13 AM

**To:** Bob Shaver <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>; Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>

**Cc:** Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>

**Subject:** RE: Check-in and next steps on Collaborative comms

All,

Now that the NYT story is published, I believe we can move on to other pitches. Per the original plan, that should mean the following:

- BR can pitch other innovation outlets similar to NYT Fixes or tech outlets about the Collaborative or specifically about Plentiful.
- David can pitch some of the very local, neighborhood-level outlets for Collaborative stories.
- BR can pursue a general pitch to the Chronicle of Philanthropy about Helmsley and the Collaborative.

I'll hop on the 3:30 call that David just organized. Tim and Aaron – if you can't make it, we can catch you up by email afterwards.

Laura

---

**From:** Laura Fahey

**Sent:** Thursday, August 31, 2017 5:49 PM

**To:** 'Bob Shaver' <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>; Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>

**Cc:** Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>

**Subject:** RE: Check-in and next steps on Collaborative comms

Hi all,

Reconnecting with this communications-minded group, so we can catch BerlinRosen up to speed on this afternoon's developments!

Aaron and Tim – It does not look like a Mayor's event will take place, but we do still have an interview lined up with NYT. David – I assume this is with Nikita Stewart?

Tomorrow at 8am, several members of the Collaborative will have a planning call to discuss the NYT interview. Aaron or Tim – Are you free to join? Next week (date/time TBD), everyone will come to Helmsley for an in-person group interview with the NYT reporter. For Helmsley, our spokesperson will either be Tracy or our CEO Stephanie, so we will need to think about talking points for them for next week.

Per our plan, I believe we can then move forward with our other pitches to various innovation/tech/philanthropy outlets, once we have a sense of when this NYT story will run.

Thanks, all!

---

**From:** Bob Shaver [<mailto:bobshaver@redstonestrategy.com>]  
**Sent:** Tuesday, August 22, 2017 12:24 PM  
**To:** Neustadt, David <[neustadtd@hra.nyc.gov](mailto:neustadtd@hra.nyc.gov)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>  
**Cc:** Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Aaron Freedman <[Aaron.Freedman@berlinrosen.com](mailto:Aaron.Freedman@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>  
**Subject:** Check-in and next steps on Collaborative comms

Hi David and Barbara,

I hope you are well and have each retained two functioning retinas after yesterday's eclipse!

Thank you again for continuing to push the NYT/Mayor's event plan forward, David. We're all quite excited about the vision there and the potential to boost the work! I trust that you have what you need in terms of data, etc., but please say the word if there's anything we can pass along.

With input from Helmsley and BerlinRosen, below is a proposal for how we might work together alongside (and after) the current NYT/Mayor's event effort, to achieve the remaining parts of the comms strategy. Specifically:

- David continues work to pitch Nikita Stewart at the NYT, tied closely to an event that he seeks to coordinate with the Mayor and the Collaborative at a food pantry. This story and event shouldn't be scooped by other pitches, so all other media outreach will hold until after that.
- Ahead of the Mayor event, David can confirm if Nikita is able to cover it. If not, BR can make a push with other NYT reporters and other press in the lead up, day-of, and after the Mayor event.
- Assuming the NYT story and Mayor event happen, BR can pitch NYT Fixes (or similar outlets in NPR or elsewhere) as well as other tech outlets about Plentiful after the event.
- David can pitch some of the very local, neighborhood-level outlets for Collaborative stories.
- Separately, BR can pursue a general pitch to the Chronicle of Philanthropy about Helmsley and the Collaborative.

How does this look to you, David and Barbara? If this is in line with your thinking, BerlinRosen is ready to start pulling together pitches and doing target mapping for the later work, while your teams move the event and NYT piece into motion.

With appreciation,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

***Helping solve urgent social problems***

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

**From:** [Dan Levitan](#)  
**To:** [Stacey Levine](#); [Blumm, Kate](#); [Ruth Fasoldt](#)  
**Cc:** [Jovana Rizzo](#); [Raphael, Stephanie](#); [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); [Grybauskas, Natalie](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 11:00:27 AM

---

FYI:

**Katie Lusso**

[@KatieLusso](#)

NOW [@bradlander](#) [@PkSLCivCouncil](#) [@RidersNY](#) welcome [#bus](#) countdown clocks, call for [@LinkNYC](#) to post them [@News12BK facebook.com/KatieLusso12/v...](#)

**Dan Levitan**

C. 201.674.7475

O. 646.200.5315

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

**berlinrosen**

New York • Washington D.C. • Los Angeles

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

[@berlinrosen](#)

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Monday, September 25, 2017 10:57 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: hello!

Since Stacy is pulling the FA details, here's our response to this one:

■ When will the transit updates you referenced be completed?

While we can't share details of our product roadmap, the team is currently working on transit and other features.

On Mon, Sep 25, 2017 at 10:29 AM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

+ Natalie

FWIW not seeing anything on twitter.

Tiny tweak and a number of background Qs we need to be prepared to answer (Stacy can you pull FA language?):

"While our franchise siting requirements don't allow for any Links near bus stops, we thank Councilmember Lander for the suggestion. Links currently provide transit information and updates on the tablet via access to MTA.info. We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events."

- Why aren't Links allowed in bus stops?
- What is the relevant language in the FA?
- When will the transit updates you referenced be completed?
- Why can't you just change the rules about where Links can go?

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Monday, September 25, 2017 9:36 AM

**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>

**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com); Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)

**Subject:** Re: hello!

Hey Kate, how about:

"While our franchise siting requirements don't allow for any Links near bus stops, we like the idea and thank Councilmember Lander for the suggestion. Links currently provide transit information and updates on the tablet via access to MTA.info. We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events."

---

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--

**Stacey Levine**

VP, Communications

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[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:** [Chin, Gloria](#)  
**To:** [Blumm, Kate](#); [Gastel, Scott](#); [Dan Levitan](#); [Stacey Levine](#); [Ruth Fasoldt](#)  
**Cc:** [Jovana Rizzo](#); [Raphael, Stephanie](#); [Grybauskas, Natalie](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 11:31:52 AM

---

No worries at all – better safe than sorry! And yes, will share with team here before sending to reporter.

---

**From:** Blumm, Kate [mailto:KBlumm@doitt.nyc.gov]  
**Sent:** Monday, September 25, 2017 11:31 AM  
**To:** Chin, Gloria; Gastel, Scott; Dan Levitan; Stacey Levine; Ruth Fasoldt  
**Cc:** Jovana Rizzo; Raphael, Stephanie; Grybauskas, Natalie  
**Subject:** RE: hello!

Thanks, Gloria. Please share before sending (I think that's what you mean by "finalized" but just being paranoid!). Thanks.

---

**From:** Chin, Gloria [<mailto:gchin@dot.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:29 AM  
**To:** Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Here's what we just got from Caroline Spivak...working on a response and will share with all here when it's finalized:

*Good morning,*

*I'm reaching out about calls by Councilman Brad Lander for DOT to partner with Link NYC and the MTA to develop software that would display real time bus data on Link NYC kiosks to help bridge the gap as bus countdown clocks are rolled out across the city. Lander said he is been in conversation with the city. Is DOT interested in working with Link NYC and the MTA to pursue this proposal? I'd appreciate a response as soon as possible. Thanks in advance!*

*Best,  
Caroline*

---

**From:** Gastel, Scott  
**Sent:** Monday, September 25, 2017 11:27 AM  
**To:** 'Blumm, Kate'; Dan Levitan; Stacey Levine; Ruth Fasoldt  
**Cc:** Jovana Rizzo; Raphael, Stephanie; Grybauskas, Natalie; Chin, Gloria  
**Subject:** RE: hello!

DNA reached out here [will share](#)

---

**From:** Blumm, Kate [<mailto:KBlumm@doitt.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:22 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Good to go.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, September 25, 2017 11:17 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Deadline v soon – first story airs at noon.

**Dan Levitan**  
C. 201.674.7475  
O. 646.200.5315  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](https://twitter.com/berlinrosen)

---

**From:** Blumm, Kate [<mailto:KBlumm@doitt.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:13 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Hold for a moment please

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, September 25, 2017 11:07 AM  
**To:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>

**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

And we just got our first inquiry from Lusso at News 12.

We will send the statement below and see if she has any follow up questions.

**Dan Levitan**

C. 201.674.7475

O. 646.200.5315

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

**berlinrosen**

New York • Washington D.C. • Los Angeles

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

@berlinrosen

**From:** Stacey Levine [<mailto:stacey.levine@intersection.com>]

**Sent:** Monday, September 25, 2017 10:57 AM

**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>

**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>

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**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com); Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)

**Subject:** Re: hello!

Hey Kate, how about:

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---

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**Stacey Levine**

VP, Communications

+1 646.834.9657

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

10 Hudson Yards 26th Floor New York, NY 10001

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

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**From:** [Chin, Gloria](#)  
**To:** [Stacey Levine](#); [Blumm, Kate](#)  
**Cc:** [Gastel, Scott](#); [Dan Levitan](#); [Ruth Fasoldt](#); [Jovana Rizzo](#); [Raphael, Stephanie](#); [Grybauskas, Natalie](#); [Zack, Rebecca](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 11:37:41 AM

---

Yes Stacey – we’re working on one now – and will share with all here before sending to DNA Info, who reached out to us.

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Monday, September 25, 2017 11:37 AM  
**To:** Blumm, Kate  
**Cc:** Gastel, Scott; Chin, Gloria; Dan Levitan; Ruth Fasoldt; Jovana Rizzo; Raphael, Stephanie; Grybauskas, Natalie; Zack, Rebecca  
**Subject:** Re: hello!

Is DOT issuing a statement as well?

On Mon, Sep 25, 2017 at 11:35 AM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:  
Yes

---

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**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Zack, Rebecca <[RZack@dot.nyc.gov](mailto:RZack@dot.nyc.gov)>  
**Subject:** RE: hello!

+ Rebecca

Just to be clear, it’s not Doitt issuing any statement? It’s BR on behalf of Intersection?

---

**From:** Chin, Gloria  
**Sent:** Monday, September 25, 2017 11:29 AM  
**To:** Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; 'Blumm, Kate' <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

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*Good morning,*

*I’m reaching out about calls by Councilman Brad Lander for DOT to partner with Link NYC*

*and the MTA to develop software that would display real time bus data on Link NYC kiosks to help bridge the gap as bus countdown clocks are rolled out across the city. Lander said he is been in conversation with the city. Is DOT interested in working with Link NYC and the MTA to pursue this proposal?*

*I'd appreciate a response as soon as possible. Thanks in advance!*

*Best,  
Caroline*

---

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**Sent:** Monday, September 25, 2017 11:27 AM  
**To:** 'Blumm, Kate'; Dan Levitan; Stacey Levine; Ruth Fasoldt  
**Cc:** Jovana Rizzo; Raphael, Stephanie; Grybauskas, Natalie; Chin, Gloria  
**Subject:** RE: hello!

DNA reached out here will share

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**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Good to go.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, September 25, 2017 11:17 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Deadline v soon – first story airs at noon.

**Dan Levitan**  
C. [201.674.7475](tel:201.674.7475)  
O. [646.200.5315](tel:646.200.5315)  
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**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Blumm, Kate [<mailto:KBlumm@doitt.nyc.gov>]

**Sent:** Monday, September 25, 2017 11:13 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
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**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
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**Subject:** Re: hello!

Hey Kate, how about:

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--

**Stacey Levine**

VP, Communications

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**From:** [Gastel, Scott](#)  
**To:** ["Stacey Levine"; Blumm, Kate](#)  
**Cc:** [Chin, Gloria](#); [Dan Levitan](#); [Ruth Fasoldt](#); [Jovana Rizzo](#); [Raphael, Stephanie](#); [Grybauskas, Natalie](#); [Zack, Rebecca](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 11:38:51 AM

---

We will briefly reply to inquiries and basically confirm we are aware of Lander's interest. We can refer anyone to BR/Intersection.

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Monday, September 25, 2017 11:37 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>  
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Is DOT issuing a statement as well?

On Mon, Sep 25, 2017 at 11:35 AM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

Yes

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Just to be clear, it's not Doitt issuing any statement? It's BR on behalf of Intersection?

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Here's what we just got from Caroline Spivak...working on a response and will share with all here when it's finalized:

Good morning,

*I'm reaching out about calls by Councilman Brad Lander for DOT to partner with Link NYC and the MTA to develop software that would display real time bus data on Link NYC kiosks to help bridge the gap as bus countdown clocks are rolled out across the city. Lander said he is been in conversation with the city. Is DOT interested in working with Link NYC and the MTA to pursue this proposal?  
I'd appreciate a response as soon as possible. Thanks in advance!*

Best,  
Caroline

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**Cc:** Jovana Rizzo; Raphael, Stephanie; Grybauskas, Natalie; Chin, Gloria  
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Deadline v soon – first story airs at noon.

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**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 11:39:33 AM

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**Sent:** Monday, September 25, 2017 11:13 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Hold for a moment please

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, September 25, 2017 11:07 AM  
**To:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

And we just got our first inquiry from Lusso at News 12.

We will send the statement below and see if she has any follow up questions.

**Dan Levitan**  
C. 201.674.7475  
O. 646.200.5315  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](https://twitter.com/berlinrosen)

**From:** Stacey Levine [<mailto:stacey.levine@intersection.com>]  
**Sent:** Monday, September 25, 2017 10:57 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: hello!

Since Stacy is pulling the FA details, here's our response to this one:

■ When will the transit updates you referenced be completed?  
While we can't share details of our product roadmap, the team is currently working on transit and other features.

On Mon, Sep 25, 2017 at 10:29 AM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

+ Natalie

FWIW not seeing anything on twitter.

Tiny tweak and a number of background Qs we need to be prepared to answer (Stacy can you pull

FA language?):

"While our franchise siting requirements don't allow for any Links near bus stops, we thank Councilmember Lander for the suggestion. Links currently provide transit information and updates on the tablet via access to MTA.info. We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events."

- Why aren't Links allowed in bus stops?
- What is the relevant language in the FA?
- When will the transit updates you referenced be completed?
- Why can't you just change the rules about where Links can go?

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]

**Sent:** Monday, September 25, 2017 9:36 AM

**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>

**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com); Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)

**Subject:** Re: hello!

Hey Kate, how about:

"While our franchise siting requirements don't allow for any Links near bus stops, we like the idea and thank Councilmember Lander for the suggestion. Links currently provide transit information and updates on the tablet via access to MTA.info. We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events."

---

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.

--

**Stacey Levine**

VP, Communications

+1 646.834.9657

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

10 Hudson Yards 26th Floor New York, NY 10001

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

**[We're hiring!](#)** Come build the future with us.

**From:** [Chin, Gloria](#)  
**To:** [Raphael, Stephanie](#); [Gastel, Scott](#)  
**Cc:** [Stacey Levine](#); [Blumm, Kate](#); [Dan Levitan](#); [Ruth Fasoldt](#); [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Zack, Rebecca](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 11:48:44 AM

---

Stephanie – he just emailed us also. I hope to have something from my colleagues in the next few minutes to share with all here.

---

**From:** Raphael, Stephanie [mailto:[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)]  
**Sent:** Monday, September 25, 2017 11:48 AM  
**To:** Gastel, Scott  
**Cc:** Stacey Levine; Blumm, Kate; Chin, Gloria; Dan Levitan; Ruth Fasoldt; Jovana Rizzo; Grybauskas, Natalie; Zack, Rebecca  
**Subject:** Re: hello!

Just got this from amNY FYI

Hi Stephanie,

I'm working on an article about Councilman Brad Lander's proposal to bring bus time to LinkNYC. Has DoITT heard of the request and have any comment?

Ivan Pereira  
amNewYork  
[ivan.pereira@amny.com](mailto:ivan.pereira@amny.com)  
O: [646-293-9470](tel:646-293-9470)  
C: [646-281-2811](tel:646-281-2811)  
@ivanper4

Sent from my iPhone

On Sep 25, 2017, at 11:39 AM, Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)> wrote:

We will briefly reply to inquiries and basically confirm we are aware of Lander's interest. We can refer anyone to BR/Intersection.

**From:** Stacey Levine [mailto:[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)]  
**Sent:** Monday, September 25, 2017 11:37 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>  
**Cc:** Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; Chin, Gloria <[gchin@dot.nyc.gov](mailto:gchin@dot.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Zack, Rebecca <[RZack@dot.nyc.gov](mailto:RZack@dot.nyc.gov)>  
**Subject:** Re: hello!

Is DOT issuing a statement as well?

On Mon, Sep 25, 2017 at 11:35 AM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

Yes

---

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**Sent:** Monday, September 25, 2017 11:34 AM  
**To:** Chin, Gloria <[gchin@dot.nyc.gov](mailto:gchin@dot.nyc.gov)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Zack, Rebecca <[RZack@dot.nyc.gov](mailto:RZack@dot.nyc.gov)>  
**Subject:** RE: hello!

+ Rebecca

Just to be clear, it's not Doitt issuing any statement? It's BR on behalf of Intersection?

---

**From:** Chin, Gloria  
**Sent:** Monday, September 25, 2017 11:29 AM  
**To:** Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; 'Blumm, Kate' <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Here's what we just got from Caroline Spivak...working on a response and will share with all here when it's finalized:

*Good morning,*

*I'm reaching out about calls by Councilman Brad Lander for DOT to partner with Link NYC and the MTA to develop software that would display real time bus data on Link NYC kiosks to help bridge the gap as bus countdown clocks are rolled out across the city. Lander said he is been in conversation with the city. Is DOT interested in working with Link NYC and the MTA to pursue this proposal?*

*I'd appreciate a response as soon as possible. Thanks in advance!*

*Best,  
Caroline*

---

**From:** Gastel, Scott  
**Sent:** Monday, September 25, 2017 11:27 AM  
**To:** 'Blumm, Kate'; Dan Levitan; Stacey Levine; Ruth Fasoldt

**Cc:** Jovana Rizzo; Raphael, Stephanie; Grybauskas, Natalie; Chin, Gloria  
**Subject:** RE: hello!

DNA reached out here will share

---

**From:** Blumm, Kate [<mailto:KBlumm@doitt.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:22 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Good to go.

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, September 25, 2017 11:17 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Deadline v soon – first story airs at noon.

**Dan Levitan**  
C. [201.674.7475](tel:201.674.7475)  
O. [646.200.5315](tel:646.200.5315)  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Blumm, Kate [<mailto:KBlumm@doitt.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:13 AM  
**To:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Hold for a moment please

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**Sent:** Monday, September 25, 2017 11:07 AM  
**To:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov); Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

And we just got our first inquiry from Lusso at News 12.

We will send the statement below and see if she has any follow up questions.

**Dan Levitan**  
C. [201.674.7475](tel:201.674.7475)  
O. [646.200.5315](tel:646.200.5315)  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

**berlinrosen**  
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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

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**Subject:** Re: hello!

Since Stacy is pulling the FA details, here's our response to this one:

■ When will the transit updates you referenced be completed?  
While we can't share details of our product roadmap, the team is currently working on transit and other features.

On Mon, Sep 25, 2017 at 10:29 AM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

+ Natalie

FWIW not seeing anything on twitter.

Tiny tweak and a number of background Qs we need to be prepared to



answer (Stacy can you pull FA language?):

"While our franchise siting requirements don't allow for any Links near bus stops, we thank Councilmember Lander for the suggestion. Links currently provide transit information and updates on the tablet via access to [MTA.info](http://MTA.info). We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events."

- Why aren't Links allowed in bus stops?
- What is the relevant language in the FA?
- When will the transit updates you referenced be completed?
- Why can't you just change the rules about where Links can go?

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**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [jovana@berlinrosen.com](mailto:jovana@berlinrosen.com);  
Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)  
**Subject:** Re: hello!

Hey Kate, how about:

"While our franchise siting requirements don't allow for any Links near bus stops, we like the idea and thank Councilmember Lander for the suggestion. Links currently provide transit information and updates on the tablet via access to [MTA.info](http://MTA.info). We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events."

---

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--

**Stacey Levine**  
VP, Communications

[+1 646.834.9657](tel:+16468349657)  
[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

10 Hudson Yards 26th Floor New York, NY 10001  
[intersection.com](http://intersection.com)

**[We're hiring!](#)** Come build the future with us.

--

**Stacey Levine**

VP, Communications

+1 646.834.9657

[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)

**Intersection**

10 Hudson Yards 26th Floor New York, NY 10001

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

**[We're hiring!](#)** Come build the future with us.

**From:** Dan Levitan  
**To:** Chin, Gloria  
**Cc:** Raphael, Stephanie; Gastel, Scott; Stacey Levine; Blumm, Kate; Ruth Fasoldt; Jovana Rizzo; Grybauskas, Natalie; Zack, Rebecca; Eli Bovarnick  
**Subject:** Re: hello!  
**Date:** Monday, September 25, 2017 12:06:59 PM

---

Looping in my colleague Eli who can provide.

- Sent from mobile -

On Sep 25, 2017, at 11:54 AM, Chin, Gloria <[gchin@dot.nyc.gov](mailto:gchin@dot.nyc.gov)> wrote:

Reporters who reached out to DOT:

\*AM NY: Ivan Pereira

\*DNA Info: Caroline Spivak

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, September 25, 2017 11:52 AM  
**To:** Chin, Gloria  
**Cc:** Raphael, Stephanie; Gastel, Scott; Stacey Levine; Blumm, Kate; Ruth Fasoldt; Jovana Rizzo; Grybauskas, Natalie; Zack, Rebecca  
**Subject:** Re: hello!

Just so that I am not missing anyone, could you please send all the inquiries you've gotten in one list with the names of the reporters?

- Sent from mobile -

On Sep 25, 2017, at 11:49 AM, Chin, Gloria <[gchin@dot.nyc.gov](mailto:gchin@dot.nyc.gov)> wrote:

Stephanie – he just emailed us also I hope to have something from my colleagues in the next few minutes to share with all here

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**Cc:** Stacey Levine; Blumm, Kate; Chin, Gloria; Dan Levitan; Ruth Fasoldt; Jovana Rizzo; Grybauskas, Natalie; Zack, Rebecca  
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Just got this from amNY FYI

Hi Stephanie,

I'm working on an article about Councilman Brad Lander's proposal to bring bus time to LinkNYC Has DoITT heard of the request and have any comment?

Ivan Pereira  
amNewYork  
[ivan.pereira@amny.com](mailto:ivan.pereira@amny.com)  
O: 646-293-9470  
C: 646-281-2811  
@ivanper4

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We will briefly reply to inquiries and basically confirm we are aware of Lander's interest. We can refer anyone to BR/Intersection.

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**Subject:** Re: hello!

Is DOT issuing a statement as well?

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Yes

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**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Zack, Rebecca <[RZack@dot.nyc.gov](mailto:RZack@dot.nyc.gov)>  
**Subject:** RE: hello!

+ Rebecca

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**From:** Chin, Gloria  
**Sent:** Monday, September 25, 2017 11:29 AM

**To:** Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; 'Blumm, Kate' <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Here's what we just got from Caroline Spivak...working on a response and will share with all here when it's finalized:

*Good morning,*

*I'm reaching out about calls by Councilman Brad Lander for DOT to partner with Link NYC and the MTA to develop software that would display real time bus data on Link NYC kiosks to help bridge the gap as bus countdown clocks are rolled out across the city. Lander said he is been in conversation with the city. Is DOT interested in working with Link NYC and the MTA to pursue this proposal?  
I'd appreciate a response as soon as possible. Thanks in advance!*

*Best,  
Caroline*

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**From:** Gastel, Scott  
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**To:** 'Blumm, Kate'; Dan Levitan; Stacey Levine; Ruth Fasoldt  
**Cc:** Jovana Rizzo; Raphael, Stephanie; Grybauskas, Natalie; Chin, Gloria  
**Subject:** RE: hello!

DNA reached out here will share

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**Cc:** Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
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Good to go

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**Subject:** RE: hello!

Deadline v soon – first story airs at noon

Dan Levitan  
C. 201.674.7475  
O. 646.200.5315  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

**berlinrosen**  
New York • Washington D.C. • Los Angeles  
[berlinrosen.com](http://berlinrosen.com)  
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**Subject:** RE: hello!

Hold for a moment please

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**Sent:** Monday, September 25, 2017 11:07 AM  
**To:** Stacey Levine <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
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And we just got our first inquiry from Lusso at News 12

We will send the statement below and see if she has any follow up questions

Dan Levitan  
C. 201.674.7475  
O. 646.200.5315  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

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**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth\\_fasoldt@intersection.com](mailto:ruth_fasoldt@intersection.com)>  
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**Subject:** Re: hello!

Since Stacy is pulling the FA details, here's our response to this one:

■ When will the transit updates you referenced be completed?  
While we can't share details of our product roadmap, the team is currently working on transit and other features

On Mon, Sep 25, 2017 at 10:29 AM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

+ Natalie

FWIW not seeing anything on twitter

Tiny tweak and a number of background Qs we need to be prepared to answer (Stacy can you pull FA language?):

"While our franchise siting requirements don't allow for any Links near bus stops, we thank Councilmember Lander for the suggestion Links currently provide transit information and updates on the tablet via access to [MTA info](#). We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events "

- Why aren't Links allowed in bus stops?
- What is the relevant language in the FA?
- When will the transit updates you referenced be completed?
- Why can't you just change the rules about where Links can go?

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**Sent:** Monday, September 25, 2017 9:36 AM  
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**Subject:** Re: hello!

Hey Kate, how about:

"While our franchise siting requirements don't allow for any Links near bus stops, we like the idea and thank Councilmember Lander for the suggestion Links currently provide transit information and updates on the tablet via access to [MTA info](#). We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events "

---

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--

**Stacey Levine**

VP, Communications

[+1 646 834 9657](tel:+16468349657)

[stacey\\_levine@intersection.com](mailto:stacey_levine@intersection.com)

**Intersection**

10 Hudson Yards 26th Floor New York, NY 10001

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

[We're hiring!](#) Come build the future with us

--

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\*\*\*\*\*  
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Thank you.

NYC – Department of Transportation

\*\*\*\*\*

**From:** [Chin, Gloria](#)  
**To:** [Dan Levitan](#)  
**Cc:** [Raphael, Stephanie](#); [Gastel, Scott](#); [Stacey Levine](#); [Blumm, Kate](#); [Ruth Fasoldt](#); [Jovana Rizzo](#); [Grybauskas, Natalie](#); [Zack, Rebecca](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 12:07 06 PM

---

Here's our response, which I plan to send off at 12:15p to AM NY and DNA Info:

NYC DOT is proud to partner with communities regarding the installation of real time passenger information signage in all five boroughs to help get New Yorkers where they need to go. While we are always willing to explore the best ways to get information to New Yorkers, LinkNYC kiosks are specifically prohibited within 15 feet of a bus stop zone by city rules and the LinkNYC franchise agreement, which is meant to maintain the accessibility of the bus stop.

---

**From:** Chin, Gloria  
**Sent:** Monday, September 25, 2017 11:54 AM  
**To:** 'Dan Levitan'  
**Cc:** Raphael, Stephanie; Gastel, Scott; Stacey Levine; Blumm, Kate; Ruth Fasoldt; Jovana Rizzo; Grybauskas, Natalie; Zack, Rebecca  
**Subject:** RE: hello!

Reporters who reached out to DOT:

\*AM NY: Ivan Pereira

\*DNA Info: Caroline Spivak

---

**From:** Dan Levitan [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, September 25, 2017 11:52 AM  
**To:** Chin, Gloria  
**Cc:** Raphael, Stephanie; Gastel, Scott; Stacey Levine; Blumm, Kate; Ruth Fasoldt; Jovana Rizzo; Grybauskas, Natalie; Zack, Rebecca  
**Subject:** Re: hello!

Just so that I am not missing anyone, could you please send all the inquiries you've gotten in one list with the names of the reporters?

- Sent from mobile -

On Sep 25, 2017, at 11:49 AM, Chin, Gloria <[gchin@dot.nyc.gov](mailto:gchin@dot.nyc.gov)> wrote:

Stephanie – he just emailed us also. I hope to have something from my colleagues in the next few minutes to share with all here.

---

**From:** Raphael, Stephanie [<mailto:sraphael@doitt.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:48 AM  
**To:** Gastel, Scott  
**Cc:** Stacey Levine; Blumm, Kate; Chin, Gloria; Dan Levitan; Ruth Fasoldt; Jovana Rizzo; Grybauskas, Natalie; Zack, Rebecca  
**Subject:** Re: hello!

Just got this from amNY FYI

Hi Stephanie,

I'm working on an article about Councilman Brad Lander's proposal to bring bus time to LinkNYC. Has DoITT heard of the request and have any comment?

Ivan Pereira  
amNewYork  
[ivan.pereira@amny.com](mailto:ivan.pereira@amny.com)  
O: 646-293-9470  
C: 646-281-2811  
@ivanper4

Sent from my iPhone

On Sep 25, 2017, at 11:39 AM, Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)> wrote:

We will briefly reply to inquiries and basically confirm we are aware of Lander's interest. We can refer anyone to BR/Intersection.

**From:** Stacey Levine [<mailto:stacey.levine@intersection.com>]  
**Sent:** Monday, September 25, 2017 11:37 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>  
**Cc:** Gastel, Scott <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; Chin, Gloria <[gchin@dot.nyc.gov](mailto:gchin@dot.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Zack, Rebecca <[RZack@dot.nyc.gov](mailto:RZack@dot.nyc.gov)>  
**Subject:** Re: hello!

Is DOT issuing a statement as well?

On Mon, Sep 25, 2017 at 11:35 AM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

Yes

---

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**Subject:** RE: hello!

+ Rebecca

Just to be clear, it's not Doitt issuing any statement? It's BR on behalf of Intersection?

---

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FWIW not seeing anything on twitter

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**Subject:** Re: hello!

Hey Kate, how about:

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--  
**Stacey Levine**  
VP, Communications

+1 646 834 9657  
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--

**Stacey Levine**  
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Thank you.

NYC – Department of Transportation

\*\*\*\*\*

**From:** [Dan Levitan](#)  
**To:** [Gastel, Scott](#); ["Blumm, Kate"](#); [Stacey Levine](#); [Ruth Fasoldt](#)  
**Cc:** [Jovana Rizzo](#); [Raphael, Stephanie](#); [Grybauskas, Natalie](#); [Chin, Gloria](#)  
**Subject:** RE: hello!  
**Date:** Monday, September 25, 2017 1:31:19 PM

---

Thanks, let us know who and we can send them the statement from us.

[Dan Levitan](#)  
C. 201.674.7475  
O. 646.200.5315  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

**berlinrosen**  
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[berlinrosen.com](http://berlinrosen.com)  
[@berlinrosen](#)

---

**From:** [Gastel, Scott](#) [<mailto:SGastel@dot.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:27 AM  
**To:** 'Blumm, Kate' <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; [Dan Levitan](#) <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [Stacey Levine](#) <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; [Ruth Fasoldt](#) <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** [Jovana Rizzo](#) <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; [Raphael, Stephanie](#) <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [Grybauskas, Natalie](#) <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; [Chin, Gloria](#) <[gchin@dot.nyc.gov](mailto:gchin@dot.nyc.gov)>  
**Subject:** RE: hello!

DNA reached out here [will share](#)

---

**From:** [Blumm, Kate](#) [<mailto:KBlumm@doitt.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:22 AM  
**To:** [Dan Levitan](#) <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [Stacey Levine](#) <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; [Ruth Fasoldt](#) <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** [Jovana Rizzo](#) <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; [Raphael, Stephanie](#) <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [Gastel, Scott](#) <[SGastel@dot.nyc.gov](mailto:SGastel@dot.nyc.gov)>; [Grybauskas, Natalie](#) <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Good to go.

---

**From:** [Dan Levitan](#) [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, September 25, 2017 11:17 AM  
**To:** [Blumm, Kate](#) <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; [Stacey Levine](#) <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; [Ruth Fasoldt](#) <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** [Jovana Rizzo](#) <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; [Raphael, Stephanie](#) <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](#); [Grybauskas, Natalie](#) <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Deadline v soon – first story airs at noon.

[Dan Levitan](#)  
C. 201.674.7475  
O. 646.200.5315  
[dan@berlinrosen.com](mailto:dan@berlinrosen.com)

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[@berlinrosen](#)

---

**From:** [Blumm, Kate](#) [<mailto:KBlumm@doitt.nyc.gov>]  
**Sent:** Monday, September 25, 2017 11:13 AM  
**To:** [Dan Levitan](#) <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; [Stacey Levine](#) <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; [Ruth Fasoldt](#) <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** [Jovana Rizzo](#) <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; [Raphael, Stephanie](#) <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](#); [Grybauskas, Natalie](#) <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

Hold for a moment please

---

**From:** [Dan Levitan](#) [<mailto:dan@berlinrosen.com>]  
**Sent:** Monday, September 25, 2017 11:07 AM  
**To:** [Stacey Levine](#) <[stacey.levine@intersection.com](mailto:stacey.levine@intersection.com)>; [Blumm, Kate](#) <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; [Ruth Fasoldt](#) <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** [Jovana Rizzo](#) <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; [Raphael, Stephanie](#) <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; [SGastel@dot.nyc.gov](#); [Grybauskas, Natalie](#) <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** RE: hello!

And we just got our first inquiry from Lusso at News 12.

We will send the statement below and see if she has any follow up questions.

[Dan Levitan](#)  
C. 201.674.7475  
O. 646.200.5315  
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@berlinrosen

**From:** Stacey Levine [<mailto:stacey.levine@intersection.com>]  
**Sent:** Monday, September 25, 2017 10:57 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>; Ruth Fasoldt <[ruth.fasoldt@intersection.com](mailto:ruth.fasoldt@intersection.com)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana Rizzo <[jovana@berlinrosen.com](mailto:jovana@berlinrosen.com)>; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; SGastel@dot.nyc.gov; Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>  
**Subject:** Re: hello!

Since Stacy is pulling the FA details, here's our response to this one:

- When will the transit updates you referenced be completed?
- While we can't share details of our product roadmap, the team is currently working on transit and other features.

On Mon, Sep 25, 2017 at 10:29 AM, Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)> wrote:

+ Natalie

FWIW not seeing anything on twitter.

Tiny tweak and a number of background Qs we need to be prepared to answer (Stacy can you pull FA language?):

"While our franchise siting requirements don't allow for any Links near bus stops, we thank Councilmember Lander for the suggestion Links currently provide transit information and updates on the tablet via access to MTA info We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events "

- Why aren't Links allowed in bus stops?
- What is the relevant language in the FA?
- When will the transit updates you referenced be completed?
- Why can't you just change the rules about where Links can go?

**From:** Stacey Levine [<mailto:stacey.levine@intersection.com>]  
**Sent:** Monday, September 25, 2017 9:36 AM  
**To:** Blumm, Kate <[KBlumm@doitt.nyc.gov](mailto:KBlumm@doitt.nyc.gov)>  
**Cc:** Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>; Jovana@berlinrosen.com; Raphael, Stephanie <[sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)>; SGastel@dot.nyc.gov  
**Subject:** Re: hello!

Hey Kate, how about:

"While our franchise siting requirements don't allow for any Links near bus stops, we like the idea and thank Councilmember Lander for the suggestion Links currently provide transit information and updates on the tablet via access to MTA info We are actively working to add relevant transit updates to the local information already provided on the large displays, such as the weather forecast, community board meeting notices, street fairs and cultural events "

---

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--  
**Stacey Levine**  
VP, Communications

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\*\*\*\*\*  
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Thank you.

NYC – Department of Transportation

\*\*\*\*\*

**From:** [Cub Barrett](#)  
**To:** [Anderson, Dawnn](#)  
**Cc:** [Samawat, Jennifer](#); [Bernyk, Kate](#); [Andrew MacPhail](#); [gaymenshealthcrisis](#)  
**Subject:** Re: Media advisory re tomorrow's GMHC event  
**Date:** Tuesday, September 26, 2017 10:24:02 PM

---

Thank you!

Sent from my iPhone

On Sep 26, 2017, at 9:23 PM, Anderson, Dawnn <[DAnderson@cityhall.nyc.gov](mailto:DAnderson@cityhall.nyc.gov)> wrote:

Hello Cub,

Thanks so much for reaching out about the media advisory. Kate and I are fine with this going out as is.

Best,

Dawnn Anderson

Assistant Press Secretary  
First Lady of New York City | Office of the Mayor  
W: 212-341-9413 | C: 347-224-8951

---

**From:** Cub Barrett [<mailto:CubB@GMHC.org>]  
**Sent:** Tuesday, September 26, 2017 6:38 PM  
**To:** Anderson, Dawnn; Samawat, Jennifer; Bernyk, Kate  
**Cc:** Andrew MacPhail; gaymenshealthcrisis  
**Subject:** RE: Media advisory re tomorrow's GMHC event

Hi all,

Just confirming you're OK with this advisory. We can send out tonight or just wait to send in the morning to the desks.

Thanks,  
Cub

---

**From:** Cub Barrett  
**Sent:** Tuesday, September 26, 2017 5:05 PM  
**To:** '[DAnderson@cityhall.nyc.gov](mailto:DAnderson@cityhall.nyc.gov)' <[DAnderson@cityhall.nyc.gov](mailto:DAnderson@cityhall.nyc.gov)>; '[JSamawat@cityhall.nyc.gov](mailto:JSamawat@cityhall.nyc.gov)' <[JSamawat@cityhall.nyc.gov](mailto:JSamawat@cityhall.nyc.gov)>; '[KBernyk@cityhall.nyc.gov](mailto:KBernyk@cityhall.nyc.gov)' <[KBernyk@cityhall.nyc.gov](mailto:KBernyk@cityhall.nyc.gov)>

**Cc:** 'Andrew MacPhail ([AndrewM@GMHC.org](mailto:AndrewM@GMHC.org))' <[AndrewM@GMHC.org](mailto:AndrewM@GMHC.org)>;  
gaymenshealthcrisis <[gaymenshealthcrisis@berlinrosen.com](mailto:gaymenshealthcrisis@berlinrosen.com)>  
**Subject:** Media advisory re tomorrow's GMHC event

Hi Jennifer, Kate, and Dawnn,

Please see below our updated media advisory for tomorrow's ribbon cutting, which includes the First Lady's name. We're thrilled she'll be able to join us for this important landmark for GMHC.

I'm copying my colleagues at Berlin Rosen who are working on the media pitching for the opening so that they're fully looped in. They can send out this updated advisory if you're OK with it.

Thank you again—  
Cub

FOR PLANNING PURPOSES - Wednesday, September 27, 2017  
CONTACT- Cub Barrett | 212-367-1561 | [CubB@GMHC.org](mailto:CubB@GMHC.org)  
Lauren Tsuboyama | 212-574-3410 | [Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)

<image001.jpg>

## GMHC OPENS STATE-OF-THE-ART SUBSTANCE USE CLINIC

Support Services Available to New York Adults of All Sexual Orientations,  
Gender Identities and Income Levels

New Clinic a Critical Tool in Campaign to End HIV/AIDS in New York State  
by 2020

NYC First Lady Chirlane McCray, NYS Senator Brad Hoylman, Public  
Advocate Leticia James Expected

NEW YORK – Gay Men's Health Crisis (GMHC) will host a ribbon-cutting for its new Substance Use Clinic on Wednesday, September 27 at 11:00 AM. This much-needed facility will expand the organization's comprehensive service-delivery model and work in conjunction with GMHC's Carl Jacobs Mental Health Clinic – with particular emphasis on care for people who have a dual diagnosis of substance use and mental health issues.

The facility will be open to New York adults of all sexual orientations, gender identities and income levels, including HIV-negative individuals, as a safe and inclusive environment. Services will include individual, couples, family, and group therapy, serving

diverse communities living with and affected by HIV/AIDS. The clinic will serve clients covered by Medicaid, Medicare, and private insurance and will be available to the uninsured on a sliding fee scale.

WHAT: Ribbon cutting celebration and tour of GMHC's Substance Use Clinic

WHO: Kelsey Louie, CEO of GMHC  
NYC First Lady Chirlane McCray  
NYS Senator Brad Hoylman  
NYS Assemblyman Richard Gottfried  
Public Advocate Letitia James  
Johanne Morne, Director of New York State AIDS Institute  
Dr. Demetre Daskalakis, Deputy Commissioner of Disease Control at NYC  
Health Department

WHERE: GMHC Headquarters, 446 West 33rd Street, New York City

WHEN: Wednesday, September 27, 2017, 11:00 AM

\*\*Media and photographers interested in attending should contact Lauren Tsuboyama at [Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)\*\*

###

About Gay Men's Health Crisis

Gay Men's Health Crisis (GMHC) is the world's first HIV/AIDS service organization. GMHC is on the front lines providing services to over 12,000 people living with and affected by HIV/AIDS. Programs include: testing, prevention, nutrition, legal, supportive housing, mental health and substance use services. GMHC also advocates for stronger public policies at the local, state and federal level with the goal of ending AIDS as an epidemic. For more information, visit [www.gmhc.org](http://www.gmhc.org).

Cub Barrett

Vice President, Communications & Marketing

*Pronouns: he, him, his*

P: (212) 367-1561

C: (847) 571-0509



**From:** [Jeremy Soffin](#)  
**To:** [Sarah Brown](#); [Falana Renee Ash](#)  
**Cc:** [Velani, Sonam](#); [Norvell, Wiley](#); [Sean Ludwig](#)  
**Subject:** RE: Next week's Winternship event at Cornell Tech  
**Date:** Monday, October 02, 2017 4:36:53 PM

---

I can do 2.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

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@berlinrosen

**From:** Sarah Brown [mailto:[sarah@technyc.org](mailto:sarah@technyc.org)]  
**Sent:** Monday, October 02, 2017 4:27 PM  
**To:** Falana Renee Ash <[fra26@cornell.edu](mailto:fra26@cornell.edu)>  
**Cc:** Velani, Sonam <[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Sean Ludwig <[sean@technyc.org](mailto:sean@technyc.org)>  
**Subject:** Re: Next week's Winternship event at Cornell Tech

Hi all,

If we do 2pm tomorrow, I can only do about 10-mins (sorry!). But happy to join, and also looping in Sean from our team. We are planning a blogpost for day of, but also happy to be helpful beyond that.

More soon,  
S.

On Mon, Oct 2, 2017 at 4:09 PM, Falana Renee Ash <[fra26@cornell.edu](mailto:fra26@cornell.edu)> wrote:

Hello All,

Tuesday 10/3/17 at 2pm works for both Meghan and Judy.

---

**From:** Meghan French  
**Sent:** Monday, October 2, 2017 3:34 PM  
**To:** Velani, Sonam <[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)>; Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>

**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Falana Renee Ash <[fra26@cornell.edu](mailto:fra26@cornell.edu)>

**Subject:** RE: Next week's Winternship event at Cornell Tech

Falana

Can you please help us schedule this call?

Thanks

---

**From:** Velani, Sonam [<mailto:SVelani@cityhall.nyc.gov>]

**Sent:** Monday, October 02, 2017 3:29 PM

**To:** Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>; Meghan French <[meghan.french@cornell.edu](mailto:meghan.french@cornell.edu)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>

**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>

**Subject:** RE: Next week's Winternship event at Cornell Tech

Hi all – Alicia would love a podium if possible. I imagine Julie prefers the same.

Here are some times this week that work us:

Tuesday: 10am, 2:00-3:30pm, 4:00pm

Wednesday: 12:00-2:00pm, 3:00pm

Thanks!

---

**From:** Judith Ann Spitz [<mailto:jas962@cornell.edu>]

**Sent:** Monday, October 02, 2017 1:56 PM

**To:** Meghan French; Velani, Sonam; Sarah Brown

**Cc:** Norvell, Wiley; Jeremy Soffin

**Subject:** RE: Next week's Winternship event at Cornell Tech

Happy to join. Just let me know when. Still chasing RSVP's to the event but happy to share what we have and what is pending.

Judy

---

**From:** Meghan French

**Sent:** Monday, October 2, 2017 1:07 PM

**To:** Velani, Sonam <[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>

**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>;

Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>

**Subject:** RE: Next week's Winternship event at Cornell Tech

+Jeremy who works can work with Wiley on press

+Judy, she should share a list of participating companies a with you, and should join us for a call

to go over the program for the afternoon.

Thank you for reaching out!  
Meghan

---

**From:** Velani, Sonam [<mailto:SVelani@cityhall.nyc.gov>]

**Sent:** Monday, October 02, 2017 1:00 PM

**To:** Meghan French <[meghan.french@cornell.edu](mailto:meghan.french@cornell.edu)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>

**Cc:** Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

**Subject:** Next week's Winternship event at Cornell Tech

Meghan and Sarah,

Hope all is well! We wanted to touch base with you about next week's Winternship event at Cornell Tech. Are you available for a call early this week?

In particular, it would be great to have a list of participants, companies, etc. We also want to run a press play on this, building on our theme that NYC is the best place in the world for women to build their careers in the tech industry. Winternships open the door for women, particularly those from underrepresented backgrounds, to participate in this ecosystem. Cornell Tech is leading the way in partnership with the City and Tech NYC.

Ideas and thoughts welcome! Let us know when you're free to discuss further. Thanks!

Cheers,  
Sonam

---

**Sonam Velani**

Senior Advisor

Deputy Mayor for Housing & Economic Development

City of New York

[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)

O: [212-341-5081](tel:212-341-5081)

C: [773-710-1713](tel:773-710-1713)

--  
--

Chief of Staff, Tech:NYC

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

T: 917.453.0955

From: [Jeremy Soffin](#)  
To: [Meghan French](#); [Velani Sonam](#); [Falana Renee Ash](#); [Sarah Brown](#); [Judith Ann Spitz](#)  
Cc: [Jeremy Soffin](#)  
Subject: RE: Winternship event at Cornell Tech - Room 356  
Date: Tuesday, October 03, 2017, 10:30:22 AM  
Attachments: [Winternship rosasen.docx](#)

Hi everyone, attached please find a draft release for discussion. Looking forward to talking this afternoon.

Best

Jeremy Soffin  
D: 646.200.5338  
C: 917.869.9076  
[js.emy@be.lin.osen.com](mailto:js.emy@be.lin.osen.com)

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@be.lin.osen

From: Meghan French [<mailto:meghan.french@cornell.edu>]  
Sent: Tuesday, October 03, 2017 10:01 AM  
To: Velani Sonam <[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)>; Falana Renee Ash <[fra26@cornell.edu](mailto:fra26@cornell.edu)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>; Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>  
Cc: Norvell Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
Subject: RE: Winternship event at Cornell Tech - Room 356

For today's call:

1. detailed ROS (below)
2. draft release (to be shared by Jeremy) social media tool kit to be shared this week
3. sample creative for LINK (will have 9 panels all together)





**WITNY Winternship Launch Agenda**

3:00-3:15pm: check in/registration (the Bridge)  
 3:15-3:45pm: Remarks  
 Intro WITNY and intro Julie Samuels/Tech:NYC Judy Spitz 4m  
 Julie Samuels Intro DM Glen 3m  
 Welcome - Announce Call to Action (LINK campaign) DM Alicia Glen 10m  
 3:45-4:45pm: The Future of Tech: WITNY Winternship Workshop  
 J introduce Toby Redshaw and the panel  
 Panel 30m  
 J introduce workshop at tables  
 Workshop brainstorming 15m  
 Workshop read out by facilitators 15m  
 ----- 15m buffer to make up time -----  
 5:00-6:00pm: Networking reception with CUNY women (Judy to close)  
 Andrew Shapiro Davis Welcome to Reception

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

**From:** Velani Sonam (<mailto:SVelani@cityhall.nyc.gov>)  
**Sent:** Monday, October 02, 2017 4:19 PM  
**To:** Velani Sonam; Falana Renee Ash; Sarah Brown; Judith Ann Spitz; Meghan French  
**Cc:** Norvell Wiley; Jeremy Soffin  
**Subject:** Winternship event at Cornell Tech - Room 356  
**When:** Tuesday, October 03, 2017 2:00 PM-2:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Dial-in [redacted]; Access Code [redacted]; Pin [redacted]

Judy- update the group on participation share program  
 Discuss draft release and press play

**From:** Falana Renee Ash (<mailto:fra26@cornell.edu>)  
**Sent:** Monday, October 02, 2017 4:09 PM  
**To:** Velani Sonam; Sarah Brown  
**Cc:** Norvell Wiley; Jeremy Soffin  
**Subject:** RE: Next week's Winternship p event at Cornell Tech

Hello All

Tuesday 10/3/17 at 2pm works for both Meghan and Judy.

**From:** Meghan French  
**Sent:** Monday, October 2, 2017 3:34 PM  
**To:** Velani Sonam <[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)>; Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>  
**Cc:** Norvell Wiley <[Norvell@cityhall.nyc.gov](mailto:Norvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Falana Renee Ash <[fra26@cornell.edu](mailto:fra26@cornell.edu)>  
**Subject:** RE: Next week's Winternship event at Cornell Tech

Falana  
 Can you please help us schedule this call?  
 Thanks

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**Sent:** Monday, October 02, 2017 3:29 PM  
**To:** Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>; Meghan French <[meghan.french@cornell.edu](mailto:meghan.french@cornell.edu)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>

**Cc:** Norvell Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: Next week's Winternship event at Cornell Tech

Hi Alicia - Alicia would love a podium if possible. I imagine Julie prefers the same.

Here are some times this week that work us:  
Tuesday: 10am - 2:00-3:30pm - 4:00pm  
Wednesday: 12:00-2:00pm - 3:00pm

Thanks!

**From:** Judith Ann Spitz [[m\\_jto\\_jas962@cornell.edu](mailto:m_jto_jas962@cornell.edu)]  
**Sent:** Monday, October 02, 2017 1:56 PM  
**To:** Meghan French; Velani, Sonam; Sarah Brown  
**Cc:** Norvell, Wiley; Jeremy Soffin  
**Subject:** RE: Next week's Winternship event at Cornell Tech

Happy to join. Just let me know when. Still chasing RSVP's to the event but happy to share what we have and what is pending.

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**Subject:** RE: Next week's Winternship event at Cornell Tech

Jeremy who works can work with Wiley on press

Judy - she should share a list of participating companies a with you - and should join us for a call to go over the program for the afternoon.

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In particular, it would be great to have a list of participants, companies, etc. We also want to run a press play on this building on our theme that NYC is the best place in the world for women to build their careers in the tech industry. Winternships open the door for women, particularly those from underrepresented backgrounds, to participate in this ecosystem. Cornell Tech is leading the way in partnership with the City and Tech NYC.

Ideas and thoughts welcome! Let us know when you're free to discuss further. Thanks!

Cheers  
Sonam

---

**Sonam Velani**  
Senior Advisor  
Deputy Mayor for Housing & Economic Development  
City of New York  
[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)  
O: 212-341-5081  
C: 773-710-1713

**FOR IMMEDIATE RELEASE:** October 11, 2017

**Contact:** Lauren Tsuboyama or Kate Treen, 646-452-5637

For more information, visit [tech.cornell.edu](http://tech.cornell.edu), follow us on [Facebook](#) and [Twitter](#) #CornellTech

## **Cornell Tech & CUNY Launch Winternship: New Paid Internship Program & Digital Campaign for CUNY Women in Tech**

*Over 200 CUNY women to participate in special 2-week program across dozens of tech companies*

*New campaign launches to open the doors for more young women in NYC to pursue tech*

NEW YORK -- Cornell Tech and the City University of New York today launched a new winter internship program as part of the university's Women in Technology and Entrepreneurship in NY (WiTNY) partnership. The new program, called a Winternship, will provide paid internships to up to 200 CUNY women in their freshman or sophomore year who are studying computer science or related fields. Today participating companies came together to craft their Winternship experiences in conjunction with the launch of a marketing campaign to encourage more companies to participate and sponsor a Wintern and more young women to explore degree and career opportunities in technology, including digital advertising on social media platforms and on LinkNYC kiosks across the city.

Participating companies include: Verizon, OATH, Accenture, Citi, Turner, AppNexus, Pfizer, Microsoft, Bit.ly, Blackstone, and many others. The Winternships will occur over winter break in January 2018.

"Cornell Tech is proud to partner with CUNY and dozens of tech companies who are dedicated to launching the next generation of women in tech in New York," said **Judith Spitz, Cornell Tech's WiTNY Program Director**. "Winternships will give CUNY freshmen and sophomores that first 'foot in the door' and an early look into what their future in tech could look like as they build their skills, confidence, and network. We believe that with one or more of these experiences 'under their belt' and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; launching the careers of a new generation of women in tech in NYC. We want all young women in New York to know there is a place for them in tech, and to have the opportunity to share in the benefits the tech industry affords."

CUNY QUOTE



DM GLEN

JULIE SAMUELS

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for full 10-week summer internships, and ultimately jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

A digital advertising campaign on social media and LinkNYC kiosks across the five boroughs will show the diverse group of women who have participated in the WiTNY program to encourage more young women to pursue careers in tech. Through the campaign, WiTNY will also generate interest from additional companies who want to join the WiTNY network.

Cornell Tech is committed to encouraging more women to pursue careers in technology. As part of this mission, Cornell Tech, the City University of New York (CUNY), and a growing number of corporations have partnered to create WiTNY to facilitate, encourage and enable a significant increase in the participation of women in both higher education and entrepreneurship in fields related to technology in the New York market.

WiTNY's strategy is to recruit more women by working with CUNY faculty to offer innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for young women in between their last year of high school and first year at CUNY -- and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York. To expand access to computer science at the CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen CUNY campuses, with as many as 2,000 students impacted each year.

### **About Cornell Tech**

Cornell Tech brings together faculty, business leaders, tech entrepreneurs and students in a catalytic environment to produce visionary results grounded in significant needs that will reinvent the way we live in the digital age. The Jacobs Technion-Cornell Institute embodies the academic partnership between the Technion-Israel Institute of Technology and Cornell University on the Cornell Tech campus.

From 2012-2017, the campus was temporarily located in Google's New York City building. In fall 2017, 30 world-class faculty and about 300 graduate students moved to the first phase of Cornell Tech's permanent campus on Roosevelt Island, continuing to conduct groundbreaking research, collaborate extensively with tech-oriented companies and organizations and pursue their own startups. When fully completed, the campus will include two million square feet of



state-of-the-art buildings, over two acres of open space, and will be home to more than 2,000 graduate students and hundreds of faculty and staff.

**From:** [Valerie Berlin](#)  
**To:** [Wolfe, Emma](#)  
**Cc:** [Max Sarangay](#); [Gil, Claudia](#)  
**Subject:** Re: Scheduling dinner!  
**Date:** Wednesday, October 04, 2017 7:14:28 PM

---

Hi there - for our dinner next week, possible to do in Park Slope? I have a meeting there at 6 but can be somewhere in the neighborhood at 7. Doable?

**Valerie Berlin**

O. [646.200.5300](tel:646.200.5300)

C. [917.886.8300](tel:917.886.8300)

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

**berlinrosen**

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

@berlinrosen

On Sep 13, 2017, at 5:30 AM, Wolfe, Emma <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)> wrote:

Oops sorry yes!

Sent from my iPhone

On Sep 12, 2017, at 10:12 PM, Valerie Berlin  
<[Valerie@berlinrosen.com](mailto:Valerie@berlinrosen.com)> wrote:

Great! Do you want to loop Claudia here? I'm looping my assistant Max as well.

Claudia can throw out some options and we'll go from there.

Looking forward!

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

From: Wolfe, Emma [<mailto:EWolfe@cityhall.nyc.gov>]

Sent: Tuesday, September 12, 2017 8:09 PM

To: Valerie Berlin <[Valerie@berlinrosen.com](mailto:Valerie@berlinrosen.com)>

Subject: Scheduling dinner!

Val,

Would love to make this happen when you can. Claudia can throw out some options or vice versa?

Emma

Sent from my iPhone

**From:** [Valerie Berlin](#)  
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**Cc:** [Max Sarangay](#); [Gil, Claudia](#)  
**Subject:** Re: Scheduling dinner!  
**Date:** Wednesday, October 04, 2017 7:51:26 PM

---

Great! Location tbd.  
Thanks!

**Valerie Berlin**

O. [646.200.5300](tel:646.200.5300)  
C. [917.886.8300](tel:917.886.8300)  
[valerie@berlinrosen.com](mailto:valerie@berlinrosen.com)

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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

On Oct 4, 2017, at 7:23 PM, Wolfe, Emma <[EWolfe@cityhall.nyc.gov](mailto:EWolfe@cityhall.nyc.gov)> wrote:

Absolutely

Get [Outlook for iOS](#)

On Wed, Oct 4, 2017 at 7:14 PM -0400, "Valerie Berlin" <[Valerie@berlinrosen.com](mailto:Valerie@berlinrosen.com)> wrote:

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C. [917.886.8300](tel:917.886.8300)  
[valerie@berlinrosen.com](mailto:valerie@berlinrosen.com)

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Claudia can throw out some options or vice  
versa?

Emma

Sent from my iPhone

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** cornell  
**Date:** Thursday, October 05, 2017 10:47:27 AM

---

Hi Wiley, please let me know if there's a good time to chat briefly about press for the Winternship event next week. Thanks.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

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@berlinrosen

**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** Update on Relief Efforts  
**Date:** Friday, October 06, 2017 12:15:58 PM

---

Dear Jonathan –

The past several weeks have been a terrible time for our nation and fellow Americans; New York City mourns all those injured and killed by the shooting in Las Vegas and we struggle to help all those affected by the hurricanes. I wanted to share with you an update of what the City is doing to help the Puerto Rico relief efforts, in addition to the heroic efforts of so many New Yorkers.

Immediately after Maria hit, Mayor de Blasio was asked to send first responders and emergency management officials to establish emergency command centers for the City of San Juan and for the island; Puerto Rico lacked such command centers. Additionally, New York City's Task Force 1, the 27 member urban search-and-rescue team made up of FDNY and NYPD first responders, has been crisscrossing the commonwealth for more than a week searching for survivors and those in need of evacuation. NYC has had 148 first responders on the ground in Puerto Rico helping to restore vital infrastructure and services to our 3.5 million fellow Americans on the island. And yesterday, Mayor de Blasio announced the deployment of 22 workers from the Department of Buildings and the Department of Housing Preservation and Development to conduct inspections of buildings impacted by the hurricane and 31 workers from the Department of Sanitation will to assist the Puerto Rico Emergency Management Agency (PREMA). [Please see this Daily News story on Task Force 1's work.](#)

As you may know, the City is also collecting the critical items of diapers, batteries, feminine hygiene products, first aid kits, and baby food at firehouses and police precincts throughout the five boroughs and we are diligently working on getting those items to Puerto Rico quickly and efficiently (if you can offer transit assistance, please let us know). City employees and New Yorkers from all across the City are [donating to the Mayor's Fund to Advance NYC](#) to be part of the effort.

In the coming weeks, I anticipate our relief efforts will shift to helping Puerto Ricans as they come to NYC to seek shelter and refuge. Students will need to go to school, seniors will need care, and families may come with nothing but the clothes on their backs. We are making plans to help those that arrive and need our help and believe there will be a great need for philanthropic support to help these Americans.

This disaster hits home for so many of our neighbors, as 10% of our City is Puerto Rican or has family on the island. We know that it will take several months and even years of work for Puerto Rico to recover. We will do everything we can to support this ongoing effort. If you would like more information on ways you can help in the coming weeks, please reach out to me directly.

Sincerely,  
Gabrielle

Gabrielle Fialkoff  
Senior Advisor to the Mayor

Director of the Office of Strategic Partnerships  
212-341-5084  
[gfialkoff@cityhall.nyc.gov](mailto:gfialkoff@cityhall.nyc.gov)



From: [Nor, J. Wiley](#)  
To: [Jeremy Soffin](#); [Sarah Brown](#); [Meghan French](#)  
Cc: [Jeremy Soffin](#); [Sean Ludwig](#); [Falana Renee Ash](#); [Judith Ann Spitz](#)  
Subject: RE: Winternship event at Cornell Tech - Room 356  
Date: Friday, October 06, 2017 3:37:43 PM

Hey Jeremy  
I'm free now. Can you give me a buzz: [REDACTED]

From: Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
Sent: Friday, October 06, 2017 3:37 PM  
To: Sarah Brown; Meghan French  
Cc: Velani, Sonam; Sean Ludwig; Falana Renee Ash; Judith Ann Spitz; Norve J, Wiley  
Subject: RE: Winternship event at Cornell Tech - Room 356

Hi all - just touching base to see if there are edits on the release or other thoughts on press. Thanks and happy to chat again by phone if easier.

Best

Jeremy Soffin  
O. 646.200.5318  
C. 917.860.9076  
[js@berlinrosen.com](mailto:js@berlinrosen.com)

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From: Sarah Brown [mailto:[sarah@technyc.org](mailto:sarah@technyc.org)]  
Sent: Tuesday, October 03, 2017 10:12 AM  
To: Meghan French <[meghan.french@cornell.edu](mailto:meghan.french@cornell.edu)>  
Cc: Velani, Sonam <[SVelani@cityhall.nyc.gov](mailto:SVelani@cityhall.nyc.gov)>; Sean Ludwig <[sean@technyc.org](mailto:sean@technyc.org)>; Falana Renee Ash <[fra26@cornell.edu](mailto:fra26@cornell.edu)>; Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>; Norvell Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
Subject: Re: Winternship event at Cornell Tech - Room 356

Sean from our team.

On Tue, Oct 3, 2017 at 10:01 AM, Meghan French <[meghan.french@cornell.edu](mailto:meghan.french@cornell.edu)> wrote:

For today's call:

1. detailed ROS (below)
2. draft release (to be shared by Jeremy) social media tool kit to be shared this week
3. sample creative for LINK (will have 9 panels all together)





HELP US CHANGE THE  
FACE OF TECH IN NYC

LINK.NYC/FUTUREOFTECH



CORNELL  
TECH

CU  
NY THE GREATEST  
URBAN UNIVERSITY  
IN THE WORLD

**WITNY Winternship Launch Agenda**

- 3:00-3:15pm: check in/registration (the Bridge)
- 3:15-3:45pm: Remarks
- Intro WITNY and intro Julie Samuels/Tech.NYC Judy Spitz 4m
- Julie Samuels intro DM Glen 3m
- Welcome Announcement Call to Action (LINK campaign) DM Alicia Glen 10m
- 3:45-4:45pm: The Future of Tech: WITNY Winternship Workshop
- J introduce Toby Redshaw and the panel
- Panel 30m
- J introduce workshop at tables
- Workshop brainstorming 15m
- Workshop read out by facilitators 15m
- ----- 15m buffer to make up time -----
- 5:00-6:00pm: Networking reception with CUNY women (Judy to close)  
Andrew Shapiro Davis Welcome to Reception

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

**From:** Velani Sonam [<mailto:SVelani@cityhall.nyc.gov>]  
**Sent:** Monday, October 02, 2017 4:19 PM  
**To:** Velani Sonam; Falana Renee Ash; Sarah Brown; Judith Ann Spitz; Meghan French  
**Cc:** Norvell Wiley; Jeremy Soffin  
**Subject:** Winternship event at Cornell Tech - Room 356  
**When:** Tuesday, October 03, 2017 2:00 PM-2:30 PM (UTC-05:00) Eastern Time (US & Canada).  
**Where:** Dial-in [redacted] Access Code [redacted] Pin [redacted]

Judy- update the group on participation share program  
Discuss draft release and press play

**From:** Falana Renee Ash [[fra26@cornell.edu](mailto:fra26@cornell.edu)]  
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**Cc:** Norvell Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Falana Renee Ash <[fra26@cornell.edu](mailto:fra26@cornell.edu)>  
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**Subject:** RE: Next week's Winternship event at Cornell Tech

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**Cc:** Norvell Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>

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**To:** Meghan French <[meghan.french@cornell.edu](mailto:meghan.french@cornell.edu)>; Sarah Brown <[sarah@technyc.org](mailto:sarah@technyc.org)>

**Cc:** Norvell Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

**Subject:** Next week's Winternship event at Cornell Tech

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Ideas and thoughts welcome! Let us know when you're free to discuss further. Thanks!

Cheers

Sonam

---

**Sonam Velani**

Senior Advisor

Deputy Mayor for Housing & Economic Development

City of New York

[Svelani@cityhall.nyc.gov](mailto:Svelani@cityhall.nyc.gov)

O: 212-341-5081

C: 773-710-1713

--

Chief of Staff, TechNYC

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

T: 917.453.0955

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Subject:** FW: Winternship release v2 JRS  
**Date:** Friday, October 06, 2017 3:56:49 PM  
**Attachments:** [Winternship release v2 JRS.docx](#)

---

Here you go.

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

**berlinrosen**

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

@berlinrosen

---

**From:** Lauren Tsuboyama  
**Sent:** Friday, October 06, 2017 3:54 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** Winternship release v2 JRS

Most up to date attached.

**Lauren Tsuboyama**

C. 914.860.5120

O. 212.574.3410

[Lauren.tsuboyama@berlinrosen.com](mailto:Lauren.tsuboyama@berlinrosen.com)

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**FOR IMMEDIATE RELEASE:** October 11, 2017

**Contact:** Lauren Tsuboyama or Kate Treen, 646-452-5637

For more information, visit [tech.cornell.edu](http://tech.cornell.edu), follow us on [Facebook](#) and [Twitter](#) #CornellTech

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"Cornell Tech is proud to partner with CUNY and dozens of tech companies who are dedicated to launching the next generation of women in tech in New York," said **Judith Spitz, Cornell Tech's WiTNY Program Director**. "Winternships will give CUNY freshmen and sophomores that first 'foot in the door' and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences 'under their belt' and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords."

CUNY QUOTE

DM GLEN

JULIE SAMUELS

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for full 10-week summer internships, and ultimately jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

A digital advertising campaign on social media and LinkNYC kiosks across the five boroughs will show the diverse group of women who have participated in the WiTNY program to encourage more young women to pursue careers in tech. Through the campaign, WiTNY will also generate interest from additional companies who want to join the WiTNY network.

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**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Lauren Tsuboyama](#)  
**Subject:** sorry use this one  
**Date:** Friday, October 06, 2017 4:22:51 PM  
**Attachments:** [Winternship release v3 JRS.docx](#)

---

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

**berlinrosen**

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@berlinrosen

---

**From:** Lauren Tsuboyama  
**Sent:** Friday, October 06, 2017 4:19 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Subject:** RE: quote

Updated attached.

---

**From:** Jeremy Soffin  
**Sent:** Friday, October 6, 2017 4:15 PM  
**To:** Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>  
**Subject:** FW: quote

Can you check these quickly and I'll resend to wiley?

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

**berlinrosen**

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

@berlinrosen

---

**From:** Judith Ann Spitz [<mailto:jas962@cornell.edu>]

**Sent:** Friday, October 06, 2017 4:14 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>  
**Subject:** FW: quote

FYI – and attached is the release with a couple of edits requested by one of the companies being named. Let me know of any issues.

---

**From:** Andrea Shapiro Davis [<mailto:Andrea.Davis@cuny.edu>]  
**Sent:** Friday, October 6, 2017 4:11 PM  
**To:** Judith Ann Spitz <[jas962@cornell.edu](mailto:jas962@cornell.edu)>  
**Subject:** RE: quote

Folks here want to see city hall's comments/the re-drafted/latest release first so they can do a quote in line with the release.

---

**From:** Judith Ann Spitz [<mailto:jas962@cornell.edu>]  
**Sent:** Friday, October 06, 2017 4:00 PM  
**To:** Andrea Shapiro Davis <[Andrea.Davis@cuny.edu](mailto:Andrea.Davis@cuny.edu)>  
**Subject:** quote

Andrea:

When do you think you can get a quote to me for the press release?

Judy

**JUDITH SPITZ, Ph.D.**

PROGRAM DIRECTOR OF WITNY (WOMEN IN TECHNOLOGY AND ENTREPRENEURSHIP IN NEW YORK)  
646.632.4961 office  
914.589.2616 mobile

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[tech.cornell.edu](http://tech.cornell.edu) | [facebook](#) | [twitter](#) | [linkedin](#)



**FOR IMMEDIATE RELEASE:** October 11, 2017

**Contact:** Lauren Tsuboyama or Kate Treen, 646-452-5637

For more information, visit [tech.cornell.edu](http://tech.cornell.edu), follow us on [Facebook](#) and [Twitter](#) #CornellTech

**Cornell Tech & CUNY Launch Winternship:  
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for CUNY Women in Tech**

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CUNY QUOTE

DM GLEN

JULIE SAMUELS

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**From:** [Jeremy Soffin](#)  
**To:** [Grace, Melissa](#); [Norvell, Wiley](#)  
**Cc:** [Lauren Tsuboyama](#); [Kate Treen](#)  
**Subject:** RE: cornell  
**Date:** Wednesday, October 11, 2017 9:04:24 AM  
**Attachments:** [Winternship Press Release 101117.docx](#)

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Couple minor tweaks in attached, waiting for some other quotes on our end, please let us know soon as you can when you'll have the rest of the info to fill in.  
I'm fine with each institution putting out same release whenever this is final.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 10, 2017 7:08 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>  
**Subject:** RE: cornell

Jeremy, again, apologies.

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CUNY QUOTE

JULIE SAMUELS QUOTE

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## PROGRAMS TO PROMOTE TECH]

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---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 10, 2017 4:20 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama  
**Subject:** RE: cornell

Checking back in, really need this asap. Thanks!

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 10, 2017 1:02 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: cornell

MG will have to you shortly!

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 10, 2017 9:01 AM  
**To:** Norvell, Wiley  
**Subject:** cornell

Hey Wiley, just checking in on the Winternship release. Thanks.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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CUNY QUOTE

JULIE SAMUELS QUOTE

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“People are New York City’s greatest source of competitive advantage,” said Lynn McMahon, New York Metro Office Managing Director, Accenture. “At a time when employers are facing a skills gap – particularly in the technology field – internships are an effective way for companies to reach previously untapped pools of talent. We believe that the Cornell Tech and the City University of New York winter internship program is critical to ignite greater interest in technology and ultimately build a stronger pipeline in New York City.”

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**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#)  
**Cc:** [Grace, Melissa](#); [Lauren Tsuboyama](#); [Kate Treen](#)  
**Subject:** RE: cornell  
**Date:** Wednesday, October 11, 2017 9:38:08 AM

---

If release is ready sounds good to me.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

### berlinrosen

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**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 11, 2017 9:36 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>; Kate Treen <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
**Subject:** RE: cornell

How about noon?

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 9:35 AM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** Re: cornell

Whenever it's final is fine by me, late morning/early pm?

On Oct 11, 2017, at 9:31 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

When do you want to put it out Jeremy? 3 is a bit late.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 9:03 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

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I'm fine with each institution putting out same release whenever this is final.

**Jeremy Soffin**

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**Sent:** Tuesday, October 10, 2017 7:08 PM

**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>

**Cc:** Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>

**Subject:** RE: cornell

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The City of New York, along with Cornell Tech and CUNY, are committed to encouraging more women to pursue careers in technology. As part of this mission, Cornell Tech, CUNY, and a growing number of corporations have partnered to create WiTNY to facilitate, encourage, and enable a significant increase in the participation of women in both higher education and entrepreneurship in fields related to technology in the New York market. The City of New York has supported these efforts, facilitating industry-academia partnerships through its Tech Talent Pipeline and other initiatives to build a more inclusive tech ecosystem. [We WILL ADD STUFF HERE ON THE CITY'S PROGRAMS TO PROMOTE TECH]

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IF THERE'S AN 'ABOUT CORNELL TECH SECTION' -- SHOULD WE ADD AN 'ABOUT CUNY' OR 'ABOUT TECH TALENT PIPELINE' SECTION?

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**Sent:** Tuesday, October 10, 2017 4:20 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama  
**Subject:** RE: cornell

Checking back in, really need this asap. Thanks!

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**Date:** Wednesday, October 11, 2017 10:38:57 AM  
**Attachments:** [Winternship Press Release 101117WN.docx](#)

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## **Mayor de Blasio, Cornell Tech, & CUNY Launch Winternship: A Paid Internship Program & Digital Campaign for CUNY Women in Tech**

*Over 200 freshmen and sophomore women at CUNY will participate in 2-week program across dozens of companies; Campaign will open doors for more young women in tech sector*

NEW YORK – Mayor de Blasio, Cornell Tech, and the City University of New York today launched a new winter internship program as part of the Women in Technology and Entrepreneurship in NY (WiTNY) initiative. The program, called a Winternship, will provide paid internships to up to 200 CUNY female students in their freshman or sophomore year who are studying computer science or related fields.

Today, Deputy Mayor Alicia Glen and companies gathered at Cornell Tech to craft their Winternship program in conjunction with the launch of a marketing campaign to encourage more companies to sponsor young women exploring degree and career opportunities in technology. The campaign will include digital advertising on social media platforms and on LinkNYC kiosks across the city.

Participating companies include Verizon, OATH, Accenture, Citi, Turner, AppNexus, Pfizer, Bitly, Blackstone, and many others. The Winternships will occur during CUNY’s winter break in January 2018.

“New York City is building the strongest tech sector for women anywhere in the country. These are real investments that put more women on career paths in technology. We thank Cornell Tech, CUNY and our private sector partners for collaborating to help women build their skills and their resumes,” said **Mayor Bill de Blasio**.

“Cornell Tech is proud to partner with CUNY and dozens of companies who are dedicated to launching the next generation of women in tech in New York,” said **Judith Spitz, Cornell Tech’s WiTNY Program Director**. “Winternships will give CUNY freshmen and sophomores that first ‘foot in the door’ and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences ‘under their belt’ and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords.”

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“People are New York City’s greatest source of competitive advantage,” said Lynn McMahon, New York Metro Office Managing Director, Accenture. “At a time when employers are facing a skills gap – particularly in the technology field – internships are an effective way for companies to reach previously untapped pools of talent. We believe that the Cornell Tech and the City University of New York winter internship program is critical to ignite greater interest in technology and ultimately build a stronger pipeline in New York City.”

A digital advertising campaign on social media and LinkNYC kiosks will show the diverse group of women who have participated in other WiTNY programs to encourage more young women to pursue careers in tech. Through the campaign, WiTNY will also generate interest from additional companies who want to join the WiTNY network.

The City of New York, along with Cornell Tech and CUNY, are committed to encouraging more women to pursue careers in technology. As part of this mission, Cornell Tech, CUNY, and a growing number of corporations including Verizon, Accenture, IBM, Citi and Xerox have partnered to create WiTNY to facilitate, encourage, and enable a significant increase in the participation of women in both higher education and entrepreneurship in fields related to technology in the New York market. The City of New York has supported these efforts, facilitating industry-academia partnerships through its Tech Talent Pipeline and other initiatives to build a more inclusive tech ecosystem.

Over the past two years, graduates of TTP’s industry-informed college programs have secured jobs across the NYC tech ecosystem at companies like Time, Inc., Viacom, JP Morgan Chase, and Goldman Sachs. Through the Mayor’s TTP Academic Council, 16 presidents and provosts of public and private NYC colleges - including Columbia, NYU, Pace, Pratt Institute, and CUNY – have also made commitments to further pathways to tech careers for an additional 1,300 New Yorkers.

WiTNY’s strategy is to recruit more women by working with CUNY faculty to offer innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for women in between their last year of high school and first year at CUNY - - and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York.

To expand access to computer science at CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen campuses. Building on this success, this past June, Mayor de Blasio announced a new comprehensive commitment to double the number of CUNY tech Bachelor’s recipients who graduate ready to secure and succeed in tech jobs by 2022.

The City will highlight new investments in instruction, advising, and internships as well as industry commitments to meeting this goal at a Partners Summit on October 23<sup>rd</sup>.

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### **About the NYC Tech Talent Pipeline**

Launched by the Mayor in 2014, the NYC Tech Talent Pipeline is the City's tech Industry Partnership, designed to support the inclusive growth of the NYC tech sector and prepare New Yorkers for 21st century jobs. Incubated and supported by the NYC Department of Small Business Services, the NYC Tech Talent Pipeline works with 175 companies, 16 local colleges, and additional public and private partners to define employer needs, develop training and education models to meet these needs, and scale solutions throughout the City, delivering quality talent for the City's businesses and quality jobs for New Yorkers. Learn more information at <http://www.techtalentpipeline.nyc/> or email [team@techtalent.nyc](mailto:team@techtalent.nyc).

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**Subject:** RE: cornell  
**Date:** Wednesday, October 11, 2017 10:47:21 AM  
**Attachments:** [Winternship Press Release 101117WNjs.docx](#)

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Added CUNY and Julie Samuels quotes and About CUNY boiler.  
Let me have Cornell folks take final look but then I think we're set.

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## THE CITY'S PROGRAMS TO PROMOTE TECH]

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## **Mayor de Blasio, Cornell Tech, & CUNY Launch Winternship: A Paid Internship Program & Digital Campaign for CUNY Women in Tech**

*Over 200 freshmen and sophomore women at CUNY will participate in 2-week program across dozens of companies; Campaign will open doors for more young women in tech sector*

NEW YORK – Mayor de Blasio, Cornell Tech, and the City University of New York today launched a new winter internship program as part of the Women in Technology and Entrepreneurship in NY (WiTNY) initiative. The program, called a Winternship, will provide paid internships to up to 200 CUNY female students in their freshman or sophomore year who are studying computer science or related fields.

Today, Deputy Mayor Alicia Glen and companies gathered at Cornell Tech to craft their Winternship program in conjunction with the launch of a marketing campaign to encourage more companies to sponsor young women exploring degree and career opportunities in technology. The campaign will include digital advertising on social media platforms and on LinkNYC kiosks across the city.

Participating companies include Verizon, OATH, Accenture, Citi, Turner, AppNexus, Pfizer, Bitly, Blackstone, and many others. The Winternships will occur during CUNY's winter break in January 2018.

“New York City is building the strongest tech sector for women anywhere in the country. These are real investments that put more women on career paths in technology. We thank Cornell Tech, CUNY and our private sector partners for collaborating to help women build their skills and their resumes,” said **Mayor Bill de Blasio**.

“Cornell Tech is proud to partner with CUNY and dozens of companies who are dedicated to launching the next generation of women in tech in New York,” said **Judith Spitz, Cornell Tech's WiTNY Program Director**. “Winternships will give CUNY freshmen and sophomores that first ‘foot in the door’ and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences ‘under their belt’ and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords.”

“Women are vastly underrepresented in the technology workforce, and this new Winternship program is part of CUNY's comprehensive effort to address this problem,” said **Associate Vice Chancellor Andrea Shapiro Davis, who is leading the WiTNY program at CUNY**. “These internships will not only provide new opportunities for our students, but will more broadly introduce the NY tech ecosystem to the strengths and talents of our diverse student population and-show them that CUNY is a place to recruit the next generation of tech talent.”

"New York is the best place to be a woman in tech, and the Winternship program is an example of that," said **Julie Samuels, Executive Director of Tech:NYC**. "It's refreshing and meaningful to see institutions like Cornell Tech and CUNY join with the private sector to support our future

women leaders and to work together to realize the goal of a tech industry where women are truly equal."

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for 10-week summer internships, and ultimately full-time jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

"People are New York City's greatest source of competitive advantage," said Lynn McMahon, New York Metro Office Managing Director, Accenture. "At a time when employers are facing a skills gap – particularly in the technology field – internships are an effective way for companies to reach previously untapped pools of talent. We believe that the Cornell Tech and the City University of New York winter internship program is critical to ignite greater interest in technology and ultimately build a stronger pipeline in New York City."

A digital advertising campaign on social media and LinkNYC kiosks will show the diverse group of women who have participated in other WiTNY programs to encourage more young women to pursue careers in tech. Through the campaign, WiTNY will also generate interest from additional companies who want to join the WiTNY network.

The City of New York, along with Cornell Tech and CUNY, are committed to encouraging more women to pursue careers in technology. As part of this mission, Cornell Tech, CUNY, and a growing number of corporations including Verizon, Accenture, IBM, Citi and Xerox have partnered to create WiTNY to facilitate, encourage, and enable a significant increase in the participation of women in both higher education and entrepreneurship in fields related to technology in the New York market. The City of New York has supported these efforts, facilitating industry-academia partnerships through its Tech Talent Pipeline and other initiatives to build a more inclusive tech ecosystem.

Over the past two years, graduates of TTP's industry-informed college programs have secured jobs across the NYC tech ecosystem at companies like Time, Inc., Viacom, JP Morgan Chase, and Goldman Sachs. Through the Mayor's TTP Academic Council, 16 presidents and provosts of public and private NYC colleges - including Columbia, NYU, Pace, Pratt Institute, and CUNY – have also made commitments to further pathways to tech careers for an additional 1,300 New Yorkers.

WiTNY's strategy is to recruit more women by working with CUNY faculty to offer innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for women in between their last year of high school and first year at CUNY - and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York.

To expand access to computer science at CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen campuses. **Building on this success, this past June, Mayor de Blasio announced a new comprehensive commitment to**

double the number of CUNY tech Bachelor's recipients who graduate ready to secure and succeed in tech jobs by 2022.

The City will highlight new investments in instruction, advising, and internships as well as industry commitments to meeting this goal at a Partners Summit on October 23<sup>rd</sup>.

### **About Cornell Tech**

Cornell Tech brings together faculty, business leaders, tech entrepreneurs and students in a catalytic environment to produce visionary results grounded in significant needs that will reinvent the way we live in the digital age. The Jacobs Technion-Cornell Institute embodies the academic partnership between the Technion-Israel Institute of Technology and Cornell University on the Cornell Tech campus.

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### **About CUNY**

The City University of New York is the nation's leading urban public university. Founded in 1847, the University comprises 24 institutions: 11 senior colleges, seven community colleges, the William E. Macaulay Honors College at CUNY, the CUNY Graduate School Center, the CUNY Graduate School of Journalism, the CUNY School of Law, the CUNY School of Professional Studies and the CUNY Graduate School of Public Health and Health Policy. The University serves more than 272,000 degree-seeking students. College Now, the University's academic enrichment program, is offered at CUNY campuses and more than 400 high schools throughout the five boroughs. The University offers online baccalaureate and master's degrees through the CUNY School of Professional Studies.

### **About the NYC Tech Talent Pipeline**

Launched by the Mayor in 2014, the NYC Tech Talent Pipeline is the City's tech Industry Partnership, designed to support the inclusive growth of the NYC tech sector and prepare New Yorkers for 21st century jobs. Incubated and supported by the NYC Department of Small Business Services, the NYC Tech Talent Pipeline works with 175 companies, 16 local colleges, and additional public and private partners to define employer needs, develop training and education models to meet these needs, and scale solutions throughout the City, delivering quality talent for the City's businesses and quality jobs for New Yorkers. Learn more information at <http://www.techtalentpipeline.nyc/> or email [team@techtalent.nyc](mailto:team@techtalent.nyc).

**From:** [Jeremy Soffin](#)  
**To:** [Norvell, Wiley](#); [Sarle, Ben](#)  
**Cc:** [Grace, Melissa](#); [Lauren Tsuboyama](#); [Kate Treen](#)  
**Subject:** RE: cornell  
**Date:** Wednesday, October 11, 2017 11:51:24 AM  
**Attachments:** [Winternship Press Release 101117WNjs.docx](#)

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Two minor edits in yellow:

--added "dozens of" before companies

--took out Pfizer (they haven't given okay) and added Grand Central Tech

If you're good with this we can all plan to push out. Can we say 12:30 instead of noon?

**Jeremy Soffin**

O. 646.200.5318

C. 917.860.9076

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

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---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 11, 2017 10:39 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Sarle, Ben <[BSarle@cityhall.nyc.gov](mailto:BSarle@cityhall.nyc.gov)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>; Kate Treen <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
**Subject:** RE: cornell

Updated version that merges your and Melissa's edits. Additional quotes coming?  
Adding Ben from City Hall who will blast final when ready at noonish.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 9:35 AM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** Re: cornell

Whenever it's final is fine by me, late morning/early pm?

On Oct 11, 2017, at 9:31 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

When do you want to put it out Jeremy? 3 is a bit late.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 9:03 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Couple minor tweaks in attached, waiting for some other quotes on our end, please let us know soon as you can when you'll have the rest of the info to fill in.  
I'm fine with each institution putting out same release whenever this is final.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 10, 2017 7:08 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>  
**Subject:** RE: cornell

Jeremy, again, apologies.

Also, we have a details to fill out (highlighted towards end) – will update those in the morning and will send a quote for Alicia Glen

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A Paid Internship Program & Digital Campaign  
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“Cornell Tech is proud to partner with CUNY and dozens of tech companies who are dedicated to launching the next generation of women in tech in New York,” said **Judith Spitz, Cornell Tech's WiTNY Program Director**. “Winternships will give CUNY freshmen and sophomores that first ‘foot in the door’ and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences ‘under their belt’ and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords.”

DM GLEN QUOTE

CUNY QUOTE

JULIE SAMUELS QUOTE

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for 10-week summer internships, and ultimately full-time jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

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of women in both higher education and entrepreneurship in fields related to technology in the New York market. The City of New York has supported these efforts, facilitating industry-academia partnerships through its Tech Talent Pipeline and other initiatives to build a more inclusive tech ecosystem. [We WILL ADD STUFF HERE ON THE CITY'S PROGRAMS TO PROMOTE TECH]

WITNY's strategy is to recruit more women by working with CUNY faculty to offer innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for young women in between their last year of high school and first year at CUNY -- and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York. To expand access to computer science at the CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen CUNY campuses. [WILL ALSO ADD DETAILS ON CUNY 2X HERE]

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[IF THERE'S AN 'ABOUT CORNELL TECH SECTION' – SHOULD WE ADD AN 'ABOUT CUNY' OR 'ABOUT TECH TALENT PIPELINE' SECTION?]

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 10, 2017 4:20 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama  
**Subject:** RE: cornell

Checking back in, really need this asap. Thanks!

**Jeremy Soffin**  
O. 646.200.5318

C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 10, 2017 1:02 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: cornell

MG will have to you shortly!

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 10, 2017 9:01 AM  
**To:** Norvell, Wiley  
**Subject:** cornell

Hey Wiley, just checking in on the Winternship release. Thanks.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**From:** [Sarle, Ben](#)  
**To:** [Jeremy Soffin](#); [Norvell, Wiley](#)  
**Cc:** [Grace, Melissa](#); [Lauren Tsuboyama](#); [Kate Treen](#)  
**Subject:** RE: cornell  
**Date:** Wednesday, October 11, 2017 11:53:06 AM  
**Attachments:** [image001.png](#)

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Cool, edited. And 12:30 sounds good to me

**Ben Sarle**

Deputy Press Secretary  
Mayor's Press Office | City of New York  
(347) 407-1385  
[@bensarle](#)

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 11:51 AM  
**To:** Sarle, Ben; Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Our emails crossed, just need a couple minor edits:

--Add "dozens of" before "companies" in graf 2  
--In graf 3 remove Pfizer and add Grand Central Tech

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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**From:** Sarle, Ben [<mailto:BSarle@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 11, 2017 11:49 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>; Kate Treen <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
**Subject:** RE: cornell

Here is it formatted, couple minor tweaks too. Also the ampersand after the comma like that in the header seems weird, should take both out and just say 'and'. But will defer.



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

**FOR IMMEDIATE RELEASE:** October 11, 2017

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO, CORNELL TECH, & CUNY LAUNCH WINTERSHIP: A PAID INTERNSHIP PROGRAM & DIGITAL CAMPAIGN FOR CUNY WOMEN IN TECH**

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“Cornell Tech is proud to partner with CUNY and dozens of companies who are dedicated to launching the next generation of women in tech in New York,” said **Judith Spitz, Cornell Tech's WiTNY Program Director**. “Winternships will give CUNY freshmen and sophomores that first ‘foot in the door’ and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences ‘under their belt’ and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords.”

“Women are vastly underrepresented in the technology workforce, and this new Winternship program is part of CUNY’s comprehensive effort to address this problem,” said **Associate Vice Chancellor Andrea Shapiro Davis, who is leading the WiTNY program at CUNY**. “These internships will not only provide new opportunities for our students, but will more broadly introduce the NY tech ecosystem to the strengths and talents of our diverse student population and-show them that CUNY is a place to recruit the next generation of tech talent.”

"New York is the best place to be a woman in tech, and the Winternship program is an example of that," said **Julie Samuels, Executive Director of Tech:NYC**. "It's refreshing and meaningful to see institutions like Cornell Tech and CUNY join with the private sector to support our future women leaders and to work together to realize the goal of a tech industry where women are truly equal."

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for 10-week summer internships, and ultimately full-time jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

“People are New York City’s greatest source of competitive advantage,” said **Lynn McMahon, New York Metro Office Managing Director, Accenture**. “At a time when employers are facing a skills gap – particularly in the technology field – internships are an effective way for companies to reach previously untapped pools of talent. We believe that the Cornell Tech and the City University of New York winter internship program is critical to ignite greater interest in technology and ultimately build a stronger pipeline in New York City.”

A digital advertising campaign on social media and LinkNYC kiosks will show the diverse group of women who have participated in other WiTNY programs to encourage more young women to pursue careers in tech. Through the campaign, WiTNY will also generate interest from additional companies who want to join the WiTNY network.

The City of New York, along with Cornell Tech and CUNY, are committed to encouraging more women to pursue careers in technology. As part of this mission, Cornell Tech, CUNY, and a growing number of corporations including Verizon, Accenture, IBM, Citi and Xerox have partnered to create WiTNY to facilitate, encourage, and enable a significant increase in the participation of women in both higher education and entrepreneurship in fields related to technology in the New York market. The City of New York has supported these efforts, facilitating industry-academia partnerships through its Tech Talent Pipeline and other initiatives to build a more inclusive tech ecosystem.

Over the past two years, graduates of TTP’s industry-informed college programs have secured jobs across the NYC tech ecosystem at companies like Time, Inc., Viacom, JP Morgan Chase, and Goldman Sachs. Through the Mayor’s TTP Academic Council, 16 presidents and provosts of public and private NYC colleges - including Columbia, NYU, Pace, Pratt Institute, and CUNY – have also made commitments to further pathways to tech careers for an additional 1,300 New Yorkers.

WiTNY’s strategy is to recruit more women by working with CUNY faculty to offer



innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for women in between their last year of high school and first year at CUNY -- and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York.

To expand access to computer science at CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen campuses. Building on this success, this past June, Mayor de Blasio announced a new comprehensive commitment to double the number of CUNY tech Bachelor's recipients who graduate ready to secure and succeed in tech jobs by 2022.

The City will highlight new investments in instruction, advising, and internships as well as industry commitments to meeting this goal at a Partners Summit on October 23<sup>rd</sup>.

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Cornell Tech brings together faculty, business leaders, tech entrepreneurs and students in a catalytic environment to produce visionary results grounded in significant needs that will reinvent the way we live in the digital age. The Jacobs Technion-Cornell Institute embodies the academic partnership between the Technion-Israel Institute of Technology and Cornell University on the Cornell Tech campus.

From 2012-2017, the campus was temporarily located in Google's New York City building. In fall 2017, 30 world-class faculty and about 300 graduate students moved to the first phase of Cornell Tech's permanent campus on Roosevelt Island, continuing to conduct groundbreaking research, collaborate extensively with tech-oriented companies and organizations and pursue their own startups. When fully completed, the campus will include two million square feet of state-of-the-art buildings, over two acres of open space, and will be home to more than 2,000 graduate students and hundreds of faculty and staff.

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### **About the NYC Tech Talent Pipeline**

Launched by the Mayor in 2014, the NYC Tech Talent Pipeline is the City's tech Industry Partnership, designed to support the inclusive growth of the NYC tech sector and prepare New Yorkers for 21st century jobs. Incubated and supported by the NYC Department of Small Business Services, the NYC Tech Talent Pipeline works with 175 companies, 16 local colleges, and additional public and private partners to define employer needs, develop training and education models to meet these needs, and scale solutions throughout the City, delivering quality talent for the City's businesses and quality jobs for New Yorkers. Learn more information at <http://www.techtalentpipeline.nyc/> or email [team@techtalent.nyc](mailto:team@techtalent.nyc).

###

**Ben Sarle**

Deputy Press Secretary  
Mayor's Press Office | City of New York  
(347) 407-1385  
@bensarle

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 11:19 AM  
**To:** Norvell, Wiley; Sarle, Ben  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Just give me 15 minutes please, waiting on final approval

**Jeremy Soffin**

O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 11, 2017 10:59 AM  
**To:** Sarle, Ben <[BSarle@cityhall.nyc.gov](mailto:BSarle@cityhall.nyc.gov)>; Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>; Kate Treen <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
**Subject:** RE: cornell

Meh, it's fine

---

**From:** Sarle, Ben  
**Sent:** Wednesday, October 11, 2017 10:58 AM  
**To:** Jeremy Soffin; Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Should we move mayor quote up a little, feels a little deep?

**Ben Sarle**

Deputy Press Secretary  
Mayor's Press Office | City of New York  
(347) 407-1385  
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---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 10:45 AM  
**To:** Norvell, Wiley; Sarle, Ben  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Added CUNY and Julie Samuels quotes and About CUNY boiler.  
Let me have Cornell folks take final look but then I think we're set.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 11, 2017 10:39 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Sarle, Ben <[BSarle@cityhall.nyc.gov](mailto:BSarle@cityhall.nyc.gov)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>; Kate Treen <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
**Subject:** RE: cornell

Updated version that merges your and Melissa's edits. Additional quotes coming?  
Adding Ben from City Hall who will blast final when ready at noonish.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 9:35 AM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** Re: cornell

Whenever it's final is fine by me, late morning/early pm?

On Oct 11, 2017, at 9:31 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

When do you want to put it out Jeremy? 3 is a bit late.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 9:03 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Couple minor tweaks in attached, waiting for some other quotes on our end, please let us know soon as you can when you'll have the rest of the info to fill in.  
I'm fine with each institution putting out same release whenever this is final.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 10, 2017 7:08 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>  
**Subject:** RE: cornell

Jeremy, again, apologies.

Also, we have a details to fill out (highlighted towards end) – will update those in the morning and will send a quote for Alicia Glen

**Deputy Mayor Alicia Glen, Cornell Tech, & CUNY Launch  
Winternship:  
A Paid Internship Program & Digital Campaign  
for CUNY Women in Tech**

*Over 200 freshmen and sophomore women at CUNY will participate in 2-week program across dozens of tech companies; Campaign will open doors for more young women in tech sector*

NEW YORK – Deputy Mayor Alicia Glen, Cornell Tech, and the City University of New York today launched a new winter internship program as part of the Women in Technology and Entrepreneurship in NY (WiTNY) initiative. The program, called a Winternship, will provide paid internships to up to 200 CUNY women students in their freshman or sophomore year who are studying computer science or related fields. Today, participating companies came together at Cornell Tech to craft their Winternship program in conjunction with the launch of a marketing campaign to encourage more companies to sponsor young women exploring degree and career opportunities in technology. The campaign will include digital advertising on social media platforms and on LinkNYC kiosks across the city.

Participating companies include: Verizon, OATH, Accenture, Citi, Turner, AppNexus, Pfizer, Bitly, Blackstone, and many others. The Winternships will occur during CUNY's winter break in January 2018.

“Cornell Tech is proud to partner with CUNY and dozens of tech companies who are dedicated to launching the next generation of women in tech in New York,” said **Judith Spitz, Cornell Tech's WiTNY Program Director**. “Winternships will give CUNY freshmen and sophomores that first ‘foot in the door’ and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences ‘under their belt’ and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords.”

DM GLEN QUOTE

CUNY QUOTE

JULIE SAMUELS QUOTE

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for 10-week summer internships, and ultimately full-time jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

A digital advertising campaign on social media and LinkNYC kiosks will show the diverse group of women who have participated in other WiTNY programs to encourage more young women to pursue careers in tech. Through the campaign, WiTNY will also generate interest from additional companies who want to join the WiTNY network.

The City of New York, along with Cornell Tech and CUNY, are committed to encouraging more women to pursue careers in technology. As part of this mission, Cornell Tech, CUNY, and a growing number of corporations have partnered to create

WiTNY to facilitate, encourage, and enable a significant increase in the participation of women in both higher education and entrepreneurship in fields related to technology in the New York market. The City of New York has supported these efforts, facilitating industry-academia partnerships through its Tech Talent Pipeline and other initiatives to build a more inclusive tech ecosystem. [We WILL ADD STUFF HERE ON THE CITY'S PROGRAMS TO PROMOTE TECH]

WiTNY's strategy is to recruit more women by working with CUNY faculty to offer innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for young women in between their last year of high school and first year at CUNY -- and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York. To expand access to computer science at the CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen CUNY campuses. [WILL ALSO ADD DETAILS ON CUNY 2X HERE]

### **About Cornell Tech**

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[IF THERE'S AN 'ABOUT CORNELL TECH SECTION' – SHOULD WE ADD AN 'ABOUT CUNY' OR 'ABOUT TECH TALENT PIPELINE' SECTION?]

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 10, 2017 4:20 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama  
**Subject:** RE: cornell

Checking back in, really need this asap. Thanks!

Jeremy Soffin

O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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@berlinrosen

---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 10, 2017 1:02 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: cornell

MG will have to you shortly!

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 10, 2017 9:01 AM  
**To:** Norvell, Wiley  
**Subject:** cornell

Hey Wiley, just checking in on the Winternship release. Thanks.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

**From:** [Norvell, Wiley](#)  
**To:** ["Jeremy Soffin"](#); [Sarle, Ben](#)  
**Cc:** [Grace, Melissa](#); [Lauren Tsuboyama](#); [Kate Treen](#)  
**Subject:** RE: cornell  
**Date:** Wednesday, October 11, 2017 12:40:33 PM  
**Attachments:** [image001.png](#)

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same

---

**From:** Jeremy Soffin [mailto:[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)]  
**Sent:** Wednesday, October 11, 2017 12:40 PM  
**To:** Sarle, Ben; Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Good to go on our end

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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[@berlinrosen](#)

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**From:** Sarle, Ben [mailto:[BSarle@cityhall.nyc.gov](mailto:BSarle@cityhall.nyc.gov)]  
**Sent:** Wednesday, October 11, 2017 12:31 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>; Kate Treen <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
**Subject:** RE: cornell

Ok, good to blast in a minute?



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

**FOR IMMEDIATE RELEASE:** October 11, 2017  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958



## **MAYOR DE BLASIO, CORNELL TECH AND CUNY LAUNCH WINTERNSHIP: A PAID INTERNSHIP PROGRAM & DIGITAL CAMPAIGN FOR CUNY WOMEN IN TECH**

*Over 200 freshmen and sophomore women at CUNY will participate in two-week program across dozens of companies; campaign will open doors for more young women in tech sector*

**NEW YORK**—Mayor de Blasio, Cornell Tech, and the City University of New York today launched a new winter internship program as part of the Women in Technology and Entrepreneurship in NY (WiTNY) initiative. The program, called a Winternship, will provide paid internships to up to 200 CUNY female students in their freshman or sophomore year who are studying computer science or related fields.

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Participating companies include Verizon, OATH, Accenture, Citi, Turner, AppNexus, Grand Central Tech, Bitly, Blackstone, and many others. The Winternships will occur during CUNY's winter break in January 2018.

“New York City is building the strongest tech sector for women anywhere in the country. These are real investments that put more women on career paths in technology. We thank Cornell Tech, CUNY and our private sector partners for collaborating to help women build their skills and their resumes,” said **Mayor Bill de Blasio**.

“Cornell Tech is proud to partner with CUNY and dozens of companies who are dedicated to launching the next generation of women in tech in New York,” said **Judith Spitz, Cornell Tech's WiTNY Program Director**. “Winternships will give CUNY freshmen and sophomores that first ‘foot in the door’ and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences ‘under their belt’ and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords.”

“Women are vastly underrepresented in the technology workforce, and this new Winternship program is part of CUNY's comprehensive effort to address this problem,” said **Associate Vice Chancellor Andrea Shapiro Davis, who is leading the WiTNY program at CUNY**. “These internships will not only provide new opportunities for our students, but will more broadly introduce the NY tech ecosystem to the strengths and talents of our diverse student population and show them that CUNY is a place to recruit the next generation of tech talent.”

"New York is the best place to be a woman in tech, and the Winternship program is an example of that," said **Julie Samuels, Executive Director of Tech:NYC**. "It's refreshing and meaningful to see institutions like Cornell Tech and CUNY join with the private sector to

support our future women leaders and to work together to realize the goal of a tech industry where women are truly equal."

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for 10-week summer internships, and ultimately full-time jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

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###

### **Ben Sarle**

Deputy Press Secretary

Mayor's Press Office | City of New York

(347) 407-1385

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---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 11:50 AM  
**To:** Norvell, Wiley; Sarle, Ben  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Two minor edits in yellow:

--added "dozens of" before companies

--took out Pfizer (they haven't given okay) and added Grand Central Tech

If you're good with this we can all plan to push out. Can we say 12:30 instead of noon?

**Jeremy Soffin**

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

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

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---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Wednesday, October 11, 2017 10:39 AM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Sarle, Ben <[BSarle@cityhall.nyc.gov](mailto:BSarle@cityhall.nyc.gov)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>; Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>; Kate Treen <[Kate.Treen@berlinrosen.com](mailto:Kate.Treen@berlinrosen.com)>  
**Subject:** RE: cornell

Updated version that merges your and Melissa's edits. Additional quotes coming?  
Adding Ben from City Hall who will blast final when ready at noonish.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 9:35 AM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama; Kate Treen  
**Subject:** Re: cornell

Whenever it's final is fine by me, late morning/early pm?

On Oct 11, 2017, at 9:31 AM, Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)> wrote:

When do you want to put it out Jeremy? 3 is a bit late.

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Wednesday, October 11, 2017 9:03 AM  
**To:** Grace, Melissa; Norvell, Wiley  
**Cc:** Lauren Tsuboyama; Kate Treen  
**Subject:** RE: cornell

Couple minor tweaks in attached, waiting for some other quotes on our end, please let us know soon as you can when you'll have the rest of the info to fill in.  
I'm fine with each institution putting out same release whenever this is final.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**  
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[berlinrosen.com](http://berlinrosen.com)  
@berlinrosen

---

**From:** Grace, Melissa [<mailto:MGrace@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 10, 2017 7:08 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>; Norvell, Wiley <[WNorvell@cityhall.nyc.gov](mailto:WNorvell@cityhall.nyc.gov)>  
**Cc:** Lauren Tsuboyama <[Lauren.Tsuboyama@berlinrosen.com](mailto:Lauren.Tsuboyama@berlinrosen.com)>  
**Subject:** RE: cornell

Jeremy, again, apologies.

Also, we have a details to fill out (highlighted towards end) – will update those in the morning and will send a quote for Alicia Glen

**Deputy Mayor Alicia Glen, Cornell Tech, & CUNY Launch  
Winternship:  
A Paid Internship Program & Digital Campaign  
for CUNY Women in Tech**

*Over 200 freshmen and sophomore women at CUNY will participate in 2-week program across dozens of tech companies; Campaign will open doors for more young women in tech sector*

NEW YORK – Deputy Mayor Alicia Glen, Cornell Tech, and the City University of New York today launched a new winter internship program as part of the Women in Technology and Entrepreneurship in NY (WiTNY) initiative. The program, called a Winternship, will provide paid internships to up to 200 CUNY women students in their freshman or sophomore year who are studying computer science or related fields. Today, participating companies came together at Cornell Tech to craft their Winternship program in conjunction with the launch of a marketing campaign to encourage more companies to sponsor young women exploring degree and career opportunities in technology. The campaign will include digital advertising on social media platforms and on LinkNYC kiosks across the city.

Participating companies include: Verizon, OATH, Accenture, Citi, Turner, AppNexus, Pfizer, Bitly, Blackstone, and many others. The Winternships will occur during CUNY's winter break in January 2018.

“Cornell Tech is proud to partner with CUNY and dozens of tech companies who are dedicated to launching the next generation of women in tech in New York,” said **Judith Spitz, Cornell Tech's WiTNY Program Director**. “Winternships will give CUNY freshmen and sophomores that first ‘foot in the door’ and an early look into what their future in tech could be like as they build their skills, confidence, and network. We believe that with one or more of these experiences ‘under their belt’ and on their resumes, we will replace the obstacle course that these young women face with a glide path to success; giving them the opportunity to share in the benefits the tech industry affords.”

DM GLEN QUOTE

CUNY QUOTE

JULIE SAMUELS QUOTE

Short internships early in their college careers will give these young CUNY women much needed exposure, experience and a set of credentials that make their resumes more competitive when it comes time to apply for 10-week summer internships, and ultimately full-time jobs. Giving young women these mini-internship experiences will help launch the careers of a new generation of women in tech in New York.

A digital advertising campaign on social media and LinkNYC kiosks will show the diverse group of women who have participated in other WiTNY programs to encourage more young women to pursue careers in tech. Through the campaign, WiTNY will also generate interest from additional companies who want to join the WiTNY network.

The City of New York, along with Cornell Tech and CUNY, are committed to encouraging more women to pursue careers in technology. As part of this mission, Cornell Tech, CUNY, and a growing number of corporations have partnered to create WiTNY to facilitate, encourage, and enable a significant increase in the participation

of women in both higher education and entrepreneurship in fields related to technology in the New York market. The City of New York has supported these efforts, facilitating industry-academia partnerships through its Tech Talent Pipeline and other initiatives to build a more inclusive tech ecosystem. [We WILL ADD STUFF HERE ON THE CITY'S PROGRAMS TO PROMOTE TECH]

WITNY's strategy is to recruit more women by working with CUNY faculty to offer innovative introductory curricula -- both undergraduate courses as well as a unique summer program called the Summer Guild for young women in between their last year of high school and first year at CUNY -- and retain them through scholarship incentives, career immersion via high tech internships, programming and mentorship to develop a robust community of tech women in New York. To expand access to computer science at the CUNY, Cornell Tech and CUNY partnered and developed curriculum that is being implemented at more than a dozen CUNY campuses. [WILL ALSO ADD DETAILS ON CUNY 2X HERE]

### **About Cornell Tech**

Cornell Tech brings together faculty, business leaders, tech entrepreneurs and students in a catalytic environment to produce visionary results grounded in significant needs that will reinvent the way we live in the digital age. The Jacobs Technion-Cornell Institute embodies the academic partnership between the Technion-Israel Institute of Technology and Cornell University on the Cornell Tech campus.

From 2012-2017, the campus was temporarily located in Google's New York City building. In fall 2017, 30 world-class faculty and about 300 graduate students moved to the first phase of Cornell Tech's permanent campus on Roosevelt Island, continuing to conduct groundbreaking research, collaborate extensively with tech-oriented companies and organizations and pursue their own startups. When fully completed, the campus will include two million square feet of state-of-the-art buildings, over two acres of open space, and will be home to more than 2,000 graduate students and hundreds of faculty and staff.

[IF THERE'S AN 'ABOUT CORNELL TECH SECTION' – SHOULD WE ADD AN 'ABOUT CUNY' OR 'ABOUT TECH TALENT PIPELINE' SECTION?]

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 10, 2017 4:20 PM  
**To:** Norvell, Wiley  
**Cc:** Grace, Melissa; Lauren Tsuboyama  
**Subject:** RE: cornell

Checking back in, really need this asap. Thanks!

**Jeremy Soffin**  
O. 646.200.5318

C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

**berlinrosen**

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---

**From:** Norvell, Wiley [<mailto:WNorvell@cityhall.nyc.gov>]  
**Sent:** Tuesday, October 10, 2017 1:02 PM  
**To:** Jeremy Soffin <[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)>  
**Cc:** Grace, Melissa <[MGrace@cityhall.nyc.gov](mailto:MGrace@cityhall.nyc.gov)>  
**Subject:** RE: cornell

MG will have to you shortly!

---

**From:** Jeremy Soffin [<mailto:jeremy@berlinrosen.com>]  
**Sent:** Tuesday, October 10, 2017 9:01 AM  
**To:** Norvell, Wiley  
**Subject:** cornell

Hey Wiley, just checking in on the Winternship release. Thanks.

**Jeremy Soffin**  
O. 646.200.5318  
C. 917.860.9076  
[jeremy@berlinrosen.com](mailto:jeremy@berlinrosen.com)

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@berlinrosen



**From:** [Gunther, Paul](#)  
**To:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** Join us in Honoring Richard Parsons and Chita Rivera!  
**Date:** Friday, October 13, 2017 4:45:00 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Dear Jonathan Rosen,

As the steward of “the People’s House” on the occasion of its 75th anniversary as official residence, I write inviting you to join the Mayor and First Lady on **December 7** for an intimate dinner in the Wagner Ballroom awarding a Key to the City to *Richard Parsons* and *Chita Rivera*. The reply form attached provides the details. Your presence on the Host Committee and in person that night will assure the success merited to sustain our full range of public programs. It will also enhance our collective recognition of two legendary New Yorkers, whose career contributions set a standard of civic excellence that is second to none.

Thanks in advance.

We look forward to seeing you at Gracie on December 7, 2017.

Warm regards,



**Paul Gunther**  
*Executive Director*



and **FIRST LADY CHIRLANE MCCRAY**  
invite you to dinner

honoring **RICHARD PARSONS**  
and **CHITA RIVERA**

benefitting the  
**GRACIE MANSION CONSERVANCY**

6pm Reception and Tours

7pm Dinner

Business Attire

**GRACIE MANSION**

East End Avenue at 88th Street  
New York City

**INVITATION TO FOLLOW**

For more information  
or to purchase tickets now please  
call 212.676.3060 or  
email [GracieRSVP@cityhall.nyc.gov](mailto:GracieRSVP@cityhall.nyc.gov)

**GRACIE<sup>75</sup>**  
**MANSION**

# SAVE THE DATE

THURSDAY, DECEMBER 7, 2017

In celebration of  
**GRACIE MANSION'S 75TH ANNIVERSARY**  
as **NEW YORK'S MAYORAL RESIDENCE**  
**MAYOR BILL DE BLASIO**  
and **FIRST LADY CHIRLANE MCCRAY**  
invite you to dinner

honoring **RICHARD PARSONS**  
and **CHITA RIVERA**

benefitting the  
**GRACIE MANSION CONSERVANCY**

6pm Reception and Tours

7pm Dinner

Business Attire

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**INVITATION TO FOLLOW**

For more information  
or to purchase tickets now please  
call 212.676.3060 or  
email [GracieRSVP@cityhall.nyc.gov](mailto:GracieRSVP@cityhall.nyc.gov)

**GRACIE<sup>75</sup>**  
**MANSION**



**From:** [Raphael, Stephanie](#)  
**To:** [Grybauskas, Natalie](#); [Stacey Levine](#); [LinkNYC](#); [Koenig, Anne J.](#); [Shor, Stanley](#); [Blumm, Kate](#); [Gardener, Stacy \(DOITT\)](#); [Michael Kenney \(kenney@cyber.nyc.gov\)](mailto:kenney@cyber.nyc.gov); [Emily Pease](#); [Amanda Giddon](#)  
**Subject:** NYC3 Recognizes National Cybersecurity Awareness Month - draft release  
**Date:** Monday, October 16, 2017 10:21:16 AM  
**Attachments:** [NYC3 Cyber Aware Month press release.docx](#)

---

All,

Attached and below is a draft release for cyber command to announce the launch of internet safety tips on Links to begin this afternoon. Let me know if you have any questions, comments, edits .

Thank you!

Stephanie

**FOR IMMEDIATE RELEASE:** October 17, 2017

**CONTACT:** [sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)

## **NEW YORK CITY CYBER COMMAND RECOGNIZES NATIONAL CYBERSECURITY AWARENESS MONTH**

*LinkNYC Kiosks Now Featuring Cyber Tips for New Yorkers*

**NEW YORK** – New York City Cyber Command today announced the launch of an “Internet Safety 101” tip series on LinkNYC kiosks throughout the city in recognition of National Cybersecurity Awareness Month. The new awareness campaign will display the top five basic cybersecurity tips and best practices on Link’s 55-inch digital screens in an effort to increase public understanding of cyber threats and empower New Yorkers to be safer and more secure online.

“As we continue to expand our digital footprint, it is becoming increasingly important to share best practices and make it known that cybersecurity is everyone’s responsibility,” said **Geoffrey Brown, NYC Chief Information Security Officer (CISO) and Head of Cyber Command**. “You don’t need to be a computer expert to practice good cyber hygiene. We hope these simple everyday reminders will help New Yorkers lead a safer online life.”

NYC Cyber Command (NYC3) was created by [executive order](#) in July 2017 to lead the City’s cyber defense efforts, working across more than 100 agencies and offices to prevent, detect, respond, and recover from cyber threats. Brown recently named Quiescence Phillips as the new Deputy CISO for Threat Management. Phillips will oversee the threat intelligence analysis and operations dedicated to countering and responding to cyber incidents across City government.

While NYC3’s work is exclusively focused on cyber defense within City government, the team has developed the following “Internet Safety 101” tips featured on LinkNYC kiosks for the general public: [ATTACH SCREENSHOTS]

- Never share your passwords -- with anyone.
- Always confirm sender before opening unknown links or attachments.  
Use strong, unique passwords for all of your accounts.

- The Internet is forever: Be thoughtful about what you post online.
- Always use passcodes on your personal devices.

Cyber Security Awareness Month is a nationally recognized effort sponsored by the U.S. Department of Homeland Security in cooperation with the National Cyber Security Alliance to raise cybersecurity awareness across the country and to empower citizens, businesses, government and schools to improve their cyber security preparedness.

**About New York City Cyber Command**

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**FOR IMMEDIATE RELEASE:** October 17, 2017

**CONTACT:** [sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)

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**From:** [Sarle, Ben](#)  
**To:** [Sarle, Ben](#)  
**Bcc:** [Ryan Max \(rmax@culture.nyc.gov\)](#); [ryan.murray@mocs.nyc.gov](#); "[Alexis Wichowski \(awichowski@veterans.nyc.gov\)](#)"; [brian.levin@berlinrosen.com](#); [Scott Gastel \(sgastel@dot.nyc.gov\)](#); [Chris Browne \(cbrowne@dot.nyc.gov\)](#); [Gloria Chin \(gchin@dot.nyc.gov\)](#); [Alana Morales \(amorales4@dot.nyc.gov\)](#); [Negash, Dabash](#); [Christopher Heywood \(cheywood@nycgo.com\)](#); [Nick Benson \(nbenson@sbs.nyc.gov\)](#); [Julianne Cho \(jcho@sbs.nyc.gov\)](#); [Cynthia Keyser \(ckeyser@sbs.nyc.gov\)](#); [Novick, Jonathan](#); [King, Kleo](#); [Salvador Arrona \(SArrona@bic.nyc.gov\)](#); [Paolucci, Nick \(Law\)](#); "[Kate O'Brien Ahlers \(kahlers@law.nyc.gov\)](#)"; [Finkelppearl, Tom \(Cultural\)](#); [Zumhagen, Brian](#)  
**Subject:** FW: You're invited to Flacks & Hacks 27 (Oct 19, 2017)  
**Date:** Monday, October 16, 2017 5:55:00 PM

---

See you there flack friends!

**Ben Sarle**

Deputy Press Secretary  
Mayor's Press Office | City of New York  
(347) 407-1385  
[@bensarle](#)

---

**From:** Flacks & Hacks [mailto:[invite@eventbrite.com](mailto:invite@eventbrite.com)]  
**Sent:** Tuesday, October 03, 2017 4:31 PM  
**To:** Sarle, Ben  
**Subject:** You're invited to Flacks & Hacks 27 (Oct 19, 2017)

**Hello Ben,**

You are invited to the following event:

## [FLACKS & HACKS 27](#)



Event to be held at the following time, date, and location:

Thursday, October 19, 2017 from 6:00 PM to 9:00 PM (EDT)

**The Patriot (Upstairs)**  
110 Chambers Street  
New York, NY 10007

[View Map](#)

**Attend Event**

Share this event:



It was announced today that the twenty-seventh happy hour for New York spokespeople a.k.a. flacks, and New York reporters a.k.a. hacks, will be held on Thursday, October 19.



Share this event on [Facebook](#) and [Twitter](#)

We hope you can make it!

Cheers,  
Flacks & Hacks



This invitation was sent to [bsarle@cityhall.nyc.gov](mailto:bsarle@cityhall.nyc.gov) by [Flacks & Hacks](#) the organizer. To stop receiving invitations from this organizer, you can [unsubscribe](#).



Eventbrite, Inc. | 155 5th St, 7th Floor | San Francisco, CA 94103

**From:** [Donald, Donte](#)  
**To:** [andy@berlinrosen.com](mailto:andy@berlinrosen.com)  
**Cc:** [REDACTED]  
**Subject:** Good running into you  
**Date:** Tuesday, October 17, 2017 8:49:13 AM

---

At the fundraiser! Would love to catch up at some point.

Donté

Sent from my iPhone

**From:** [Raphael, Stephanie](#)  
**To:** [Grybauskas, Natalie](#); [Stacey Levine](#); [LinkNYC](#); [Koenig, Anne J.](#); [Shor, Stanley](#); [Blumm, Kate](#); [Gardener, Stacy \(DOITT\)](#); [Michael Kenney \(kenney@cyber.nyc.gov\)](#); [Emily Pease](#); [Amanda Giddon](#)  
**Subject:** RE: NYC3 Recognizes National Cybersecurity Awareness Month - draft release  
**Date:** Wednesday, October 18, 2017 9:56:10 AM  
**Attachments:** [InternetSafety\\_FINAL.ZIP](#)  
[NYC3 Cyber Aware Month\\_press release.docx](#)

---

All,  
Updated attached with a few minor changes and going out this morning.  
Thanks,  
Steph

---

**From:** Raphael, Stephanie  
**Sent:** Monday, October 16, 2017 10:19 AM  
**To:** 'Grybauskas, Natalie' <NGrybauskas@cityhall.nyc.gov>; Stacey Levine <stacey.levine@intersection.com>; LinkNYC <LinkNYC@berlinrosen.com>; Koenig, Anne J. <ankoenig@doitt.nyc.gov>; Shor, Stanley <SShor@doitt.nyc.gov>; Blumm, Kate <KBlumm@doitt.nyc.gov>; Gardener, Stacy <SGardener@doitt.nyc.gov>; Michael Kenney (kenney@cyber.nyc.gov) <kenney@cyber.nyc.gov>; Emily Pease <emily.pease@intersection.com>; 'Amanda Giddon' <amanda.giddon@intersection.com>  
**Subject:** NYC3 Recognizes National Cybersecurity Awareness Month - draft release

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Stephanie

**FOR IMMEDIATE RELEASE:** October 17, 2017  
**CONTACT:** [sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)

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share best practices and make it known that cybersecurity is everyone's responsibility," said **Geoffrey Brown, NYC Chief Information Security Officer (CISO) and Head of Cyber Command**. "You don't need to be a computer expert to practice good cyber hygiene. We hope these simple everyday reminders will help New Yorkers lead a safer online life."

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# Internet Safety 101

**Never  
share your  
passwords—  
with anyone.**

**NYC**

Cyber Command

**October is #CyberAware Month**



---

# Internet Safety 101

**Always confirm  
sender before  
opening  
unknown links  
or attachments.**

**NYC**

Cyber Command

**October is #CyberAware Month**



---

# Internet Safety 101

**Use strong,  
unique  
passwords  
for all of your  
accounts.**

**NYC**

Cyber Command

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---

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**The Internet  
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**NYC**

Cyber Command

**October is #CyberAware Month**



---

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**Always use  
passcodes on  
your personal  
devices.**



Cyber Command

**October is #CyberAware Month**

**FOR IMMEDIATE RELEASE:** October 18, 2017

**CONTACT:** [sraphael@doitt.nyc.gov](mailto:sraphael@doitt.nyc.gov)

## **NEW YORK CITY CYBER COMMAND RECOGNIZES NATIONAL CYBER SECURITY AWARENESS MONTH THIS OCTOBER**

*LinkNYC Kiosks Now Featuring Cyber Tips for New Yorkers*

**NEW YORK** – New York City Cyber Command today announced the launch of an “Internet Safety 101” tip series on LinkNYC kiosks throughout the city in recognition of National Cyber Security Awareness Month. The new awareness campaign will display the top five basic cyber security tips and best practices on Link’s 55-inch digital screens in an effort to increase public understanding of cyber threats and empower New Yorkers to be safer and more secure online.

“As we continue to expand our digital footprint, it is becoming increasingly important to share best practices and make it known that cyber security is everyone’s responsibility,” said **Geoffrey Brown, NYC Chief Information Security Officer (CISO) and Head of Cyber Command**. “You don’t need to be a computer expert to practice good cyber hygiene. We hope these simple everyday reminders will help New Yorkers lead a safer online life.”

NYC Cyber Command (NYC3) was created by [executive order](#) in July 2017 to lead the City’s cyber defense efforts, working across more than 100 agencies and offices to prevent, detect, respond, and recover from cyber threats. Brown recently named Quiescence Phillips as the Deputy CISO for Threat Management. Phillips will oversee the threat intelligence analysis and operations dedicated to countering and responding to cyber incidents across City government, working alongside the Deputy CISO for Engineering and Architecture, Colin Ahern.

While NYC3’s work is exclusively focused on cyber defense within City government, the team has developed the following “Internet Safety 101” tips featured on LinkNYC kiosks for the general public:

- Never share your passwords -- with anyone.
- Always confirm sender before opening unknown links or attachments.
- Use strong, unique passwords for all of your accounts.
- The Internet is forever: Be thoughtful about what you post online.
- Always use passcodes on your personal devices.

Cyber Security Awareness Month is a nationally recognized effort sponsored by the U.S. Department of Homeland Security in cooperation with the National Cyber Security Alliance to raise cybersecurity awareness across the country and to empower citizens, businesses, government and schools to improve their cyber security preparedness.

### **About New York City Cyber Command**

NYC Cyber Command was created by Executive Order to lead the City’s cyber defense efforts, working across more than 100 agencies and offices to prevent, detect, respond, and recover from cyber threats. NYC Cyber Command is committed to protecting NYC infrastructure and critical

systems from malicious attacks through the use of the latest technologies, public-private partnerships, and regular training and exercises for City employees.

**About the Department of Information Technology and Telecommunications (DoITT)**

DoITT is the technology core of New York City government, working with over 100 city agencies and entities to deliver the tech they need to serve and empower New Yorkers. DoITT's technology solutions help keep the five boroughs safe, strong, and vibrant. For more information, visit [nyc.gov/DoITT](http://nyc.gov/DoITT) or visit us on Facebook ([facebook.com/NYCDoITT](https://facebook.com/NYCDoITT)) or Twitter ([twitter.com/NYCDoITT](https://twitter.com/NYCDoITT)).

**From:** [Eichenstein, Simcha](#)  
**To:** [Dan Levitan](#)  
**Subject:** Re: Housing Announcement  
**Date:** Monday, October 23, 2017 9:15:06 PM

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Thank you, and the Coalition should feel free to send someone from their organization (with branding on their t-shirt or sign). We'll happily acknowledge them!

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**From:** Dan Levitan  
**Sent:** Monday, October 23, 2017 8:08 PM  
**To:** Eichenstein, Simcha  
**Subject:** Housing Announcement

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Simcha –

Mary from the Coalition for the Homeless is on leave, but here is a quote you can use from Shelly Nortz, Executive Director for Policy:

“The Mayor’s housing plan represents real progress toward making New York City more affordable. To lower record levels of homelessness, the City must build and complete an additional 10,000 units of affordable housing for currently homeless New Yorkers in the next five years. With that commitment, and doubling federal housing set-asides for homeless households, we can finally turn the tide on the homeless epidemic.”

**Dan Levitan**  
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**From:** [Eichenstein, Simcha](#)  
**Bcc:** ["dan@berlinrosen.com"](mailto:dan@berlinrosen.com); ["pfreitag@wsfssh.org"](mailto:pfreitag@wsfssh.org); ["brosen@breakingground.org"](mailto:brosen@breakingground.org);  
["jkende@enterprisecommunity.org"](mailto:jkende@enterprisecommunity.org); ["lmascuch@shnny.org"](mailto:lmascuch@shnny.org); ["joanneo@camba.org"](mailto:joanneo@camba.org); ["jperine@chpcny.org"](mailto:jperine@chpcny.org);  
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**Subject:** FW: MAYOR DE BLASIO TO COMPLETE AFFORDABLE HOUSING PLAN 2 YEARS AHEAD OF SCHEDULE, ACCELERATE PACE AND EXPAND GOALS  
**Date:** Tuesday, October 24, 2017 11:32:48 AM

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FYI

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**From:** Mayor's Press Office  
**Sent:** Tuesday, October 24, 2017 10:40 AM  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO TO COMPLETE AFFORDABLE HOUSING PLAN 2 YEARS AHEAD OF SCHEDULE, ACCELERATE PACE AND EXPAND GOALS



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR

**MAYOR DE BLASIO TO COMPLETE AFFORDABLE HOUSING PLAN 2 YEARS  
AHEAD OF SCHEDULE, ACCELERATE PACE AND EXPAND GOALS**

*City will boost production to 25,000 apartments annually, administration sets new goal of  
300,000 apartments by 2026*

**NEW YORK**—Mayor Bill de Blasio today announced that his administration is now on track to build and protect 200,000 affordable homes by 2022, two years ahead of schedule. With the addition of new tools, programs and funding, the City will ramp up to securing 25,000 affordable apartments annually by 2021 and beyond—a pace it has never before reached. With that machinery in place, the City is taking on a new goal: 300,000 such apartments by 2026, enough for the entire population of Boston or Seattle.

In the coming days, the Mayor will unveil a battery of new programs designed to realize this new goal. Those efforts will target seniors, homeowners and tenants in existing affordable housing who need protection. To accelerate, the plan will require an additional \$150 million per year in the current 4-year financial plan. This will bring the City's investment in achieving 100,000 more homes to about \$1.3 billion per year over nine years. Future financial plans will reflect the commitment.

“We’ve kept our promises to New Yorkers, and now it’s time to go farther and faster. Like Mayor Koch before us, we are building an engine that will keep families in safe, decent and affordable homes for decades to come. We will keep this a city for seniors, veterans, working

families and the middle class,” **Mayor Bill de Blasio** said.

“Every year, we have pushed this plan deeper to reach more people in more neighborhoods. Completing this plan two years early means tens of thousands more families will come home sooner to homes they can afford. I am so proud of our agency teams and all our partners who are building an engine for affordable housing that will continue building and protecting homes for years to come,” said **Deputy Mayor for Housing and Economic Development Alicia Glen**.

Mayor de Blasio announced the first new program today. The “Neighborhood Pillars” program will deploy a \$275 million public-private fund to target fast-changing neighborhoods where aggressive speculators threaten traditional rent regulated apartment buildings. Through the largest program of its kind in the United States, the City’s Department of Housing Preservation and Housing Development Corporation will provide financing to non-profits and other mission-driven organizations to purchase older rent-regulated buildings to keep them affordable and keep current tenants in place. The program will secure an additional 1,000 affordable homes each year—7,500 total—putting those buildings in good hands before bad actors put tenants at risk of illegal rent hikes, harassment or eviction.

The program will help mission-driven non-profits grow and will take advantage of their ability to identify the buildings most at risk of speculation and rapid turnover. It will leverage funding from private-sector banking partners and philanthropic organizations.

Learn more about the new “Neighborhood Pillars” program [here](#).

“The gains we have made to date through Housing New York are borne out not just in the numbers, but in the people we are reaching through the affordable housing we build and preserve. We are excited to act even more boldly and decisively by tackling this new, more aggressive goal and by deploying more tools to safeguard affordability,” said **Housing Preservation and Development Commissioner Maria Torres-Springer**. “I want to thank the Mayor, my colleagues at HPD and HDC, and our many partners for their tireless work and commitment to ensuring New York is a more just and equitable city for generations to come.”

“We are proud to stand with the Mayor as he expands the City’s commitment to the people of New York with an accelerated housing plan,” said **Housing Development Corporation President Eric Enderlin**. “Together with our many dedicated partners we have set a solid course to reach the ambitious goals of Housing New York and are primed to amplify our production of affordable housing to reach even more New Yorkers in need.”

When the de Blasio administration took office, it inherited a strong foundation of affordable programs capable of building and protecting approximately 15,000 homes each year. Since 2014, the City has increased that pipeline to more than 20,000 per year. The new annual target of 25,000 per year represents a 66 percent jump from pre-2014 levels, and will represent a sustained level of production never before achieved by the City.

## Accelerated and Expanded Housing Plan



To date, the City has secured 77,651 affordable homes—enough for more than 200,000 New Yorkers. The City’s efforts to reform and accelerate affordable housing have included:

- **More housing for the lowest-income New Yorkers than ever before:** Over 40 percent of all affordable homes secured last year served individuals making less than \$33,500 or \$43,000 for a family of three. New programs like ELLA (Extremely Low and Low Affordability) are now among the largest drivers of affordable housing in the city.
- **More protections to keep New Yorkers in their homes:** Rent regulated tenants saw two consecutive years of rent freezes, the City is funding free legal services for all tenants facing eviction, a new Anti-Harassment Task Force is laying criminal charges against landlords who put tenants’ safety at risk, and targeted preservation efforts are keeping hundreds of buildings affordable.
- **A new paradigm for building:** Permanent affordable housing is now mandatory in newly-rezoned residential buildings and neighborhoods, the City has passed reforms improving the quality and lowering the cost of affordable home construction, and tax incentive programs now require at least 25 percent of new apartments to be affordable—with no tax breaks at all for luxury condos.
- **A bigger network of housing providers:** More partners than ever are building and protecting affordable housing in the city. Non-profit organizations are involved in a third of all affordable projects, the City is cultivating MWBE partners with special requests for proposals, and City worked with Enterprise to fund a number of emerging Community Land Trusts.
- **No stone left unturned:** The City has added more affordable housing into existing projects like Lighthouse point on Staten Island and the Domino Sugar site in Williamsburg. The City has put two-thirds of its remaining public lots suitable for housing into production, and leveraged opportunities to add housing to City projects

like the renovation and expansion of the Sunset Park library and at Brooklyn Bridge Park.

The Mayor made today's announced at CAMBA Gardens II, one of the first new affordable and supportive housing construction projects undertaken under the Mayor's housing plan in 2014. Today, tenants are moving into 293 brand new homes in Prospect Lefferts Gardens.

"Wherever I go in Brooklyn, the urgent demand for affordable housing is the same. We need to exhaust every resource we have to preserve and create the affordable homes that Brooklynites need to stay in the communities they helped to build. I thank Mayor de Blasio for advancing our City's affordable housing goals further forward and committing billions of dollars in new investment to this most critical of endeavors. My administration also appreciates the efforts to empower mission-driven non-profits to acquire buildings at risk of falling out of the rent regulation rolls, helping us combat those who may seek to engage in tenant harassment. Brooklyn must continue to be a home to everyone from everywhere," said the **Brooklyn Borough President Eric Adams**.

**State Senator Jose Peralta** said, "Affordable housing is key in keeping New York what it is, a dynamic, diverse metropolis. Our city must maintain its identity by helping hard-working New Yorkers stay in the neighborhoods they built, and this is why I applaud Mayor Bill de Blasio and his administration's programs to increase the number of affordable homes."

"This city administration and I share the deep belief that safe, affordable housing is a life-changing commodity that stabilizes communities and infuses families and individuals with hope for the future," said **Assemblyman Steven Cymbrowitz, Chair of the Housing Committee**. "I commend Mayor de Blasio for achieving this housing plan and I'm pleased that these successful public-private partnerships will allow so many additional New Yorkers to realize the American Dream."

"Housing is the most critical necessity for the residents of our city. The preservation and creation of truly affordable housing will guarantee that our communities remain intact," said **Assemblywoman Carmen De La Rosa**. "I commend the efforts of Mayor de Blasio and his administration in making housing a priority for New York City."

"By dramatically preserving and expanding New York's affordable housing stock, Mayor de Blasio's administration is helping to ensure that our city remains livable city for people from all walks of life, including middle and low-income New Yorkers," **Assembly Member Richard N. Gottfried** said.

**Assemblyman Jeffrey Dinowitz (D-Bronx)** said: "New Yorkers are increasingly unable to afford to continue living in New York City. I applaud Mayor de Blasio for the almost 80,000 units of affordable housing already secured as well as the ambitious goal of 300,000 affordable units in the next decade. People in my district are facing new and evolving threats to their homes, such as preferential rents and the accompanying large rent increases. We must ensure that everyone has the ability to afford to live in our great City, and this affordable housing plan is an important first step."

**Assemblyman Luis Sepulveda, member of Housing Committee, stated,** "Affordable housing is a cornerstone of achieving an American Dream. I praise the mayor on his aggressive focus on this important problem. Every day I get people walking into my office looking for housing. I hope that this initiatives help to begin to solve homelessness problem



and preserve housing for those who would otherwise faced imminent evictions as they could Not afford increased rent. Thank you mayor de Blasio, especially for your focus on seniors, veterans, working and middle class of our city who are in much need of quality affordable housing today!"

"I applaud Mayor Bill de Blasio and HPD Commissioner Torres-Springer for their ambitious efforts to create and preserve affordable housing at such a groundbreaking scale that is years ahead of schedule. NYC proudly invests in its residents to ensure that all New Yorkers have access to quality affordable housing at a broad range of income levels. I look forward to seeing the results of Housing New York's new goals across our diverse communities and congratulate my Council colleagues for their important role in funding and approving such projects in all five boroughs," said **Council Member David Greenfield, Chair of the Committee on Land Use.**

"Affordable Housing is the biggest issue of the day, so thankfully we are heading in the right direction in the Mayor's housing plan," said **Council Member Donovan Richards, chair of the Subcommittee on Zoning and Franchises.** "We look forwarding to working in the City Council to deliver more thoughtful affordable housing opportunities that bring key investments into our communities."

"Affordable housing is vital for the welfare of our low-income residents. No one should feel forced to skip meals in order to pay rent, or to relocate to another city due to New York City's high cost of living. This is a situation that needs an immediate solution and I'm glad to learn that Mayor de Blasio is delivering on his promise to increase affordable housing opportunities for New Yorkers, ahead of schedule," said **Council Member Julissa Ferreras-Copeland, Chair of the Finance Committee.**

"The importance of creating and securing more affordable housing in New York City cannot be overstated. Knowing that we are ahead of schedule in achieving the housing preservation and development goals set out by the Housing New York plan means we are making significant progress toward ensuring low-income New Yorkers are able to afford to stay in the city they call home. Boosting these goals and supplying additional programming and resources to attain them is indicative of the seriousness of the housing situation in New York and even more demonstrative of the City's commitment to creating and preserving more of it," **Council Member Robert Cornegy** said.

"Affordable housing is one of the most important things for New Yorkers. Everywhere I go and speak, people want to know about affordable housing. This is great news," said **Council Member Karen Koslowitz.**

"Working with the administration, we were able to put a plan in place to secure over 3,000 units of affordable housing in East New York," said **Council Member Rafael Espinal.** "This, in addition to the other investments in jobs, infrastructure and education, will be a vital protection for New Yorkers who deserve to have safe and affordable housing. Congratulations to Mayor de Blasio on exceeding his housing goals and keeping focused on addressing the affordability crisis in our city."

"The pace of progress signals this Administration's serious commitment to combatting the affordability crisis in New York City. We must continue the work to deepen affordability for families across the City. Every New Yorker has a right to a stable home," **Council Member Ritchie Torres** said.

“Affordable housing is a major issue in our city, and it is important for all of us to work together to address the needs of those most affected by this crisis. I want to commend our partners who have worked diligently to address this issue, including the Mayor, CAMBA, and numerous city agencies. There is more work to be done, but today’s announcement is a significant step in keeping the men and women of New York City in safe and affordable homes,” said **Council Member Mathieu Eugene**.

“This is historic and good news. The unprecedented success of the Mayor's affordable housing plan in combination with these new programs targeted for seniors, homeowners and existing affordable housing tenants in need of protection will make a real difference in addressing NYC's housing crisis,” said **Council Member Brad Lander**. “Today, I’m proud to stand beside Mayor de Blasio and the administration, as we set more ambitious goals in our fight to ensure affordable housing and commit ourselves to help the New Yorkers who simply want to stay in the homes they’ve been in for years, without fear of harassment or displacement.”

“To create a city that works for all New Yorkers, all of us have to be committed to creating quality, affordable housing,” said **Council Member Rafael Salamanca, Jr.** “That is certainly true of my district in the Bronx, and all efforts to expedite the creation of more housing is a worthy effort.”

“With the rampant speculation in my district, one of the biggest challenges we face is keeping tenants in their homes. The new Neighborhood Pillars policy acknowledges that non-profits have a long-term commitment to stabilizing our communities. I appreciate the administration’s attention to this issue and look forward to working with Mayor de Blasio to find opportunities for affordable housing preservation and development.” said **Council Member Antonio Reynoso**.

“In such a densely populated city, it can be difficult to meet the demand for affordable housing. The de Blasio administration has consistently embraced this challenge, developing and promptly fulfilling the goals outlined in the Housing New York plan. The Mayor’s commitment to providing adequate housing and additional protections for tenants will ensure that we maintain a high-quality of life for our most vulnerable New Yorkers.” said **Council Member Annabel Palma**.

“Today I want to welcome families into 293 brand new houses here in New York City. Housing and rent are serious issues in New York City, and when we do not take action, we see the consequences measured in higher prices, evictions, and instability for families. We have come far, but we will never stop working until every New Yorker has shelter. A special thank you to Mayor de Blasio for his role in ramping up the Housing NY plan, as well as to everyone working to bring affordable homes to New York,” said **Council Member Carlos Menchaca**.

“Today’s announcement that the City is on track to reach and surpass its goal to build 200,000 units of affordable housing is welcome news. I especially applaud the fact that we have been able to achieve this goal well ahead of schedule,” said **Council Member Fernando Cabrera**.

“Building and preserving affordable housing units in New York City was the number one priority for this administration,” said **Council Member Ben Kallos**. “Now, almost four years later, the Mayor remains focused on this priority and has managed to get ahead of his Affordable Housing plan’s ambitious schedule. Congratulations to Mayor de Blasio and all the

agencies involved in reaching this milestone as we work together to keep New York City a place where New Yorkers of all incomes can afford to live."

"With a challenge as daunting as the lack of affordable housing in this city, our response must be as ambitious as possible," said **Council Member Stephen Levin**. "New Yorkers everywhere struggle with rising housing costs, displacement, and a constant worry about the future. There is no single policy solution that will save the day. We need a comprehensive, multi-pronged, and aggressive approach. This administration has already made significant progress expanding and preserving affordable housing. Under this new plan, I look forward to even greater progress on the biggest challenge facing our city."

"It is excellent news that the City is ahead of its schedule in terms of affordable housing units that are in process and existing units that have been preserved. The profound need for affordable housing across our city is a crisis that will take many years to address. In my district and many other neighborhoods, tenants in affordable units continue to be harassed and displaced. I commend the de Blasio administration for attacking this issue from multiple angles and pushing forward," said **Council Member Helen Rosenthal**.

"New York has over 8.5 million people who call this city home. Creating more affordable housing units will ensure it remains that way for generations," said **Council Member Ydanis Rodriguez**. "We're living the consequences of lack of attention to affordable housing of years ago. I'm glad that as a city we're focused again on affordability for working and middle class New Yorkers."

"The pace at which this Administration has preserved and created affordable housing units is a remarkable achievement that will benefit New Yorkers for years to come. As our city continues to change and grow, it is absolutely imperative that we provide safe and affordable housing for the families and communities who have always lived here. I commend Mayor de Blasio and HPD Commissioner Maria Springer Torres for their leadership and their commitment to protecting the affordability of our neighborhoods and our communities," said **Council Member Vanessa Gibson**.

"Over the last four years, this Administration has affirmed its commitment to promoting home and housing affordability to the residents of my district," said **Council Member I. Daneek Miller**, Chair of the Civil Service and Labor Committee. "I've partnered with it to prevent the foreclosure and private equity consumption of distressed homes through the Council's Mortgage Buyback program, and to develop thousands of affordable housing units through the employment of M/WBE contractors. The innovative proposal unveiled today has great potential to build on these recent successes, and I commend Mayor de Blasio for taking this latest step to keep New Yorkers comfortably housed in their communities."

"Affordable housing and housing preservation are two keys to fighting homelessness. Mayor de Blasio and the Housing Preservation Department's work towards building new affordable housing and creating programs that preserve housing at affordable rates for those in need is laudable," said **Council Member Andrew Cohen**.

"I applaud the Mayor and his team for their creative, aggressive and indefatigable efforts to ensure quality affordable housing. These major affordable housing programs the Mayor has implemented over the course of his first term have made an extraordinary positive difference in the lives of many individuals and families in New York City. We still have much work ahead us. But we are on a right path for ensuring safe and accessible housing for all New

Yorkers,” said **Frederick A. Davie, of the Union Theological Seminary.**

“We applaud the mayor for accelerating his ambitious housing plan and expanding it to ensure even more New Yorkers have the affordable housing that they need,” said **32BJ President Hector Figueroa.** “The plan will help seniors and vulnerable people stay in their homes. And by providing more housing for working families at varying income levels, while ensuring the creation of quality, permanent jobs, we can make sure that our city remains the diverse and vibrant place that makes it so great.”

“The Mayor’s housing plan represents real progress toward making New York City more affordable. To lower record levels of homelessness, the City must build and complete an additional 10,000 units of affordable housing for currently homeless New Yorkers in the next five years. With that commitment, and doubling federal housing set-asides for homeless households, we can finally turn the tide on the homeless epidemic,” said **Shelly Nortz, Executive Director for Policy, Coalition for the Homeless.**

“Congratulations to the Mayor and every affordable housing provider in New York who are working tirelessly to ensure that our city stays a place where everyone can live with dignity. Still, there is more to do- which is why we look forward to supporting the Mayor's goal of protecting 300,000 units of affordable housing citywide by 2029,” said **Paul R. Freitag, Executive Director, West Side Federation for Senior and Supportive Housing.**

“The City's commitment to expanding affordable housing for individuals and families at risk of homelessness is unparalleled and Breaking Ground is proud to be a part of it. We thank the de Blasio Administration for their commitment to helping the most vulnerable New Yorkers and for their additional support today for mission-driven non-profits to do even more to keep the city we love affordable for all,” said **Brenda Rosen, President and CEO of Breaking Ground.**

“With New Yorkers in every neighborhood feeling the pressure of rising rents, building and preserving affordable homes citywide should be our number one priority,” said **Judi Kende, vice president and New York market leader, Enterprise Community Partners.** “By empowering mission-driven nonprofits to acquire and stabilize traditional rent regulated buildings, the Neighborhood Pillars Initiative will preserve homes and help tenants stay in their neighborhoods. We applaud the city for recognizing the critical role nonprofits and community organizations can play in solving New York’s affordable housing challenges and we look forward to continuing to work with the Mayor’s Office and HPD to ensure every New Yorker has an affordable place to call home.”

“We are thrilled to see the Mayor expand the Housing New York plan, and to focus much needed resources on seniors, homeowners and efforts to combat aggressive speculators” said **Christie Peale, Executive Director of the Center for NYC Neighborhoods.** “The Center strongly supports innovative models that ensure permanent affordability, such as community land trusts, that can protect homeowners and their renters from the volatility of the real estate market. We look forward to further supporting programs like the Homeowner HelpDesk that provide vulnerable homeowners with direct assistance, while also working with the City to catalyze new affordable homeownership opportunities.”

“Creating affordable housing for all income levels is key to maintaining New York City’s competitiveness,” said **Bill Rudin, Chairman for the Association for a Better New York.** “Mayor de Blasio’s commitment to this goal and his administration’s dedication has led to unprecedented levels of preservation and development, which is

critical to keep pace with our increasing population.”

"Community Development Corporations have been providing housing to very low income New Yorkers for decades. We applaud the Mayor's recognition of the unique role that CDCs play in the City's affordable housing landscape. The Joint Ownership Entity is premised on increasing member CDCs' capacity to pursue new development opportunities and we look forward to working with HPD to develop of new financing tools to purchase rent regulated apartments," said **Michael Rochford, Chair of the Joint Ownership Entity New York City (JOE NYC)**.

“We applaud the Mayor for progress toward its ambitious 10-year Housing New York Plan,” said **Sam Marks, Executive Director of LISC NYC**. “In particular we are excited about the announcement of the Community Pillars program, which aligns with our mission of bringing more affordable housing into nonprofit and community stewardship as a long term hedge against residential displacement.”

“People who work in New York must be able to afford to live in New York -- that means fair wages and access to affordable housing. We support the Mayor's efforts to make this a reality for all on both fronts. Affordable housing has been a priority for the De Blasio administration from day one and must continue to be. What he has achieved on affordable housing is important for all New Yorkers," said **Stuart Appelbaum, President of the Retail, Wholesale and Department Store Union**.

“We applaud the Mayor’s commitment to meeting the growing homelessness crisis head-on, leaving no stone unturned in the effort to preserve and create truly affordable housing in New York City,” said **Laura Mascuch, Executive Director, Supportive Housing Network of New York**.

“We’re incredibly proud to partner with the city and very excited that our city, under Mayor de Blasio’s leadership, is set to exceed its affordable housing goals. CAMBA Gardens 2 is a perfect example of what can be created when innovation meets initiative. CAMBA/CAMBA Housing Ventures looks forward to developing and preserving affordable housing in New York City to accomplish Mayor de Blasio's housing goal. Thanks to the Mayor’s good efforts, more people can be served by this and other innovative programs within the next few years,” said **Joanne Oplustil, President and CEO of CAMBA**.

“New York City has had a long tradition of innovation in housing policies designed to protect our older rental housing stock, increase housing options for those most in need, and improve neighborhoods, With the latest announcement, Mayor deBlasio has further demonstrated his long term commitment to housing and with a new emphasis on partnering with our City’s not-for-profit housing organizations will expand opportunities to protect neighborhoods and help preserve their scarce rental housing resources for future generations,” said **Jerilyn Perine, Executive Director, Citizens Housing & Planning Council**.

**JoAnne Page, President and CEO of the Fortune Society, said,** “As a provider of innovative affordable and supportive housing to people with criminal justice histories and to low income members of the community, we know that a safe and affordable place to live is essential to helping people rebuild their lives and to building and preserving healthy families and communities. We commend the Mayor for significantly expanding New York City’s commitment to creating and preserving affordable housing. Such housing is essential for the health and vibrancy and diversity and justice of our beautiful city.”

“Kudos to the Mayor and his team: no one has ramped up affordable housing production to this level ever before, in New York City, or anywhere in the country. Frankly, I thought they’d have a hard time meeting their original goal when it was first announced; to now go up to 25,000 units a year is truly impressive, especially with the new plan’s welcome focus on helping nonprofits house very low-income New Yorkers,” said **Ted Houghton, President, Gateway Housing.**

“As a provider of supportive housing for young adults, Good Shepherd Services believes that every New Yorker must have the opportunity to thrive in a safe and stable home in order for our city to unleash its full potential. The de Blasio administration has made incredible progress creating and preserving affordable housing, implementing innovative programming with achievable goals. We look forward to working together and applaud the administration for setting aggressive new goals for Housing NY,” said **Sr. Paulette LoMonaco, Executive Director, Good Shepherd Services.**

“When Brooklyn’s workforce can keep and make their homes here too, it helps to strengthen our economy even more,” said **Brooklyn Chamber of Commerce President and CEO Andrew Hoan.** “We commend the Mayor and his administration for employing the services of our local MWBEs and non-profits, and for moving so quickly on such an important issue for Brooklyn and all of New York City.”

“We applaud the establishment of the Neighbor Pillars initiative which provides mission driven community organizations with the opportunity to protect properties. Over our 4 decades of work as a non-profit affordable housing developer we have worked against the displacement of tenants as unscrupulous rent regulated building owners harass and force out tenants in heated real estate markets. We have long advocated for expanded ownership of properties using public resources by locally controlled mission based non-profits to better ensure permanent affordability and community oversight and support the Mayor’s initiative to increase that component,” said **Frank Lang Director of Housing at St Nicks Alliance.**

###

**From:** [Dan Levitan](#)  
**To:** [Rich Calder](#); [Grybauskas, Natalie](#)  
**Subject:** RE: Underhill Playground  
**Date:** Tuesday, October 31, 2017 2:30:18 PM

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This is a question for Natalie as whatever happened is unrelated to the ad.

**Dan Levitan**  
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**From:** Rich Calder [<mailto:rcalder@nypost.com>]  
**Sent:** Tuesday, October 31, 2017 2:25 PM  
**To:** Grybauskas, Natalie <[NGrybauskas@cityhall.nyc.gov](mailto:NGrybauskas@cityhall.nyc.gov)>; Dan Levitan <[dan@berlinrosen.com](mailto:dan@berlinrosen.com)>  
**Subject:** Fwd: Underhill Playground

Hi Natalie and Dan, I am bring both of you in on this because part of story involves a mayoral campaign ad.

<https://m.youtube.com/watch?v=6x7M-Eq9mc&feature=youtu.be>

This campaign ad that began airing a few weeks ago includes footage of kids playing among the toys at Underhill Playground. If the mayor felt that scene was good enough to use in a campaign ad showing progress the city has made, why would the city feel a need to remove the toys?

Also, I have to ask whether the toys were removed as a result of the campaign's visit to film ad a month ago.

Thanks

Rich

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

From: **Rich Calder** <[rcalder@nypost.com](mailto:rcalder@nypost.com)>  
Date: Tue, Oct 31, 2017 at 2:18 PM  
Subject: Underhill Playground  
To: "Press Office (Parks)" <[pressoffice@parks.nyc.gov](mailto:pressoffice@parks.nyc.gov)>

Hi, I am working on a story about beloved toys that children played with at Underhill Playground in Prospect Heights being removed the night of October 23 by Parks Department workers.

Parents in the area are very upset, saying the toys have been there for many years. While some were old, others were new and donated. Why not just remove the old toys if that was the issue?

Checking why the Parks Department decided to remove them.

Thanks

Rich Calder, staff reporter

New York Post

[718-744-8304](tel:718-744-8304) (cell)



**From:** [Grybauskas, Natalie](#)  
**To:** ["Rich Calder"; Dan Levitan](#)  
**Subject:** RE: Underhill Playground  
**Date:** Tuesday, October 31, 2017 2:32:29 PM

---

Any action by the city here is unrelated to a campaign ad – to the specific q about the playground, parks press office can help you.

**From:** Rich Calder [mailto:rcalder@nypost.com]  
**Sent:** Tuesday, October 31, 2017 2:25 PM  
**To:** Grybauskas, Natalie; Dan Levitan  
**Subject:** Fwd: Underhill Playground

Hi Natalie and Dan, I am bring both of you in on this because part of story involves a mayoral campaign ad.

<https://m.youtube.com/watch?v=6x7M-Eq9mc&feature=youtu.be>

This campaign ad that began airing a few weeks ago includes footage of kids playing among the toys at Underhill Playground. If the mayor felt that scene was good enough to use in a campaign ad showing progress the city has made, why would the city feel a need to remove the toys?

Also, I have to ask whether the toys were removed as a result of the campaign's visit to film ad a month ago.

Thanks

Rich

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

**From:** **Rich Calder** <[rcalder@nypost.com](mailto:rcalder@nypost.com)>  
**Date:** Tue, Oct 31, 2017 at 2:18 PM  
**Subject:** Underhill Playground  
**To:** "Press Office (Parks)" <[pressoffice@parks.nyc.gov](mailto:pressoffice@parks.nyc.gov)>

Hi, I am working on a story about beloved toys that children played with at Underhill Playground in Prospect Heights being removed the night of October 23 by Parks Department workers.

Parents in the area are very upset, saying the toys have been there for many years. While some were old, others were new and donated. Why not just remove the old toys if that was the issue?

Checking why the Parks Department decided to remove them.

Thanks

Rich Calder, staff reporter

New York Post

[718-744-8304](tel:718-744-8304) (cell)

**From:** [Dan Levitan](#)  
**To:** [Aneri Pattani](#)  
**Cc:** [Mayor's Press Office](#)  
**Subject:** Re: WNYC Inquiry re property taxes  
**Date:** Thursday, November 02, 2017 6:11:59 PM

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“As the Mayor has said, the property tax system in New York City is fundamentally broken and unfair, and he looks forward to working together with communities across the City on sensible reforms. Assemblymember Malliotakis has been a legislator in Albany for years – where the primary power to change the tax code lies -- and has never delivered anything for New York homeowners.”

Sent from my iPhone

On Nov 2, 2017, at 5:25 PM, Aneri Pattani <[apattani@wnyc.org](mailto:apattani@wnyc.org)> wrote:

Hello,

I am a reporter at WNYC. I'm working on a short story after Nicole Malliotakis was on our air today.

She said the mayor has fallen short of his promises to make the city more affordable. She claims that when he froze stabilized rents for a year, that put the burden on property owners because property taxes kept increasing and owners had to make up the difference.

I wanted to reach out to get a response to those criticisms.

Thank you,  
Aneri

--

**Aneri Pattani**

Reporter/Producer

D: 646-461-5724 | M: 203-907-8100

WNYC, 160 Varick Street, New York, NY 10013

**From:** [Morgan Williams](#)  
**To:** [Ryan Thomas](#)  
**Cc:** [Karyn Bruggeman](#); [Elyssa Koidin](#); [Angela Simaan](#); [Green, Jon](#); [Sam Quigley](#); [Theo Chayegan](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [momsrising](#)  
**Subject:** RE: State based press calls  
**Date:** Monday, November 13, 2017 10:14:44 AM

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Thanks, Ryan!

**From:** Ryan Thomas [mailto:ryan@thehubproject.org]  
**Sent:** Monday, November 13, 2017 10:09 AM  
**To:** Morgan Williams <Morgan.Williams@berlinrosen.com>  
**Cc:** Karyn Bruggeman <karynb@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Angela Simaan <angela@mainstreetalliance.org>; Green, Jon <JGreen@cityhall.nyc.gov>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; tim@thehubproject.org; Goldstein, Freddi <FGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; momsrising <momsrising@berlinrosen.com>  
**Subject:** Re: State based press calls

Hi all,

Will have the press advisory to you all within the hour along with dial-in details.

RT

On Mon, Nov 13, 2017 at 10:06 AM, Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)> wrote:

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!

Morgan

**Morgan Williams Grogan**

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

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

@berlinrosen

---

**From:** Morgan Williams

**Sent:** Friday, November 10, 2017 2:16 PM

**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,  
Morgan

---

**From:** Karyn Bruggeman [<mailto:karynb@stateinnovation.org>]

**Sent:** Friday, November 10, 2017 2:10 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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

---

**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Date:** Friday, November 10, 2017 at 1:42 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan

Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event. Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,  
Jon

**From:** Angela Simaan [mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]

**Sent:** Thursday, November 09, 2017 7:12 PM

**To:** Green, Jon

**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow

and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition.

Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]

**Sent:** Thursday, November 09, 2017 2:49 PM

**To:** Theo Chayegan

**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon; Karyn Bruggeman; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:

Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier

<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

wrote:

Great.

---

**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]

**Sent:** Thursday, November 09, 2017 1:14 PM

**To:** Green, Jon

**Cc:** Elyssa Koidin Schmier; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson

**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen. Haywood is confirmed.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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

<image001.jpg>

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**From:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Date:** Thursday, November 9, 2017 at 11:12 AM

**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>

**Cc:** Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan

<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)"

<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"

<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"

<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz

<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson

<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't conflict with him based on your prior guidance so hopefully still good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman

<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office to confirm.

--

**Karyn Bruggeman**

Press Secretary

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

<image001.jpg>

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**From:** Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Date:** Thursday, November 9, 2017 at 10:59 AM

**To:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)" <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Hi everyone, thanks for your patience.  
I just heard back from Mayor Kenney's office, he's in. Monday and Tuesday of next week are bad schedule wise. He can do Wednesday 11/15 at 3:15pm. Does that work for others?

Once we confirm participants we can discuss run of show, TPs, logistics and press outreach.  
Thanks all!

Jon

**From:** Elyssa Koidin Schmier [mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]  
**Sent:** Wednesday, November 08, 2017 3:28 PM  
**To:** Karyn Bruggeman  
**Cc:** Angela Simaan; Green, Jon; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a time yet for the PA call? We have a mom interested but she needs to know the time ASAP since she is booking clients (she's a hair dresser) and want to works around this.

Also I just heard that the Senate could bring their bill to the floor likely the week after Thanksgiving (yikes!) so we might



want to move ahead and start thinking about the other states we would want to do. On the call I was just on it sounds like the Senate Finance Rs are all yeses on the bill so it might not even be worth the time doing a call in Utah (unless we just want to through negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,  
Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am -1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

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

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**From:** Karyn Bruggeman

<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>

**Date:** Tuesday, November 7, 2017 at 3:07 PM

**To:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,

"Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Cc:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,

"[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>,

"[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"

<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"

<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz

<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen. Art Haywood is interested in participating, and could participate on Monday 11/13, though he can't do anytime between 1 and 4 pm, since the legislature is in session then.

He represents Senate District 4, which straddles Philadelphia and Montgomery County.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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

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**From:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>

**Date:** Tuesday, November 7, 2017 at 3:52 PM

**To:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Cc:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)" <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>

**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to miss it. I'm close to confirming a small business owner in Philadelphia if that's still of interest for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon

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

--

**Angela Simaan | Communications Director**  
**Main Street Alliance | Main Street Alliance Action Fund**  
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[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile  
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Elyssa Koidin Schmier  
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[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

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[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

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[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

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**Sam Quigley | Deputy Communications Director**  
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O: [202-446-0489](#) | C: [317-752-9150](#) | [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)

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**Angela Simaan | Communications Director**  
**Main Street Alliance | Main Street Alliance Action Fund**  
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**Angela Simaan | Communications Director**  
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[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](#) | [@mainstreettweets](#)

--

**Ryan Thomas**  
Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** [Ryan Thomas](#)  
**To:** [Green, Jon](#)  
**Cc:** [Morgan Williams](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [momsrising](#)  
**Subject:** Re: State based press calls  
**Date:** Monday, November 13, 2017 11:02:38 AM  
**Attachments:** [Press Advisory for PA Mayors Call.docx](#)

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Hey folks --

Here is the draft advisory with the confirmed speakers and the list of organizations that were listed in the tracker. I will update with any additional information that we get today and tomorrow. Who would be the best point of contact for media on the day of the press call that we can include in the advisory?

In terms of the call-in information, we just booked the lines and will be able to share the dial in for speakers and press shortly.

Thanks!  
Ryan

On Mon, Nov 13, 2017 at 10:17 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

- [Mayor Kenney of Philadelphia](#)
- [State Senator Art Haywood](#)
- [Marita Garrett, the Mayor of Wilkinsburg, PA](#)

[Should know about Mayor Peduto of Pittsburgh by this afternoon.](#)

[Also will be joined by Richard Master, CEO of MCS Industries, and a member of Patriotic Millionaires and Gabrielle Trinkle--MomsRising member from Newburg, PA, mom of two children.](#)

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
**Sent:** Monday, November 13, 2017 10:06 AM  
**To:** 'Karyn Bruggeman'; 'Elyssa Koidin'  
**Cc:** 'Angela Simaan'; Green, Jon; 'Sam Quigley'; 'Theo Chayegan'; 'Ryan Thomas'; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; 'Ari Schwartz'; 'Sarah Johnson'; momsrising

**Subject:** RE: State based press calls

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!

Morgan

### Morgan Williams Grogan

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C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

### berlinrosen

New York • Washington D.C. • Los Angeles

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

@berlinrosen

---

**From:** Morgan Williams

**Sent:** Friday, November 10, 2017 2:16 PM

**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari



---

**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Friday, November 10, 2017 at 1:42 PM  
**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event. Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?



Thanks again.

Best,

Jon

**From:** Angela Simaan [mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]  
**Sent:** Thursday, November 09, 2017 7:12 PM  
**To:** Green, Jon  
**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition.

Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]  
**Sent:** Thursday, November 09, 2017 2:49 PM  
**To:** Theo Chayegan  
**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon; Karyn Bruggeman; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:

Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Great.

---

**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]  
**Sent:** Thursday, November 09, 2017 1:14 PM  
**To:** Green, Jon  
**Cc:** Elyssa Koidin Schmier; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen. Haywood is confirmed.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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

<image001.jpg>

---

**From:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Date:** Thursday, November 9, 2017 at 11:12 AM  
**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Cc:** Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)" <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't conflict with him based on your prior guidance so hopefully still good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office to confirm.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

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

<image001.jpg>

---

**From:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Thursday, November 9, 2017 at 10:59 AM  
**To:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein,  
Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Hi everyone, thanks for your patience.

I just heard back from Mayor Kenney's office, he's in.

Monday and Tuesday of next week are bad schedule wise. He can do Wednesday 11/15 at 3:15pm. Does that work for others?

Once we confirm participants we can discuss run of show, TPs, logistics and press outreach.

Thanks all!

Jon

**From:** Elyssa Koidin Schmier  
[mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]  
**Sent:** Wednesday, November 08, 2017 3:28 PM

**To:** Karyn Bruggeman  
**Cc:** Angela Simaan; Green, Jon; [tim@thehubproject.org](mailto:tim@thehubproject.org);  
[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari  
Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a time yet for the PA call? We have a mom interested but she needs to know the time ASAP since she is booking clients (she's a hair dresser) and want to works around this.

Also I just heard that the Senate could bring their bill to the floor likely the week after Thanksgiving (yikes!) so we might want to move ahead and start thinking about the other states we would want to do. On the call I was just on it sounds like the Senate Finance Rs are all yeses on the bill so it might not even be worth the time doing a call in Utah (unless we just want to through negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,

Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am - 1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

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

---

**From:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Date:** Tuesday, November 7, 2017 at 3:07 PM  
**To:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green,  
Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein,  
Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen. Art Haywood is interested in participating, and could participate on Monday 11/13, though he can't do anytime between 1 and 4 pm, since the legislature is in session then.

He represents Senate District 4, which straddles Philadelphia and Montgomery County.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SIX)

[703.795.5392](tel:703.795.5392)

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

---

**From:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>  
**Date:** Tuesday, November 7, 2017 at 3:52 PM  
**To:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)" <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to miss it. I'm close to confirming a small business owner in Philadelphia if that's still of interest for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

--

**Angela Simaan | Communications Director**

**Main Street Alliance | Main Street Alliance Action Fund**

[1107 17th Street NW, Suite 1220](#), Washington, DC 20036

[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile

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--

Elyssa Koidin Schmier

MomsRising  
Senior Campaign Director, National Early Learning and Budget

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[MamásConPoder](#)

--

Elyssa Koidin Schmier

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Senior Campaign Director, National Early Learning and Budget

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[www.MomsRising.org](http://www.MomsRising.org)  
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Elyssa Koidin Schmier

MomsRising



Senior Campaign Director, National Early Learning and Budget

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

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

[MamásConPoder](http://MamásConPoder)

--

**Sam Quigley | Deputy Communications Director**

Patriotic Millionaires

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O: [202-446-0489](tel:202-446-0489) | C: [317-752-9150](tel:317-752-9150) | [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)

--

**Angela Simaan | Communications Director**

**Main Street Alliance | Main Street Alliance Action Fund**

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**Angela Simaan | Communications Director**

**Main Street Alliance | Main Street Alliance Action Fund**

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--

**Ryan Thomas**

Communications Associate, The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Press Contact TBD

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny”  
Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkinsburg to Join  
Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkinsburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

Joined by [Main Street Alliance](#), [MomsRising](#), [Patriotic Millionaires](#), and [State Innovation Exchange](#) Action, speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
Mayor Marita Garrett of Wilkinsburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should email [TBD](#).

**From:** [Green, Jon](#)  
**To:** [Ryan Thomas](#)  
**Cc:** [Morgan Williams](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [momsrising](#)  
**Subject:** RE: State based press calls  
**Date:** Monday, November 13, 2017 11:11:00 AM

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We should make sure the elected officials get to review before sending advisory.

I can share with team Kenney.

And note Mayor-elect of Wilkinsburg, PA (not Mayor yet). Sarah does she hold a current elected office (city council or some such?)

**From:** Ryan Thomas [mailto:[ryan@thehubproject.org](mailto:ryan@thehubproject.org)]  
**Sent:** Monday, November 13, 2017 11:00 AM  
**To:** Green, Jon  
**Cc:** [Morgan Williams](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [momsrising](#)  
**Subject:** Re: State based press calls

Hey folks --

Here is the draft advisory with the confirmed speakers and the list of organizations that were listed in the tracker. I will update with any additional information that we get today and tomorrow. Who would be the best point of contact for media on the day of the press call that we can include in the advisory?

In terms of the call-in information, we just booked the lines and will be able to share the dial in for speakers and press shortly.

Thanks!  
Ryan

On Mon, Nov 13, 2017 at 10:17 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

- [Mayor Kenney of Philadelphia](#)
- [State Senator Art Haywood](#)
- [Marita Garrett, the Mayor of Wilkinsburg, PA](#)

Should know about Mayor Peduto of Pittsburgh by this afternoon.

Also will be joined by Richard Master, CEO of MCS Industries, and a member of Patriotic Millionaires and Gabrielle Trinkle--MomsRising member from Newburg, PA, mom of two children.

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]

**Sent:** Monday, November 13, 2017 10:06 AM

**To:** 'Karyn Bruggeman'; 'Elyssa Koidin'

**Cc:** 'Angela Simaan'; Green, Jon; 'Sam Quigley'; 'Theo Chayegan'; 'Ryan Thomas'; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; 'Ari Schwartz'; 'Sarah Johnson'; momsrising

**Subject:** RE: State based press calls

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!

Morgan

**Morgan Williams Grogan**

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

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

@berlinrosen

---

**From:** Morgan Williams

**Sent:** Friday, November 10, 2017 2:16 PM

**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,

Morgan

---

**From:** Karyn Bruggeman [<mailto:karynb@stateinnovation.org>]

**Sent:** Friday, November 10, 2017 2:10 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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

| |

---

**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Friday, November 10, 2017 at 1:42 PM  
**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event. Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

|

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,  
Jon

**From:** Angela Simaan [mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]  
**Sent:** Thursday, November 09, 2017 7:12 PM  
**To:** Green, Jon  
**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition.  
Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]  
**Sent:** Thursday, November 09, 2017 2:49 PM  
**To:** Theo Chayegan  
**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon; Karyn Bruggeman; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:  
Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:  
So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Great.

---

**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]  
**Sent:** Thursday, November 09, 2017 1:14 PM  
**To:** Green, Jon  
**Cc:** Elyssa Koidin Schmier; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen. Haywood is confirmed.

--

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

<image001.jpg>

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**From:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Date:** Thursday, November 9, 2017 at 11:12 AM  
**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Cc:** Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)" <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't conflict with him based on your prior guidance so hopefully still good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office to confirm.



--

**Karyn Bruggeman**

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

<image001.jpg>

---

**From:** Elyssa Koidin Schmier

<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Date:** Thursday, November 9, 2017 at 10:59 AM

**To:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Cc:** Karyn Bruggeman

<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela Simaan

<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,

"[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>,

"[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"

<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"

<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz

<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson

<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon

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

Hi everyone, thanks for your patience.

I just heard back from Mayor Kenney's office, he's in.

Monday and Tuesday of next week are bad schedule wise. He can do Wednesday 11/15 at 3:15pm. Does that work for others?

Once we confirm participants we can discuss run of show, TPs, logistics and press outreach.

Thanks all!

Jon

**From:** Elyssa Koidin Schmier

[mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]

**Sent:** Wednesday, November 08, 2017 3:28 PM

**To:** Karyn Bruggeman

**Cc:** Angela Simaan; Green, Jon; [tim@thehubproject.org](mailto:tim@thehubproject.org);

[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari

Schwartz; Theo Chayegan; Sarah Johnson

**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a time yet for the PA call? We have a mom interested but she needs to know the time ASAP since she is booking clients (she's a hair dresser) and want to works around this.

Also I just heard that the Senate could bring their bill to the floor likely the week after Thanksgiving (yikes!) so we might want to move ahead and start thinking about the other states we would want to do. On the call I was just on it sounds like the Senate Finance Rs are all yeses on the bill so it might not even be worth the time doing a call in Utah (unless we just want to through negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,  
Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:  
Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am -1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

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Press Secretary  
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---

**From:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Date:** Tuesday, November 7, 2017 at 3:07 PM  
**To:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>,

"[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen. Art Haywood is interested in participating, and could participate on Monday 11/13, though he can't do anytime between 1 and 4 pm, since the legislature is in session then.

He represents Senate District 4, which straddles Philadelphia and Montgomery County.

--

**Karyn Bruggeman**  
Press Secretary  
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---

**From:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>  
**Date:** Tuesday, November 7, 2017 at 3:52 PM  
**To:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)" <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to miss it. I'm close to confirming a small business owner in Philadelphia if that's still of interest for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

--

**Angela Simaan | Communications Director**  
**Main Street Alliance | Main Street Alliance Action Fund**  
[1107 17th Street NW, Suite 1220](#), Washington, DC 20036  
[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile  
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Senior Campaign Director, National Early Learning and Budget  
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[@ElyssaK](#)  
[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

--

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[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

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**Sam Quigley | Deputy Communications Director**  
Patriotic Millionaires  
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O: [202-446-0489](tel:202-446-0489) | C: [317-752-9150](tel:317-752-9150) | [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)

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**Angela Simaan | Communications Director**

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--

**Ryan Thomas**  
Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** [Morgan Williams](#)  
**To:** [Sarah Johnson](#); [Ryan Thomas](#)  
**Cc:** [Green, Jon](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [momsrising](#)  
**Subject:** RE: State based press calls  
**Date:** Monday, November 13, 2017 11:15:59 AM

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Hi all,

I can be the press contact for the advisory. Contact: Morgan Williams Grogan, [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com), 512-913-8875.

Thanks!  
Morgan

---

**From:** Sarah Johnson [mailto:[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)]  
**Sent:** Monday, November 13, 2017 11:04 AM  
**To:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Cc:** Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; [momsrising@berlinrosen.com](mailto:momsrising@berlinrosen.com)  
**Subject:** Re: State based press calls

Hi all,

Small correction- Marita Garrett is the Mayor elect, not yet the Mayor I think unless she's been sworn in between nov 7 and today. I'll double check and confirm.

Sarah

Sent from my iPhone

On Nov 13, 2017, at 11:00 AM, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)> wrote:

Hey folks --

Here is the draft advisory with the confirmed speakers and the list of organizations that were listed in the tracker. I will update with any additional information that we get today and tomorrow. Who would be the best point of contact for media on the day of the press call that we can include in the advisory?

In terms of the call-in information, we just booked the lines and will be able to share the dial in for speakers and press shortly.

Thanks!  
Ryan

On Mon, Nov 13, 2017 at 10:17 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

- Mayor Kenney of Philadelphia
- State Senator Art Haywood
- Marita Garrett, the Mayor of Wilkinsburg, PA

Should know about Mayor Peduto of Pittsburgh by this afternoon.

Also will be joined by Richard Master, CEO of MCS Industries, and a member of Patriotic Millionaires and Gabrielle Trinkle--MomsRising member from Newburg, PA, mom of two children.

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]

**Sent:** Monday, November 13, 2017 10:06 AM

**To:** 'Karyn Bruggeman'; 'Elyssa Koidin'

**Cc:** 'Angela Simaan'; Green, Jon; 'Sam Quigley'; 'Theo Chayegan'; 'Ryan Thomas'; '[tim@thehubproject.org](mailto:tim@thehubproject.org)'; Goldstein, Freddi; 'Ari Schwartz'; 'Sarah Johnson'; momsrising

**Subject:** RE: State based press calls

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!

Morgan

**Morgan Williams Grogan**

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

**berlinrosen**

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@berlinrosen

---

**From:** Morgan Williams

**Sent:** Friday, November 10, 2017 2:16 PM

**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,  
Morgan

---

**From:** Karyn Bruggeman [<mailto:karynb@stateinnovation.org>]

**Sent:** Friday, November 10, 2017 2:10 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

**Karyn Bruggeman**

Press Secretary

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**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Date:** Friday, November 10, 2017 at 1:42 PM



**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "Morgan.Williams@berlinrosen.com" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, "tim@thehubproject.org" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event. Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,  
Jon

**From:** Angela Simaan

[mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]

**Sent:** Thursday, November 09, 2017 7:12 PM

**To:** Green, Jon

**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon

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

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition.

Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]

**Sent:** Thursday, November 09, 2017 2:49 PM

**To:** Theo Chayegan

**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon; Karyn Bruggeman; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:

Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier

<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon

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

Great.

---

**From:** Karyn Bruggeman  
[mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]  
**Sent:** Thursday, November 09, 2017 1:14 PM  
**To:** Green, Jon  
**Cc:** Elyssa Koidin Schmier; Angela Simaan;  
[tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org);  
Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah  
Johnson  
**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen. Haywood is confirmed.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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

<image001.jpg>

---

**From:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Date:** Thursday, November 9, 2017 at 11:12 AM  
**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Cc:** Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)" <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't conflict with him based on your prior guidance so hopefully still good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman

<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office to confirm.

--

**Karyn Bruggeman**

Press Secretary

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

<image001.jpg>

---

**From:** Elyssa Koidin Schmier

<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Date:** Thursday, November 9, 2017 at 10:59 AM

**To:** "Green, Jon"

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

**Cc:** Karyn Bruggeman

<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela

Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,

"[tim@thehubproject.org](mailto:tim@thehubproject.org)"

<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,

"[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"

<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,

"Goldstein, Freddi"

<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari

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<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,

Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah

Johnson

<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Hi everyone, thanks for your patience. I just heard back from Mayor Kenney's office, he's in. Monday and Tuesday of next week are bad schedule wise. He can do Wednesday 11/15 at 3:15pm. Does that work for others?

Once we confirm participants we can discuss run of show, TPs, logistics and press outreach. Thanks all!

Jon

**From:** Elyssa Koidin Schmier  
[mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]  
**Sent:** Wednesday, November 08, 2017  
3:28 PM  
**To:** Karyn Bruggeman  
**Cc:** Angela Simaan; Green, Jon;  
[tim@thehubproject.org](mailto:tim@thehubproject.org);  
[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein,  
Freddi; Ari Schwartz; Theo Chayegan; Sarah  
Johnson  
**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a time yet for the PA call? We have a mom interested but she needs to know the time ASAP since she is booking clients (she's a hair dresser) and want to works around this.

Also I just heard that the Senate could bring their bill to the floor likely the week after Thanksgiving (yikes!) so we might want to move ahead and start thinking about the other states we would want to do. On the call I was just on it sounds like the Senate Finance Rs are all yeses on the bill so it might not even be worth the time doing a call in Utah (unless we just want to through negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,  
Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:  
Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am -1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

**Karyn Bruggeman**

Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

---

**From:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Date:** Tuesday, November 7, 2017 at 3:07 PM  
**To:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah  
Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen. Art Haywood is interested in participating, and could participate on Monday 11/13, though he can't do anytime between 1 and 4 pm, since the legislature is in session then.

He represents Senate District 4, which straddles Philadelphia and Montgomery County.

--

**Karyn Bruggeman**

Press Secretary

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---

**From:** Angela Simaan

<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>

**Date:** Tuesday, November 7, 2017 at 3:52  
PM

**To:** "Green, Jon"

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

**Cc:** Elyssa Koidin

<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,

"[tim@thehubproject.org](mailto:tim@thehubproject.org)"

<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,

"[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"

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Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>,  
Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>

**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to miss it. I'm close to confirming a small business owner in Philadelphia if that's still of interest for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

--

**Angela Simaan | Communications Director**  
**Main Street Alliance | Main Street Alliance**  
**Action Fund**  
[1107 17th Street NW, Suite 1220](#), Washington,  
DC 20036  
[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile  
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--

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

--

**Sam Quigley | Deputy Communications Director**  
Patriotic Millionaires  
[1701 K St NW | Suite 750](https://www.patrioticmillionaires.org/1701-K-St-NW-Suite-750) | Washington, DC 20006  
O: [202-446-0489](tel:202-446-0489) | C: [317-752-9150](tel:317-752-9150) |  
[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)

--

**Angela Simaan | Communications Director**  
**Main Street Alliance | Main Street Alliance Action Fund**  
[1107 17th Street NW, Suite 1220](https://www.mainstreetalliance.org/1107-17th-Street-NW-Suite-1220), Washington, DC 20036  
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**Angela Simaan | Communications Director**  
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**Ryan Thomas**

Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

<Press Advisory for PA Mayors Call.docx>

**From:** [Ryan Thomas](#)  
**To:** [Sarah Johnson](#)  
**Cc:** [Green, Jon](#); [Morgan Williams](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [momsrising](#)  
**Subject:** Re: State based press calls  
**Date:** Monday, November 13, 2017 11:19:49 AM  
**Attachments:** [Press Advisory for PA Mayors Call V2.docx](#)

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Hi folks - made those updates and attached the new version below.

On Mon, Nov 13, 2017 at 11:16 AM, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)> wrote:

Yes- she's a city councilmember.

Sent from my iPhone

On Nov 13, 2017, at 11:11 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

We should make sure the elected officials get to review before sending advisory.

I can share with team Kenney.

And note Mayor-elect of Wilkesburg, PA (not Mayor yet). Sarah does she hold a current elected office (city council or some such?)

**From:** Ryan Thomas [<mailto:ryan@thehubproject.org>]

**Sent:** Monday, November 13, 2017 11:00 AM

**To:** Green, Jon

**Cc:** Morgan Williams; Karyn Bruggeman; Elyssa Koidin; Angela Simaan; Sam Quigley; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; momsrising

**Subject:** Re: State based press calls

Hey folks --

Here is the draft advisory with the confirmed speakers and the list of organizations that were listed in the tracker. I will update with any additional information that we get today and tomorrow. Who would be the best point of contact for media on the day of the press call that we can include in the advisory?

In terms of the call-in information, we just booked the lines and will be able to share the dial in for speakers and press shortly.

Thanks!

Ryan

On Mon, Nov 13, 2017 at 10:17 AM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

- Mayor Kenney of Philadelphia
- State Senator Art Haywood
- Marita Garrett, the Mayor of Wilkinsburg, PA

Should know about Mayor Peduto of Pittsburgh by this afternoon.

Also will be joined by Richard Master, CEO of MCS Industries, and a member of Patriotic Millionaires and Gabrielle Trinkle--MomsRising member from Newburg, PA, mom of two children.

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
**Sent:** Monday, November 13, 2017 10:06 AM  
**To:** 'Karyn Bruggeman'; 'Elyssa Koidin'  
**Cc:** 'Angela Simaan'; Green, Jon; 'Sam Quigley'; 'Theo Chayegan'; 'Ryan Thomas'; '[tim@thehubproject.org](mailto:tim@thehubproject.org)'; Goldstein, Freddi; 'Ari Schwartz'; 'Sarah Johnson'; momsrising

**Subject:** RE: State based press calls

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the

call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!

Morgan

## Morgan Williams Grogan

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

## berlinrosen

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@berlinrosen

---

**From:** Morgan Williams  
**Sent:** Friday, November 10, 2017 2:16 PM  
**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,  
Morgan

---

**From:** Karyn Bruggeman [<mailto:karynb@stateinnovation.org>]  
**Sent:** Friday, November 10, 2017 2:10 PM  
**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

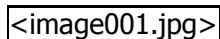
**Karyn Bruggeman**

Press Secretary

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**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Friday, November 10, 2017 at 1:42 PM  
**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley

<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>,  
Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>,  
"tim@thehubproject.org" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event. Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,

Jon

**From:** Angela Simaan [mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]  
**Sent:** Thursday, November 09, 2017 7:12 PM  
**To:** Green, Jon  
**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition.

Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]

**Sent:** Thursday, November 09, 2017 2:49 PM  
**To:** Theo Chayegan  
**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon; Karyn Bruggeman; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the logistics/advisory Theo and Ryan!



On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:

Pulling in Ryan from our team who can help set-up  
the call, draft a press advisory, and send it out to  
press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin  
Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our  
mom Gabby and our press team? (We are juggling  
multiple events next week so want to make sure  
nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Great.

---

**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]  
**Sent:** Thursday, November 09, 2017 1:14 PM  
**To:** Green, Jon  
**Cc:** Elyssa Koidin Schmier; Angela Simaan;  
[tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org);  
Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah  
Johnson  
**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen.  
Haywood is confirmed.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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

<image001.jpg>

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**From:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Date:** Thursday, November 9, 2017 at 11:12 AM  
**To:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Cc:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't conflict with him based on your prior guidance so hopefully still good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office to confirm.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SIX)

[703.795.5392](tel:703.795.5392)

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

<image001.jpg>

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**From:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Thursday, November 9, 2017  
at 10:59 AM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
>  
**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Hi everyone, thanks for your

patience.

I just heard back from Mayor  
Kenney's office, he's in.

Monday and Tuesday of next week  
are bad schedule wise. He can do  
Wednesday 11/15 at 3:15pm. Does  
that work for others?

Once we confirm participants we  
can discuss run of show, TPs,  
logistics and press outreach.

Thanks all!

Jon

**From:** Elyssa Koidin Schmier  
[mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]  
**Sent:** Wednesday, November 08, 2017 3:28  
PM  
**To:** Karyn Bruggeman  
**Cc:** Angela Simaan; Green, Jon;  
[tim@thehubproject.org](mailto:tim@thehubproject.org);  
[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein,  
Freddi; Ari Schwartz; Theo Chayegan; Sarah  
Johnson  
**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a  
time yet for the PA call? We have a mom  
interested but she needs to know the  
time ASAP since she is booking clients  
(she's a hair dresser) and want to works  
around this.

Also I just heard that the Senate could  
bring their bill to the floor likely the week  
after Thanksgiving (yikes!) so we might  
want to move ahead and start thinking  
about the other states we would want to  
do. On the call I was just on it sounds  
like the Senate Finance Rs are all yeses  
on the bill so it might not even be worth  
the time doing a call in Utah (unless we

just want to through negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,

Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am -1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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

---

**From:** Karyn Bruggeman

<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Date:** Tuesday, November 7, 2017  
at 3:07 PM  
**To:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>,  
Sarah  
Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
>

**Subject:** Re: State based press  
calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen.  
Art Haywood is interested in  
participating, and could participate on  
Monday 11/13, though he can't do  
anytime between 1 and 4 pm, since the  
legislature is in session then.

He represents Senate District 4, which  
straddles Philadelphia and Montgomery  
County.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

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

---

**From:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>  
**Date:** Tuesday, November 7, 2017  
at 3:52 PM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to miss it. I'm close to confirming a small business owner in Philadelphia if that's still of interest for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

--

**Angela Simaan | Communications  
Director**

**Main Street Alliance | Main Street  
Alliance Action Fund**

[1107 17th Street NW, Suite 1220,](#)  
Washington, DC 20036

[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile

[mainstreetalliance.org](http://mainstreetalliance.org) | [Faceb  
ook](#) | [@mainstreetweets](#)

--

Elyssa Koidin Schmier

MomsRising  
Senior Campaign Director, National Early  
Learning and Budget

[781-608-8795](tel:781-608-8795)  
[@ElyssaK](#)

[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

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[www.MomsRising.org](http://www.MomsRising.org)  
[MamasConPoder](http://MamasConPoder.com)

--

**Sam Quigley | Deputy Communications Director**

Patriotic Millionaires

[1701 K St NW | Suite 750](https://www.patrioticmillionaires.org/1701-K-St-NW-Suite-750) | Washington, DC 20006

O: [202-446-0489](tel:202-446-0489) | C: [317-752-9150](tel:317-752-9150) |

[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)

--

**Angela Simaan | Communications Director**

**Main Street Alliance | Main Street Alliance Action  
Fund**

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[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile

[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](https://www.facebook.com/mainstreetalliance) | [@mainstreettweets](https://twitter.com/mainstreettweets)

--

**Angela Simaan | Communications Director**

**Main Street Alliance | Main Street Alliance Action Fund**

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**Ryan Thomas**

Communications Associate, The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | [763.954.0470](tel:763.954.0470) (c)

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**Ryan Thomas**

Communications Associate, The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | [763.954.0470](tel:763.954.0470) (c)

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny”  
Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkinsburg to Join  
Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkinsburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

Joined by [Main Street Alliance](#), [MomsRising](#), [Patriotic Millionaires](#), and [State Innovation Exchange Action](#), speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia

Councilwoman Marita Garrett of Wilkinsburg

State Senator Art Haywood

Richard Master, CEO of MCS Industries and a Patriotic Millionaire

Gabrielle Trinkle, MomsRising

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**From:** [Green, Jon](#)  
**To:** [Karyn Bruggeman](#); [Ryan Thomas](#); [Sarah Johnson](#)  
**Cc:** [Morgan Williams](#); [Elyssa Koidin](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [tim@thehubproject.org](mailto:tim@thehubproject.org); [Goldstein, Freddi](#); [Ari Schwartz](#); [momsrising](#)  
**Subject:** RE: State based press calls  
**Date:** Monday, November 13, 2017 11:43:26 AM

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Suggested revised version below. Trying to give it a bit more of a local feel. Let me know if folks are ok with this.

Do we know if we will have a speaker from Main Street Alliance, and if so who?

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny”  
Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor-Elect Garrett of Wilkinsburg to Join  
Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor-Elect Marita Garrett of Wilkinsburg, and State Senator Art Haywood will join with other Pennsylvanians to host a press call to discuss the harmful impacts that the Republican tax proposal will have on Pennsylvania families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and [xxxx], owner of [xxx] in [xxxx], and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors, business executives, and other local advocates of the “Not One Penny” campaign that opposes tax cuts for the rich at the expense of working families.

**WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkinsburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
[xxxx], small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

---

**From:** Karyn Bruggeman [mailto:karynb@stateinnovation.org]  
**Sent:** Monday, November 13, 2017 11:21 AM  
**To:** Ryan Thomas; Sarah Johnson  
**Cc:** Green, Jon; Morgan Williams; Elyssa Koidin; Angela Simaan; Sam Quigley; Theo Chayegan; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; momsrising  
**Subject:** Re: State based press calls

Hi all,

Thanks for putting this together. I'll send the advisory over to Sen. Haywood's office.

We can change it from "State Innovation Exchange Action" to just "SiX Action," if that's doable.

Thanks!

--

**Karyn Bruggeman**

Press Secretary  
State Innovation Exchange (SiX)  
703.795.5392  
[www.stateinnovation.org](http://www.stateinnovation.org)

| |

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**From:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Date:** Monday, November 13, 2017 at 11:17 AM  
**To:** Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Cc:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, momsrising <[momsrising@berlinrosen.com](mailto:momsrising@berlinrosen.com)>  
**Subject:** Re: State based press calls

Hi folks - made those updates and attached the new version below.

On Mon, Nov 13, 2017 at 11:16 AM, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)> wrote:  
Yes- she's a city councilmember.

Sent from my iPhone

On Nov 13, 2017, at 11:11 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

We should make sure the elected officials get to review before sending advisory.  
I can share with team Kenney.  
And note Mayor-elect of Wilkesburg, PA (not Mayor yet). Sarah does she hold a current elected office (city council or some such?)

**From:** Ryan Thomas [<mailto:ryan@thehubproject.org>]  
**Sent:** Monday, November 13, 2017 11:00 AM  
**To:** Green, Jon  
**Cc:** Morgan Williams; Karyn Bruggeman; Elyssa Koidin; Angela Simaan; Sam Quigley; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; momsrising  
**Subject:** Re: State based press calls

Hey folks --

Here is the draft advisory with the confirmed speakers and the list of organizations that were listed in the tracker. I will update with any additional information that we get today and tomorrow. Who would be the best point of contact for media on the day of the press call that we can include in the advisory?

In terms of the call-in information, we just booked the lines and will be able to share the dial in for speakers and press shortly.

Thanks!  
Ryan

On Mon, Nov 13, 2017 at 10:17 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

- Mayor Kenney of Philadelphia
- State Senator Art Haywood
- Marita Garrett, the Mayor of Wilkinsburg, PA

Should know about Mayor Peduto of Pittsburgh by this afternoon.

Also will be joined by Richard Master, CEO of MCS Industries, and a member of Patriotic Millionaires and Gabrielle Trinkle--MomsRising member from Newburg, PA, mom of two children.

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]

**Sent:** Monday, November 13, 2017 10:06 AM

**To:** 'Karyn Bruggeman'; 'Elyssa Koidin'

**Cc:** 'Angela Simaan'; Green, Jon; 'Sam Quigley'; 'Theo Chayegan'; 'Ryan Thomas'; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; 'Ari Schwartz'; 'Sarah Johnson'; momsrising

**Subject:** RE: State based press calls

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!

Morgan

**Morgan Williams Grogan**

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

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

@berlinrosen

---

**From:** Morgan Williams

**Sent:** Friday, November 10, 2017 2:16 PM

**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,  
Morgan

---

**From:** Karyn Bruggeman [<mailto:karynb@stateinnovation.org>]

**Sent:** Friday, November 10, 2017 2:10 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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

<image001.jpg>

---

**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Date:** Friday, November 10, 2017 at 1:42 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz



<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event.  
Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,  
Jon

**From:** Angela Simaan  
[mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]  
**Sent:** Thursday, November 09, 2017 7:12 PM  
**To:** Green, Jon  
**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon

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

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition. Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]

**Sent:** Thursday, November 09, 2017 2:49 PM

**To:** Theo Chayegan

**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon; Karyn Bruggeman; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:

Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier

<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon

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

Great.

---

**From:** Karyn Bruggeman

[mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]

**Sent:** Thursday, November 09, 2017 1:14 PM

**To:** Green, Jon

**Cc:** Elyssa Koidin Schmier; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson

**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen. Haywood is confirmed.

--

**Karyn Bruggeman**

Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Date:** Thursday, November 9, 2017 at 11:12 AM  
**To:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Cc:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"tim@thehubproject.org" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't conflict with him based on your prior guidance so hopefully still good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office to confirm.

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Thursday, November 9, 2017 at 10:59 AM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Cc:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:  
Hi everyone, thanks for your patience. I just heard back from Mayor Kenney's office, he's in. Monday and Tuesday of next week are bad schedule wise. He can do Wednesday 11/15 at 3:15pm. Does that work for others?

Once we confirm participants we can discuss run of show, TPs, logistics and press outreach.  
Thanks all!

Jon

**From:** Elyssa Koidin Schmier  
[mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]  
**Sent:** Wednesday, November 08, 2017 3:28 PM  
**To:** Karyn Bruggeman  
**Cc:** Angela Simaan; Green, Jon; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a time yet for the PA call? We have a mom interested but she needs to know the time ASAP since she is booking clients (she's a hair dresser) and want to work around this.

Also I just heard that the Senate could bring their bill to the floor likely the week after Thanksgiving (yikes!) so we might want to move ahead and start thinking about the other states we would want to do. On the call I was just on it sounds like the Senate Finance Rs are all yeses on the bill so it might not even be worth the time doing a call in Utah (unless we just want to go through negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,  
Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:  
Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am -1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

---

**From:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Date:** Tuesday, November 7, 2017 at 3:07 PM  
**To:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah  
Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen. Art Haywood is interested in participating, and could participate on Monday 11/13, though he can't do anytime between 1 and 4 pm, since the legislature is in session then.

He represents Senate District 4, which straddles Philadelphia and Montgomery County.

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

---

**From:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>  
**Date:** Tuesday, November 7, 2017 at  
3:52 PM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"

<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah  
Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>,  
Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to miss  
it. I'm close to confirming a small business  
owner in Philadelphia if that's still of interest  
for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

--

**Angela Simaan | Communications Director**  
**Main Street Alliance | Main Street Alliance**  
**Action Fund**  
[1107 17th Street NW, Suite 1220](https://www.mainstreetalliance.org), Washington, DC  
20036  
[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748)  
mobile  
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Elyssa Koidin Schmier  
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[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

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**Sam Quigley | Deputy Communications Director**  
Patriotic Millionaires  
[1701 K St NW | Suite 750](#) | Washington, DC 20006  
O: [202-446-0489](tel:202-446-0489) | C: [317-752-9150](tel:317-752-9150) |  
[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)

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**Angela Simaan | Communications Director**  
**Main Street Alliance | Main Street Alliance Action Fund**  
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**Angela Simaan | Communications Director**  
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**Ryan Thomas**  
Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | [763.954.0470](tel:763.954.0470) (c)



--

**Ryan Thomas**

Communications Associate, The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** [Ryan Thomas](#)  
**To:** [Green, Jon](#)  
**Cc:** [Karyn Bruggeman](#); [Sarah Johnson](#); [Morgan Williams](#); [Elyssa Koidin](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chavegan](#); [tim@thehubproject.org](mailto:tim@thehubproject.org); [Goldstein, Freddi](#); [Ari Schwartz](#); [momsrising](#)  
**Subject:** Re: State based press calls  
**Date:** Monday, November 13, 2017 2:04:23 PM  
**Attachments:** [Press Advisory for PA Mayors Call V3.docx](#)

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Hey folks - those changes look great. I've updated the release to reflect them, pending further updates on new speakers. Here is the call-in information:

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

On Mon, Nov 13, 2017 at 11:43 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Suggested revised version below. Trying to give it a bit more of a local feel. Let me know if folks are ok with this.

Do we know if we will have a speaker from Main Street Alliance, and if so who?

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

[512-913-8875](tel:512-913-8875)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor-Elect Garrett of Wilkinsburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor-Elect Marita Garrett of Wilkinsburg, and State Senator Art Haywood will join with other Pennsylvanians to host a press call to discuss the harmful impacts that the Republican tax proposal will have on Pennsylvania families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and [xxxx], owner of [xxx] in [xxxx], and a member of the Main Street Alliance.

Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors, business executives, and other local advocates of the "Not One Penny" campaign that opposes tax cuts for the rich at the expense of working families.

**WHO:**

Mayor Jim Kenney of Philadelphia

Councilwoman Marita Garrett of Wilkinsburg

State Senator Art Haywood

Richard Master, CEO of MCS Industries and a Patriotic Millionaire

Gabrielle Trinkle, MomsRising

[xxxx], small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

---

**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]  
**Sent:** Monday, November 13, 2017 11:21 AM  
**To:** Ryan Thomas; Sarah Johnson  
**Cc:** Green, Jon; Morgan Williams; Elyssa Koidin; Angela Simaan; Sam Quigley; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; momsrising  
**Subject:** Re: State based press calls

Hi all,

Thanks for putting this together. I'll send the advisory over to Sen. Haywood's office.

We can change it from "State Innovation Exchange Action" to just "SiX Action," if that's doable.

Thanks!

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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

| |

---

**From:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>

**Date:** Monday, November 13, 2017 at 11:17 AM

**To:** Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Cc:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, momsrising <[momsrising@berlinrosen.com](mailto:momsrising@berlinrosen.com)>

**Subject:** Re: State based press calls

Hi folks - made those updates and attached the new version below.

On Mon, Nov 13, 2017 at 11:16 AM, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)> wrote:

Yes- she's a city councilmember.

Sent from my iPhone

On Nov 13, 2017, at 11:11 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

We should make sure the elected officials get to review before sending advisory.

I can share with team Kenney.

And note Mayor-elect of Wilkesburg, PA (not Mayor yet). Sarah does she hold a current elected office (city council or some such?)

**From:** Ryan Thomas [<mailto:ryan@thehubproject.org>]

**Sent:** Monday, November 13, 2017 11:00 AM

**To:** Green, Jon

**Cc:** Morgan Williams; Karyn Bruggeman; Elyssa Koidin; Angela Simaan; Sam Quigley; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; momsrising

**Subject:** Re: State based press calls

Hey folks --

Here is the draft advisory with the confirmed speakers and the list of organizations that were listed in the tracker. I will update with any additional information that we get today and tomorrow. Who would be the best point of contact for media on the day of the press call that we can include in the advisory?

In terms of the call-in information, we just booked the lines and will be able to share the dial in for speakers and press shortly.

Thanks!

Ryan

On Mon, Nov 13, 2017 at 10:17 AM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

- Mayor Kenney of Philadelphia
- State Senator Art Haywood
- Marita Garrett, the Mayor of Wilkinsburg, PA

Should know about Mayor Peduto of Pittsburgh by this afternoon.

Also will be joined by Richard Master, CEO of MCS Industries, and a member of Patriotic Millionaires and Gabrielle Trinkle--MomsRising member from Newburg, PA, mom of two children.

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
**Sent:** Monday, November 13, 2017 10:06 AM  
**To:** 'Karyn Bruggeman'; 'Elyssa Koidin'  
**Cc:** 'Angela Simaan'; Green, Jon; 'Sam Quigley'; 'Theo Chayegan'; 'Ryan Thomas';  
'[tim@thehubproject.org](mailto:tim@thehubproject.org)'; Goldstein, Freddi; 'Ari Schwartz'; 'Sarah Johnson'; momsrising

**Subject:** RE: State based press calls

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!

Morgan

**Morgan Williams Grogan**

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

**berlinrosen**

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

@berlinrosen

---

**From:** Morgan Williams  
**Sent:** Friday, November 10, 2017 2:16 PM  
**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,  
Morgan

---

**From:** Karyn Bruggeman [<mailto:karynb@stateinnovation.org>]  
**Sent:** Friday, November 10, 2017 2:10 PM  
**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

**Karyn Bruggeman**

Press Secretary



State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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

<image001.jpg>

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**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Friday, November 10, 2017 at 1:42 PM  
**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event. Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,

Jon

**From:** Angela Simaan [mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]

**Sent:** Thursday, November 09, 2017 7:12 PM

**To:** Green, Jon

**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson

**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition.

Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]

**Sent:** Thursday, November 09, 2017 2:49 PM

**To:** Theo Chayegan

**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon;  
Karyn Bruggeman; Angela Simaan;  
[tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz;  
Sarah Johnson

**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:

Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Great.

---

**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]

**Sent:** Thursday, November 09, 2017 1:14 PM

**To:** Green, Jon  
**Cc:** Elyssa Koidin Schmier; Angela Simaan;  
[tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org);  
Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah  
Johnson  
**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen.  
Haywood is confirmed.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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

<image001.jpg>

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**From:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Date:** Thursday, November 9, 2017 at 11:12  
AM  
**To:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Cc:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein,  
Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't  
conflict with him based on your prior guidance so

hopefully still good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office  
to confirm.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

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

<image001.jpg>

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**From:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Thursday, November 9, 2017  
at 10:59 AM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan

<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
>  
**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Hi everyone, thanks for your patience.

I just heard back from Mayor Kenney's office, he's in.

Monday and Tuesday of next week are bad schedule wise. He can do Wednesday 11/15 at 3:15pm. Does that work for others?

Once we confirm participants we can discuss run of show, TPs, logistics and press outreach.

Thanks all!

Jon

**From:** Elyssa Koidin Schmier  
[mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]  
**Sent:** Wednesday, November 08, 2017 3:28 PM  
**To:** Karyn Bruggeman  
**Cc:** Angela Simaan; Green, Jon; [tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a time yet for the PA call? We have a mom interested but she needs to know the time ASAP since she is booking clients (she's a hair dresser) and want to works around this.

Also I just heard that the Senate could bring their bill to the floor likely the week after Thanksgiving (yikes!) so we might want to move ahead and start thinking about the other states we would want to do. On the call I was just on it sounds like the Senate Finance Rs are all yeses on the bill so it might not even be worth the time doing a call in Utah (unless we just want to through negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,

Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am -1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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---

**From:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Date:** Tuesday, November 7, 2017  
at 3:07 PM  
**To:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
>

**Subject:** Re: State based press calls

Hi,

Just to put this in writing:



We've got confirmation that state Sen. Art Haywood is interested in participating, and could participate on Monday 11/13, though he can't do anytime between 1 and 4 pm, since the legislature is in session then.

He represents Senate District 4, which straddles Philadelphia and Montgomery County.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

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---

**From:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>  
**Date:** Tuesday, November 7, 2017  
at 3:52 PM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>, Karyn Bruggeman

<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Subject:** Re: State based press  
calls

I double booked for 3pm today - sorry to miss it. I'm close to confirming a small business owner in Philadelphia if that's still of interest for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

--

**Angela Simaan | Communications  
Director**

**Main Street Alliance | Main Street  
Alliance Action Fund**

[1107 17th Street NW, Suite 1220,](#)  
Washington, DC 20036

[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile

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ook](#) | [@mainstreetweets](#)

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Elyssa Koidin Schmier

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Senior Campaign Director, National Early  
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[@ElyssaK](#)

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

[MamásConPoder](#)

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[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

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Budget

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[@ElyssaK](https://www.instagram.com/ElyssaK)

[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

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**Sam Quigley | Deputy Communications Director**

Patriotic Millionaires

[1701 K St NW | Suite 750](#) | Washington, DC 20006

O: [202-446-0489](tel:202-446-0489) | C: [317-752-9150](tel:317-752-9150) |

[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)

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**Angela Simaan | Communications Director**

**Main Street Alliance | Main Street Alliance Action Fund**

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**Angela Simaan | Communications Director**

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**Ryan Thomas**

Communications Associate, The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | [763.954.0470](tel:763.954.0470) (c)

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**Ryan Thomas**

Communications Associate, The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | [763.954.0470](tel:763.954.0470) (c)

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**Ryan Thomas**

Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | [763.954.0470](tel:763.954.0470) (c)

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny”  
Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor-Elect Garrett of Wilkinsburg to Join  
Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor-Elect Marita Garrett of Wilkinsburg, and State Senator Art Haywood will join with other Pennsylvanians to host a press call to discuss the harmful impacts that the Republican tax proposal will have on Pennsylvania families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and [xxxx], owner of [xxx] in [xxxx], and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors, business executives, and other local advocates of the “Not One Penny” campaign that opposes tax cuts for the rich at the expense of working families.

**WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman and Mayor-Elect Marita Garrett of Wilkinsburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
[xxxx], small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

From: [Green, Jon](#)  
 To: [Angela Simaan](#); [Sam Quijey](#); [Theo Chavegan](#); [Ryan Thomas](#); [tim@thehubproject.org](#); [Goldstein, Fred](#); [Ari Schwartz](#); [Sarah Johnson](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [James Engler](#); [Deborah Mahler](#); [Morgan Williams](#)  
 Subject: Materials for call to prep for PA press call on 11/15  
 Date: Monday, November 13, 2017 2:59:38 PM  
 Attachments: [Not One Penny - Talking Points 11.09.17.pdf](#)  
[Press Ad -copy for PA Mayors Call - 2.docx](#)

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system, providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages, talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
 Monday, November 13, 2017

**PRESS CONTACT:**  
 Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
 512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join “Not One Penny” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**  
 Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
 Mayor Jim Kenney of Philadelphia  
 Councilwoman Marita Garrett of Wilkesburg  
 State Senator Art Haywood  
 Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
 Gabrielle Trinkle, MomsRising  
 Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
 Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
 Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range		Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$	
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher		\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>			<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jon Green**  
 NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: (212) 748-0368  
 Cell: (917) 704-5807





## Not One Penny | Talking Points

As President Trump and congressional Republicans push their plan to give massive tax breaks to the rich, progressive groups and grassroots organizations are mobilizing across the country to demand that elected officials provide **not one penny in tax cuts for millionaires, billionaires, and wealthy corporations.**

**The last thing working-class Americans need is a tax code that further rigs the system in favor of corporations and the top 1 percent.** This plan benefits the wealthy and well-connected at the expense of working families.

- This plan includes massive tax cuts aimed exclusively at millionaires, billionaires, and wealthy corporations that put public education, job training programs, Medicare, and Medicaid at risk. **In fact, the bill gives 48 percent of its benefits to those in the top 1 percent.**
- Trump's tax cuts rely on the same trickle-down economics that have left working families and small businesses behind as corporate profits skyrocket and wages stagnate.

**This plan raises taxes on everyday people.** The American middle class drives our economy and we must invest in working people. Tax cuts for the rich and wealthy corporations hurt the economy and cost jobs.

- The plan raises taxes on millions of people who can least afford it, including seniors on fixed incomes and people in the lowest income tax brackets. Under the Republican plan, more than 1 in 4 households would see a tax increase – averaging over \$2,000 – once the plan is fully phased in.
- This framework is designed to shower even more benefits on millionaires and wealthy corporations as time goes by, but would mean tighter budgets for middle-class families over time. On average, families with children earning less \$100,000 per year would see a tax increase.
- The Republican plan claims to cut taxes on small businesses. What it really does is create a special low tax rate for lobbyists, corporate lawyers, and other wealthy business owners, while excluding people who work for a salary or hourly wage.

**This plan cuts trillions of dollars in funding for Medicare, Medicaid, education, and other vital services millions of Americans rely upon.** Every dollar in new tax giveaways for the rich is another dollar taken away from our children's education, our loved ones' health care, and our families' financial security.

- The GOP plan gets rid of help for families with large medical expenses and for families who adopt, while also ending tax provisions that make it easier for veterans to find jobs, help workers pay off their student loans, and give assistance for the elderly.
- When Republicans say they want to repeal the Affordable Care Act, what they really mean is that they will take our health care away to give tax cuts to their donors.

**Not one penny of tax cuts should go to those who need it the least, including multinational corporations and Wall Street.** This plan gives a trillion-dollar tax cut to wealthy corporations and business owners.

- Slashing taxes for multinational corporations will not support small businesses and job creation. Instead, this bill will send even more jobs and profits offshore.
- This bill will provide massive tax breaks to the Wall Street executives that caused the Great Recession.

**Under his proposed framework, Trump could stand to gain millions in tax cuts.** Without his tax returns, we don't know how much this plan will benefit him. We must continue demanding Trump release his tax returns and calling on Republican leadership to stop giving tax breaks to millionaires, billionaires, and wealthy corporations.

Join our campaign by visiting [notonepenny.org](http://notonepenny.org) or by texting NotOnePenny to 52886.

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny”  
Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join  
Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia

Councilwoman Marita Garrett of Wilkesburg

State Senator Art Haywood

Richard Master, CEO of MCS Industries and a Patriotic Millionaire

Gabrielle Trinkle, MomsRising

Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**From:** [Morgan Williams](#)  
**To:** [Karyn Bruggeman](#); [Green, Jon](#); [Angela Simaan](#); [Sam Quigley](#)  
**Cc:** [Elyssa Koidin Schmier](#); [Ryan Thomas](#); [Sarah Johnson](#); [Theo Chayegan](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [momsrising](#)  
**Subject:** RE: State based press calls  
**Date:** Monday, November 13, 2017 3:34:12 PM  
**Attachments:** [Press Advisory for PA Mayors Call 11.13.docx](#)

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Attached with changes we discussed on the planning call.

Thanks,  
Morgan

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**From:** Karyn Bruggeman [mailto:karynb@stateinnovation.org]  
**Sent:** Monday, November 13, 2017 3:09 PM  
**To:** Green, Jon <JGreen@cityhall.nyc.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>  
**Cc:** Elyssa Koidin Schmier <elyssa@momsrising.org>; Ryan Thomas <ryan@thehubproject.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Morgan Williams <Morgan.Williams@berlinrosen.com>; Theo Chayegan <theo@thehubproject.org>; tim@thehubproject.org; Goldstein, Freddi <FGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; momsrising <momsrising@berlinrosen.com>  
**Subject:** Re: State based press calls

I think this is good on our end, sent it to Haywood's team and haven't heard any objections.

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
703.795.5392  
[www.stateinnovation.org](http://www.stateinnovation.org)



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**From:** "Green, Jon" <JGreen@cityhall.nyc.gov>  
**Date:** Monday, November 13, 2017 at 2:40 PM  
**To:** Angela Simaan <angela@mainstreetalliance.org>, Sam Quigley <sam@patrioticmillionaires.org>  
**Cc:** Elyssa Koidin Schmier <elyssa@momsrising.org>, Ryan Thomas <ryan@thehubproject.org>, Karyn Bruggeman <karynb@stateinnovation.org>, Sarah Johnson <sjohnson@populardemocracy.org>, Morgan Williams <Morgan.Williams@berlinrosen.com>, Theo Chayegan <theo@thehubproject.org>, "tim@thehubproject.org" <tim@thehubproject.org>, "Goldstein, Freddi" <FGoldstein@cityhall.nyc.gov>, Ari Schwartz <aschwartz@populardemocracy.org>, momsrising <momsrising@berlinrosen.com>  
**Subject:** RE: State based press calls

Great. Can you let us know where he is from?

**From:** Angela Simaan [<mailto:angela@mainstreetalliance.org>]

**Sent:** Monday, November 13, 2017 2:38 PM

**To:** Sam Quigley

**Cc:** Green, Jon; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; Sarah Johnson; Morgan Williams; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; momsrising

**Subject:** Re: State based press calls

Looks good from our end too. The small biz owner is Michael Row, owner of Penn Book Center.

On Mon, Nov 13, 2017 at 2:29 PM, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)> wrote:  
Looks good for the Patriotic Millionaires!

On Nov 13, 2017 2:12 PM, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Everyone else good with this? Would like to send to team Kenny in advance of 3pm call.

**From:** Elyssa Koidin Schmier [<mailto:elyssa@momsrising.org>]

**Sent:** Monday, November 13, 2017 2:11 PM

**To:** Ryan Thomas

**Cc:** Green, Jon; Karyn Bruggeman; Sarah Johnson; Morgan Williams; Angela Simaan; Sam Quigley; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; momsrising

**Subject:** Re: State based press calls

This looks good from MomsRising's end. Thank you Ryan.

On Mon, Nov 13, 2017 at 2:02 PM, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)> wrote:  
Hey folks - those changes look great. I've updated the release to reflect them, pending further updates on new speakers. Here is the call-in information:

Time: 3:15 PM ET (with 15 minute pre-conference)

Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]

Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]

Press Confirmation Code: [REDACTED]

On Mon, Nov 13, 2017 at 11:43 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:  
Suggested revised version below. Trying to give it a bit more of a local feel. Let me know if folks are ok with this.

Do we know if we will have a speaker from Main Street Alliance, and if so who?

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

[512-913-8875](tel:512-913-8875)

## **WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor-Elect Garrett of Wilkinsburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor-Elect Marita Garrett of Wilkinsburg, and State Senator Art Haywood will join with other Pennsylvanians to host a press call to discuss the harmful impacts that the Republican tax proposal will have on Pennsylvania families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and [xxxx], owner of [xxx] in [xxxx], and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

### **WHAT:**

Press Call with Pennsylvania Mayors, business executives, and other local advocates of the “Not One Penny” campaign that opposes tax cuts for the rich at the expense of working families.

### **WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkinsburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
[xxxx], small business owner, member of Main Street Alliance.

### **WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

### **RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).



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**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]  
**Sent:** Monday, November 13, 2017 11:21 AM  
**To:** Ryan Thomas; Sarah Johnson  
**Cc:** Green, Jon; Morgan Williams; Elyssa Koidin; Angela Simaan; Sam Quigley; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; momsrising  
**Subject:** Re: State based press calls

Hi all,

Thanks for putting this together. I'll send the advisory over to Sen. Haywood's office.

We can change it from "State Innovation Exchange Action" to just "SiX Action," if that's doable.

Thanks!

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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

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**From:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Date:** Monday, November 13, 2017 at 11:17 AM  
**To:** Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Cc:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)" <[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, momsrising <[momsrising@berlinrosen.com](mailto:momsrising@berlinrosen.com)>  
**Subject:** Re: State based press calls

Hi folks - made those updates and attached the new version below.

On Mon, Nov 13, 2017 at 11:16 AM, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)> wrote:  
Yes- she's a city councilmember.

Sent from my iPhone

On Nov 13, 2017, at 11:11 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

We should make sure the elected officials get to review before sending advisory.  
I can share with team Kenney.

And note Mayor-elect of Wilkinsburg, PA (not Mayor yet). Sarah does she hold a current elected office (city council or some such?)

**From:** Ryan Thomas [<mailto:ryan@thehubproject.org>]

**Sent:** Monday, November 13, 2017 11:00 AM

**To:** Green, Jon

**Cc:** Morgan Williams; Karyn Bruggeman; Elyssa Koidin; Angela Simaan; Sam Quigley; Theo Chayegan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; momsrising

**Subject:** Re: State based press calls

Hey folks --

Here is the draft advisory with the confirmed speakers and the list of organizations that were listed in the tracker. I will update with any additional information that we get today and tomorrow. Who would be the best point of contact for media on the day of the press call that we can include in the advisory?

In terms of the call-in information, we just booked the lines and will be able to share the dial in for speakers and press shortly.

Thanks!

Ryan

On Mon, Nov 13, 2017 at 10:17 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

- Mayor Kenney of Philadelphia
- State Senator Art Haywood
- Marita Garrett, the Mayor of Wilkinsburg, PA

Should know about Mayor Peduto of Pittsburgh by this afternoon.

Also will be joined by Richard Master, CEO of MCS Industries, and a member of Patriotic Millionaires and Gabrielle Trinkle--MomsRising member from Newburg, PA, mom of two children.

---



**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
**Sent:** Monday, November 13, 2017 10:06 AM  
**To:** 'Karyn Bruggeman'; 'Elyssa Koidin'  
**Cc:** 'Angela Simaan'; Green, Jon; 'Sam Quigley'; 'Theo Chayegan'; 'Ryan Thomas';  
'[tim@thehubproject.org](mailto:tim@thehubproject.org)'; Goldstein, Freddi; 'Ari Schwartz'; 'Sarah Johnson'; momsrising

**Subject:** RE: State based press calls

Good morning all,

We've been reaching out to press with the tentative details for this and we have a few reporters who are interested in potentially joining but would love more details on which elected officials will be joining. Can someone share the list of confirmed elected officials who will be on the call on Wednesday? Also wondering if there's an update on the press advisory.

Thanks so much!  
Morgan

**Morgan Williams Grogan**

O. [202.836.9890](tel:202.836.9890)

C. [512.913.8875](tel:512.913.8875)

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

**berlinrosen**

New York • Washington D.C. • Los Angeles

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

@berlinrosen

---

**From:** Morgan Williams  
**Sent:** Friday, November 10, 2017 2:16 PM  
**To:** Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** RE: State based press calls

Let me know the call in and I will join.

Best,  
Morgan

---

**From:** Karyn Bruggeman [mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]

**Sent:** Friday, November 10, 2017 2:10 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

I can join 3 – 4 pm on Monday.

--

**Karyn Bruggeman**

Press Secretary

State Innovation Exchange (SiX)

[703.795.5392](tel:703.795.5392)

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

<image001.jpg>

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**From:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>

**Date:** Friday, November 10, 2017 at 1:42 PM

**To:** Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, "[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)" <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Cc:** Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>, "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>, Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Ryan Thomas

<[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, "[tim@thehubproject.org](mailto:tim@thehubproject.org)"

<[tim@thehubproject.org](mailto:tim@thehubproject.org)>, "Goldstein, Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz

<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>, Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Morgan (cced) will be on for MomsRising since she's handling our press for this event. Thanks all!

Sent from my iPhone

On Nov 10, 2017, at 1:29 PM, Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

We'll have someone on—likely our comms person.

So I'm guessing we won't have an advisory until Monday?

Sent from my iPhone

On Nov 10, 2017, at 1:14 PM, Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)> wrote:

Can do Monday 3-4pm.

On Fri, Nov 10, 2017 at 1:04 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Thanks Angela and all. This is coming together nicely, appreciate everyone's help.

I'd like to propose we have a call on Monday to review next steps in terms of logistics, RoS, talking points and press outreach. Mayor Kenney's primary point of contact can only do 3-4 on Monday. Can folks let me know today if that works for them as well?

Thanks again.

Best,  
Jon

**From:** Angela Simaan  
[mailto:[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)]  
**Sent:** Thursday, November 09, 2017 7:12 PM  
**To:** Green, Jon  
**Cc:** Sam Quigley; Theo Chayegan; Elyssa Koidin Schmier; Ryan Thomas; Karyn Bruggeman; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson  
**Subject:** Re: State based press calls

Yes - was just waiting to confirm the time. I'll try to catch him tomorrow and update you all. Thx!

On Thu, Nov 9, 2017 at 2:50 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Excellent. Angela, are you still working on a small biz owner as well? That would be a nice addition. Also hearing that Peduto might want to participate, will confirm when he gets back from his trip to Germany.

**From:** Sam Quigley [mailto:[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)]  
**Sent:** Thursday, November 09, 2017 2:49 PM  
**To:** Theo Chayegan  
**Cc:** Elyssa Koidin Schmier; Ryan Thomas; Green, Jon; Karyn Bruggeman; Angela Simaan; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson  
**Subject:** Re: State based press calls

Richard Master is confirmed, I think we're all set for 3:15 on the 15th. Thanks for doing the lifting on the

logistics/advisory Theo and Ryan!

On Thu, Nov 9, 2017 at 1:52 PM, Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)> wrote:

Pulling in Ryan from our team who can help set-up the call, draft a press advisory, and send it out to press in the area.

On Thu, Nov 9, 2017 at 1:19 PM, Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)> wrote:

So are we all set with 3:15 on Wednesday, Nov. 15th?

Can someone lay out next steps so I can update our mom Gabby and our press team? (We are juggling multiple events next week so want to make sure nothing falls through the cracks).

Thank you all for organizing!

On Thu, Nov 9, 2017 at 1:16 PM, Green, Jon  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Great.

---

**From:** Karyn Bruggeman  
[mailto:[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)]  
**Sent:** Thursday, November 09, 2017 1:14 PM  
**To:** Green, Jon  
**Cc:** Elyssa Koidin Schmier; Angela Simaan;  
[tim@thehubproject.org](mailto:tim@thehubproject.org); [sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org);  
Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson  
**Subject:** Re: State based press calls

Great, I appreciated that! We're all good, Sen. Haywood is confirmed.

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

---

**From:** "Green, Jon" <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Date:** Thursday, November 9, 2017 at 11:12 AM  
**To:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Cc:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>, Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"[tim@thehubproject.org](mailto:tim@thehubproject.org)"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,

"[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>, "Goldstein,  
Freddi" <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah  
Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>  
**Subject:** Re: State based press calls

Thanks. We based the time on times that didn't conflict  
with him based on your prior guidance so hopefully still  
good!

Sent from my iPhone

On Nov 9, 2017, at 11:07 AM, Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:

Thanks for the update, Jon.

I'll check in with Sen. Haywood's office to  
confirm.

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

<image001.jpg>

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**From:** Elyssa Koidin Schmier  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>  
**Date:** Thursday, November 9, 2017 at  
10:59 AM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>, Angela  
Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari  
Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah

Johnson

<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

That should work for us but let me confirm with our mom first to double check (we have other options if Gabby can't do it).

On Thu, Nov 9, 2017 at 10:53 AM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

Hi everyone, thanks for your patience. I just heard back from Mayor Kenney's office, he's in.

Monday and Tuesday of next week are bad schedule wise. He can do Wednesday 11/15 at 3:15pm. Does that work for others?

Once we confirm participants we can discuss run of show, TPs, logistics and press outreach.  
Thanks all!

Jon

**From:** Elyssa Koidin Schmier

[mailto:[elyssa@momsrising.org](mailto:elyssa@momsrising.org)]

**Sent:** Wednesday, November 08, 2017  
3:28 PM

**To:** Karyn Bruggeman

**Cc:** Angela Simaan; Green, Jon;

[tim@thehubproject.org](mailto:tim@thehubproject.org);

[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org); Goldstein, Freddi; Ari Schwartz; Theo Chayegan; Sarah Johnson

**Subject:** Re: State based press calls

Hi All,

Wanted to circle back to see if we have a time yet for the PA call? We have a mom interested but she needs to know the time ASAP since she is booking clients (she's a hair dresser) and want to works around this.

Also I just heard that the Senate could bring their bill to the floor likely the week after Thanksgiving (yikes!) so we might want to move ahead and start thinking about the other states we would want to do. On the call I was just on it sounds like the Senate Finance Rs are all yeses on the bill so it might not even be worth the time doing a call in Utah (unless we just want to through

negative press at Hatch).

I think something in Arizona, Tennessee, Maine, and possibly Ohio would be best.

Thank you,  
Elyssa

On Tue, Nov 7, 2017 at 5:47 PM, Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)> wrote:  
Hi all,

As an update, if the call does get bumped to Tuesday or Wednesday of next week, Sen. Haywood's schedule for those days is this:

PA legislature is in session from about 1-4 pm on Tuesday and 11 am -1 pm on Wednesday, so for his sake it'd be ideal to avoid those time blocks.

Thanks!

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

---

**From:** Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Date:** Tuesday, November 7, 2017 at 3:07 PM  
**To:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>,  
"Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah

Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>

**Subject:** Re: State based press calls

Hi,

Just to put this in writing:

We've got confirmation that state Sen. Art Haywood is interested in participating, and could participate on Monday 11/13, though he can't do anytime between 1 and 4 pm, since the legislature is in session then.

He represents Senate District 4, which straddles Philadelphia and Montgomery County.

--

**Karyn Bruggeman**  
Press Secretary  
State Innovation Exchange (SiX)  
[703.795.5392](tel:703.795.5392)  
[www.stateinnovation.org](http://www.stateinnovation.org)

---

**From:** Angela Simaan  
<[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>  
**Date:** Tuesday, November 7, 2017 at 3:52 PM  
**To:** "Green, Jon"  
<[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Cc:** Elyssa Koidin  
<[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>,  
"tim@thehubproject.org"  
<[tim@thehubproject.org](mailto:tim@thehubproject.org)>,  
"sam@patrioticmillionaires.org"  
<[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>,  
"Goldstein, Freddi"  
<[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>, Ari Schwartz  
<[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>,  
Theo Chayegan  
<[theo@thehubproject.org](mailto:theo@thehubproject.org)>, Sarah Johnson  
<[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>,  
Karyn Bruggeman  
<[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>  
**Subject:** Re: State based press calls

I double booked for 3pm today - sorry to



miss it. I'm close to confirming a small business owner in Philadelphia if that's still of interest for the call on the 13th.

On Tue, Nov 7, 2017 at 12:13 PM, Green, Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote:

--

**Angela Simaan | Communications Director  
Main Street Alliance | Main Street Alliance  
Action Fund**  
[1107 17th Street NW, Suite 1220](#), Washington,  
DC 20036  
[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile  
[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](#) |  
[@mainstreettweets](#)

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Elyssa Koidin Schmier  
MomsRising  
Senior Campaign Director, National Early  
Learning and Budget  
[781-608-8795](tel:781-608-8795)  
[@ElyssaK](#)  
[www.MomsRising.org](http://www.MomsRising.org)  
[MamásConPoder](#)

--

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

[MamásConPoder](#)

--

**Sam Quigley | Deputy Communications Director**  
Patriotic Millionaires  
[1701 K St NW | Suite 750](#) | Washington, DC 20006  
O: [202-446-0489](tel:202-446-0489) | C: [317-752-9150](tel:317-752-9150) |  
[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)

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**Angela Simaan | Communications Director**  
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[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile  
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**Angela Simaan | Communications Director**  
**Main Street Alliance | Main Street Alliance Action Fund**  
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[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | [202-281-4748](tel:202-281-4748) mobile  
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**Ryan Thomas**  
Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | [763.954.0470](tel:763.954.0470) (c)

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**Ryan Thomas**  
Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | [763.954.0470](tel:763.954.0470) (c)

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**Angela Simaan | Communications Director**  
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1107 17th Street NW, Suite 1220, Washington, DC 20036  
[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org) | 202-281-4748 mobile  
[mainstreetalliance.org](http://mainstreetalliance.org) | [Facebook](#) | [@mainstreettweets](#)

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny”  
Advocates in Opposing Trump Tax Scam**

*Mayor Kenney of Philadelphia and Mayor-Elect Garrett of Wilkinsburg to Join  
Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor-Elect Marita Garrett of Wilkinsburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia

Mayor-Elect and Councilwoman Marita Garrett of Wilkinsburg

State Senator Art Haywood

Richard Master, CEO of MCS Industries and a Patriotic Millionaire

Gabrielle Trinkle, MomsRising

Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**From:** [Morgan Williams](#)  
**To:** [Green, Jon](#)  
**Subject:** RE: Do you have a minute to talk?  
**Date:** Tuesday, November 14, 2017 11:49:58 AM

---

Sure. Give me a call on my office line: [REDACTED].

---

**From:** Green, Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Tuesday, November 14, 2017 11:42 AM  
**To:** Morgan Williams <Morgan.Williams@berlinrosen.com>  
**Subject:** Do you have a minute to talk?

Thanks.

Jon

**Jon Green**

NYC, Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

From: [Green Jon](#)  
To: [Morgan Williams](#); [James Engler](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [Ryan Thomas](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Deborah Mahler](#); [Leslie Patterson](#)  
Subject: RE: Materials for call to prep for PA press call on 11/15  
Date: Tuesday, November 14, 2017 12:49:10 PM

Thanks all.

I will write a run of show document including the call-in # and times for each speaker and share with this group.

---

From: Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
Sent: Tuesday, November 14, 2017 12:41 PM  
To: Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
Subject: RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

From: Green Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
Sent: Tuesday, November 14, 2017 12:30 PM  
To: James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; tim@thehubproject.org; Goldstein, Freddi <[EGoldstein@cityhall.nyc.gov](mailto:EGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
Subject: RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

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From: James Engler [mailto:[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)]  
Sent: Tuesday, November 14, 2017 12:25 PM  
To: Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'  
Subject: Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm 203 | Philadelphia, PA 19107  
Office: 215 686 0323  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

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From: Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
Sent: Monday, November 13, 2017 2:59:36 PM  
To: Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
Subject: Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

### WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join "Not One Penny" advocates to host a press call to denounce Trump's tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
 Councilwoman Marita Garrett of Wilkesburg  
 State Senator Art Haywood  
 Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
 Gabrielle Trinkle, MomsRising  
 Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
 Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
 Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

### Impacts of the House Tax Plan in 2027 in Pennsylvania

Income Group	Income			All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
	Income Range		Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$	
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher		\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>			<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
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**Jon Green**  
 NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: (212) 748-0368  
 Cell: (917) 704-5807



**From:** [Green\\_Jon](mailto:Green_Jon)  
**To:** [James Engler](mailto:James.Engler)  
**Cc:** [Morgan Williams](mailto:Morgan.Williams)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Tuesday, November 14, 2017 3:40:00 PM

+ Morgan:  
Morgan can you send?  
Thanks much.  
Jon

---

**From:** James Engler [<mailto:James.Engler@Phila.gov>]  
**Sent:** Tuesday, November 14, 2017 2:59 PM  
**To:** Green, Jon  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Can you please send me the final Press advisory? I don't think I was in that email either.

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215.686.0323](tel:215.686.0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

On Nov 14 2017 at 12:49 PM Green Jon <[Green@cityhall.nyc.gov](mailto:Green@cityhall.nyc.gov)> wrote

Thanks all.  
I will write a run of show document including the call-in # and times for each speaker and share with this group.

---

**From:** Morgan Williams [[mako.Morgan.Williams@berlinrosen.com](mailto:mako.Morgan.Williams@berlinrosen.com)]  
**Sent:** Tuesday, November 14, 2017 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [[Green@cityhall.nyc.gov](mailto:Green@cityhall.nyc.gov)]  
**Sent:** Tuesday, November 14, 2017 12:30 PM  
**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes -- I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

---

**From:** James Engler [<mailto:James.Engler@Phila.gov>]  
**Sent:** Tuesday, November 14, 2017 12:25 PM  
**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215.686.0323](tel:215.686.0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <[jgreen@cityhall.nyc.gov](mailto:jgreen@cityhall.nyc.gov)>  
**Sent:** Monday, November 13, 2017 2:59:36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics -- Not One Penny is point on setting up call system providing call-in information for participants and press.
2. Press outreach -- Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages talking points (see attached material from Not One Penny -- and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range		Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$	
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
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**Jon Green**

NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Ce I: (917) 704-5807

**From:** [Green, Jon](#)  
**To:** [Morgan, Williams](#); [James Engler](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [Ryan Thomas](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Deborah Mahler](#); [Leslie Patterson](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Tuesday, November 14, 2017 4:21:22 PM  
**Attachments:** [PA Press Call ROs.docx](#)

---

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI: Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which, if any, Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

**Press Call on House Tax Bill**

Time: 3:15 PM ET Participants should dial into the participant line at 3:10

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

**Run of Show**

**3:15 - 3:16 Leslie Patterson of Berlin Rosen, call facilitator**  
Leslie will open the call and introduce Mayor Jim Kenney

**3:17 - 3:20 Philadelphia Mayor Jim Kenney**  
Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood

**3:21 - 3:24 State Senator Art Haywood**  
State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett

**3:25 - 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkingsburg**  
Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master

**3:28 - 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**  
Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle

**3:31 - 3:33 Gabrielle Trinkle, MomsRising member and mother of two**  
Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 - 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
**Sent:** Tuesday, November 14, 2017 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

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Thanks  
Morgan

---

**From:** Green, Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
**Sent:** Tuesday, November 14, 2017 12:30 PM  
**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[EGoldstein@cityhall.nyc.gov](mailto:EGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

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Press Confirmation Code: [REDACTED]

RT

---

**From:** James Engler [mailto:[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)]  
**Sent:** Tuesday, November 14, 2017 12:25 PM  
**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'

Subject: Re: Materials for call to prep for PA press call on 11/15

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Do we have call-in information yet for this?

Thanks, Jim

James R Engler, Esq  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm 203 | Philadelphia, PA 19107  
Office: 215 686 0323  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

From: Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

Sent: Monday November 13 2017 2 59 36 PM

To: Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tjm@thehubproject.org](mailto:tjm@thehubproject.org); Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'

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**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

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Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
<b>Poorest 20%</b>	Less than \$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000	
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<b>ALL</b>		<b>\$115,300</b>	<b>\$ -8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>	
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Jon Green  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

## **Press Call on House Tax Bill**

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number: [REDACTED]

Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]

Press Confirmation Code: [REDACTED]

### **Run of Show**

#### **3:15- 3:16 Leslie Patterson of Berlin Rosen, call facilitator**

Leslie will open the call and introduce Mayor Jim Kenny.

#### **3:17 – 3:20 Philadelphia Mayor Jim Kenney**

Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

#### **3:21 – 3:24 State Senator Art Haywood**

State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

#### **3:25 – 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkinsburg**

Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

#### **3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**

Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

#### **3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**

Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

#### **3:34 – 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

**From:** [Morgan Williams](mailto:Morgan.Williams@berlinrosen.com)  
**To:** [Green Jon](mailto:Green.Jon@cityhall.nyc.gov); [James Engler](mailto:James.Engler@phila.gov)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Tuesday, November 14, 2017 4:48:15 PM  
**Attachments:** [Press Ad isory for PA Mayors Call 11.13.doc](#)

---

Hi James

Attached please find the final advisory. Let me know if you have any questions.

Thanks!  
Morgan

---

**From:** Green Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
**Sent:** Tuesday, November 14, 2017 3:40 PM  
**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>  
**Cc:** Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

+ Morgan.  
Morgan can you send?  
Thanks much.  
Jon

---

**From:** James Engler [mailto:[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)]  
**Sent:** Tuesday, November 14, 2017 2:59 PM  
**To:** Green, Jon  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Can you please send me the final Press advisory? I don't think I was in that email either.

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall Rm. 203 | Philadelphia PA 19107  
Office [215.686.0323](tel:215.686.0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

On Nov 14 2017 at 12:49 PM Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)> wrote

Thanks all.  
I will write a run of show document including the call-in # and times for each speaker and share with this group.

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
**Sent:** Tuesday, November 14, 2017 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

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Morgan

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**From:** Green Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
**Sent:** Tuesday, November 14, 2017 12:30 PM  
**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

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Hey All,

Do we have call-in information yet for this?

Thanks, Jim

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City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215.686.0323](tel:215.686.0323)  
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**Sent:** Monday, November 13, 2017 2:59:36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**  
Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income			All Taxpayers					Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
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<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher	\$2,454,400	\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>		<b>\$115,300</b>		<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan

[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)

512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny”  
Advocates in Opposing Trump Tax Scam**

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Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia

Mayor-Elect and Councilwoman Marita Garrett of Wilkinsburg

State Senator Art Haywood

Richard Master, CEO of MCS Industries and a Patriotic Millionaire

Gabrielle Trinkle, MomsRising

Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**



Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

From: [Green\\_Jon](mailto:Green_Jon)  
To: [Leslie.Patterson](mailto:Leslie.Patterson)  
Cc: [Ryan.Thomas](mailto:Ryan.Thomas)  
Subject: RE: Materials for call to prep for PA press call on 11/15  
Date: Wednesday, November 15, 2017, 1:52:00 PM

Leslie have you and Ryan done a test drive of the call-in system? All set?  
I'll dial into the press line so I'm not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

---

From: Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
Sent: Tuesday, November 14, 2017, 5:49 PM  
To: Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
Subject: RE: Materials for call to prep for PA press call on 11/15

Hi everyone – thanks so much for all of this! It looks great and I'm excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now we've heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information into the advisory when we resend it tomorrow – especially now that the vote might happen we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally, Jon, I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

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From: Green\_Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
Sent: Tuesday, November 14, 2017, 4:21 PM  
To: Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; James Engler <[James.Engler@phila.gov](mailto:James.Engler@phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
Subject: RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI, indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills, which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which, if any, Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

**Press Call on House Tax Bill**

Time: 3:15 PM ET Participants should dial into the participant line at 3:10

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

**Run of Show**

**3:15- 3:16 Leslie Patterson of Berlin Rosen, call facilitator**  
Leslie will open the call and introduce Mayor Jim Kenney

**3:17 – 3:20 Philadelphia Mayor Jim Kenney**  
Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood

**3:21 – 3:24 State Senator Art Haywood**  
State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett

**3:25 – 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkensburg**  
Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium-sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master

**3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**  
Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle

**3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**  
Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 – 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

---

From: Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]  
Sent: Tuesday, November 14, 2017, 12:41 PM

To: Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
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James R Engler, Esq  
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Office: 215 686 0323  
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Monday, November 13, 2017

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<b>ALL</b>			<b>\$115,300</b>	<b>\$ -8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	\$ -1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jon Green**

NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: (212) 748-0368  
 Cell: (917) 704-5807

**From:** [Green Jon](#)  
**To:** [Leslie Patterson](#); [Morgan Williams](#); [James Engler](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [Ryan Thomas](#); [tim@thehubproject.org](#); [Goldstein](#); [Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Deborah Mahler](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017, 1:55:19 PM

---

Thanks Leslie.

I believe Mayor Kenney's office was planning to advise the call and include on his schedule for press.

Also to update folks I am now hearing that the vote on the house floor will be tomorrow morning after President Trump has a closed door meeting with the Republican house members at 9am.

Look forward to this call – thanks to all of you for participating.

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

---

**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Tuesday, November 14, 2017 5:49 PM  
**To:** Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi everyone – thanks so much for all of this! It looks great and I'm excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now we've heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information into the advisory when we resend it tomorrow – especially now that the vote might happen we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally Jon I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

---

**From:** Green Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
**Sent:** Tuesday, November 14, 2017 4:21 PM  
**To:** Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; James Engler <[James.Engler@phila.gov](mailto:James.Engler@phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which if any Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

**Press Call on House Tax Bill**

Time: 3:15 PM ET Participants should dial into the participant line at 3:10

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

**Run of Show**

**3:15- 3:16 Leslie Patterson of Berlin Rosen, call facilitator**  
Leslie will open the call and introduce Mayor Jim Kenney

**3:17 – 3:20 Philadelphia Mayor Jim Kenney**  
Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents Mayor Kenney will introduce State Senator Art Haywood

**3:21 – 3:24 State Senator Art Haywood**  
State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania Senator Haywood will introduce Mayor Elect Garrett

**3:25 – 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkensburg**  
Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street Mayor Elect Garrett will introduce Richard Master

**3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**  
Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages Mr. Master will introduce Gabrielle Trinkle

**3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**  
Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children She will share how she depended on SNAP benefits earlier in her life and

how the tax bill would lead to cuts in programs like that

3:34 – 3:45 **Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

---

**From:** Morgan Williams [mailto:[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)]

**Sent:** Tuesday, November 14, 2017 12:41 PM

**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]

**Sent:** Tuesday November 14 2017 12 30 PM

**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi <[EGoldstein@cityhall.nyc.gov](mailto:EGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

---

**From:** James Engler [mailto:[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)]

**Sent:** Tuesday, November 14, 2017 12:25 PM

**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'

**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R Engler, Esq  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm 203 | Philadelphia, PA 19107  
Office: 215 686 0323  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Sent:** Monday November 13 2017 2 59 36 PM

**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'

**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials business owners and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point Over 1 million PA families will see taxes increase under this plan and 70% of those have family incomes of less than \$150 000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join "Not One Penny" advocates to host a press call to denounce Trump's tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
 Councilwoman Marita Garrett of Wilkesburg  
 State Senator Art Haywood  
 Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
 Gabrielle Trinkle, MomsRising  
 Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
 Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
 Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

### Impacts of the House Tax Plan in 2027 in Pennsylvania

Income Group	Income			All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher	\$2,454,400		-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>			<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
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**Jon Green**  
 NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: (212) 748-0368  
 Cell: (917) 704-5807

From: [Leslie Patterson](mailto:Leslie.Patterson)  
To: [Green Jon](mailto:Green_Jon)  
Cc: [Ryan Thomas](mailto:Ryan.Thomas)  
Subject: RE: Materials for call to prep for PA press call on 11/15  
Date: Wednesday, November 15, 2017, 2:01:50 PM

Ryan, have you? I'm not familiar with this system – happy to do a test run in the next hour, but I know on the system I've used in the past that's not an option. You only have the line for the hour you book it. Ryan, please let us know what's doable with this service.

Thanks  
Leslie

---

From: Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
Sent: Wednesday, November 15, 2017, 1:53 PM  
To: Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
Cc: Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
Subject: RE: Materials for call to prep for PA press call on 11/15

Leslie, have you and Ryan done a test drive of the call-in system? All set?  
I'll dial into the press line so I'm not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

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From: Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
Sent: Tuesday, November 14, 2017, 5:49 PM  
To: Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
Subject: RE: Materials for call to prep for PA press call on 11/15

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- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at, as much as possible. As of now, we've heard that NBC 10 in Philly plans to cover.
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Finally, Jon, I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call, depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

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Sent: Tuesday, November 14, 2017, 4:21 PM  
To: Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
Subject: RE: Materials for call to prep for PA press call on 11/15

Greetings all

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Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
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Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

#### **Press Call on House Tax Bill**

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

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**3:15- 3:16 Leslie Patterson of Berlin Rosen, call facilitator**  
Leslie will open the call and introduce Mayor Jim Kenney

**3:17 – 3:20 Philadelphia Mayor Jim Kenney**

Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood

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Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium-sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master

**3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**

Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle



**3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**

Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that

**3:34 – 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

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**From:** Morgan Williams [mailto:Morgan.Williams@berlinrosen.com]

**Sent:** Tuesday, November 14, 2017 12:41 PM

**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

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**Sent:** Tuesday November 14 2017 12 30 PM

**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi <[EGoldstein@cityhall.nyc.gov](mailto:EGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

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**From:** James Engler [mailto:James.Engler@Phila.gov]

**Sent:** Tuesday, November 14, 2017 12:25 PM

**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'

**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R Engler, Esq  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm 203 | Philadelphia, PA 19107  
Office: 215 686 0323  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Sent:** Monday November 13 2017 2 59 36 PM

**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'

**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials business owners and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point Over 1 million PA families will see taxes increase under this plan and 70% of those have family incomes of less than \$150 000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilksburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilksburg, and State Senator Art Haywood will join "Not One Penny" advocates to host a press call to denounce Trump's tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
 Councilwoman Marita Garrett of Wilkinsburg  
 State Senator Art Haywood  
 Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
 Gabrielle Trinkle, MomsRising  
 Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

### Impacts of the House Tax Plan in 2027 in Pennsylvania

Income Group	Income			All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
	Income Range		Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$	
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher		\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>			<b>\$115,300</b>	<b>\$ -8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
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**Jon Green**

NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: (212) 748-0368  
 Cell: (917) 704-5807

From: Green Jon  
To: Leslie Patterson  
Cc: Ryan Thomas  
Subject: Re: Materials for call to prep for PA press call on 11/15  
Date: Wednesday, November 15, 2017, 2:39:22 PM

Great thank you!!

Sent from my iPhone

On Nov 15, 2017, at 2:38 PM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote:

I just did a test run spoke to someone and I'm signed into the system so I think I'm good to go!

From: Green Jon [<mailto:jgreen@cityhall.nyc.gov>]  
Sent: Wednesday, November 15, 2017, 2:37 PM  
To: Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
Cc: Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
Subject: Re: Materials for call to prep for PA press call on 11/15

Please do a test/trial run of system with Leslie so she knows how to use the system.

Sent from my iPhone

On Nov 15, 2017, at 2:36 PM, Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)> wrote

Hi folks -- sorry was hoping off of another press call. Everything all set?

On Wed, Nov 15, 2017, at 2:34 PM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

I just did a test call they said we're all set. The person I spoke to is making a note that we're calling in a few minutes early. I think we should be good to go. Thanks!

From: Green Jon [<mailto:jgreen@cityhall.nyc.gov>]  
Sent: Wednesday, November 15, 2017, 1:53 PM  
To: Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
Cc: Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
Subject: RE: Materials for call to prep for PA press call on 11/15

Leslie have you and Ryan done a test drive of the call-in system? All set?  
I'll dial into the press line so I'm not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

From: Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
Sent: Tuesday, November 14, 2017, 5:49 PM  
To: Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koldin; Deborah Mahler  
Subject: RE: Materials for call to prep for PA press call on 11/15

Hi everyone -- thanks so much for all of this! It looks great and I'm excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now we have heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information into the advisory when we resend it tomorrow -- especially now that the vote might happen -- we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally, Jon, I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

From: Green Jon [<mailto:jgreen@cityhall.nyc.gov>]  
Sent: Tuesday, November 14, 2017, 4:21 PM  
To: Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[Freddi@Goldstein@cityhall.nyc.gov](mailto:Freddi@Goldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koldin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@Phila.gov](mailto:Deborah.Mahler@Phila.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
Subject: RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI: Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which if any Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways -- Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

Jon Green  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-9368  
Cell: (917) 704-4807

**Press Call on House Tax Bill**  
Time: 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

**Run of Show**

**3:15 - 3:16 Leslie Patterson of Berlin Rosen, call facilitator**

Leslie will open the call and introduce Mayor Jim Kenney.

**3:17 - 3:20 Philadelphia Mayor Jim Kenney**

Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 - 3:24 State Senator Art Haywood**

State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 - 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkesburg**

Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 - 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**

Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 - 3:33 Gabrielle Trinkle, MomsRising member and mother of two**

Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 - 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

---

**From:** Morgan Williams [<mailto:Morgan.Williams@berlinrosen.com>]

**Sent:** Tuesday, November 14, 2017 12:41 PM

**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]

**Sent:** Tuesday November 14 2017 12:30 PM

**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]

Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]

Press Confirmation Code: [REDACTED]

RT

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**From:** James Engler [<mailto:James.Engler@Phila.gov>]

**Sent:** Tuesday, November 14, 2017 12:25 PM

**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'

**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215.686.0323](tel:215.686.0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Sent:** Monday November 13 2017 2:59:36 PM

**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'

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Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
[512-913-8875](tel:512-913-8875)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

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**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
 Councilwoman Marita Garrett of Wilkesburg  
 State Senator Art Haywood  
 Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
 Gabrielle Trinkle, MomsRising  
 Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
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 Cell: [917-704-5802](tel:917-704-5802)

**Ryan Thomas**  
 Communications Associate The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** Leslie Patterson  
**To:** James Engler; Green Jon  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017, 2:53:30 PM

We have only heard from CBS 6 and NBC 10 that they plan to have someone join. The other networks said they wouldn't know until right before and we kept getting passed around at the Inquirer but never got a confirmation that someone would join although several people have the call in number.

---

**From:** James Engler [mailto:James.Engler@Phila.gov]  
**Sent:** Wednesday, November 15, 2017, 2:51 PM  
**To:** Green Jon <JGreen@cityhall.nyc.gov>; Leslie Patterson <leslie@berlinrosen.com>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>; Deborah Mahler <Deborah.Mahler@phila.gov>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Do you have a list of RSVPs? Depending on timing Mayor Kenney may not make the Q&A.

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Wednesday, November 15, 2017, 2:48 PM  
**To:** Leslie Patterson <leslie@berlinrosen.com>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>; James Engler <James.Engler@Phila.gov>; Deborah Mahler <Deborah.Mahler@phila.gov>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

+ Jim and Debbie from Kenney's office. They should weigh in.

Sent from my iPhone

On Nov 15, 2017, at 2:45 PM, Leslie Patterson <leslie@berlinrosen.com> wrote

Jon, if there are any reporters who *wouldn't* want us to call on, say that you've had issues with in the past or something that would be good for us to know that. Otherwise, we'll give priority based on size/prominence of the outlet. Thanks!

---

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Thanks!  
Leslie

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**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Tuesday, November 14, 2017, 4:21 PM  
**To:** Morgan Williams <Morgan.Williams@berlinrosen.com>; James Engler <James.Engler@Phila.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; Ryan Thomas <ryan@thehubproject.org>; tim@thehubproject.org; Goldstein, Freddi <FGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Karyn Bruggeman <karynb@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Deborah Mahler <Deborah.Mahler@phila.gov>; Leslie Patterson <leslie@berlinrosen.com>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI, indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills, which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which, if any, Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

**Press Call on House Tax Bill**

Time 3 15 PM ET. Participants should dial into the participant line at 3 10.

Speaker Call-In Number [REDACTED]  
Speaker Confirmation Code [REDACTED]

Press Call-In Number [REDACTED]  
Press Confirmation Code [REDACTED]

**Run of Show**

**3:15 - 3:16 Leslie Patterson of Berlin Rosen, call facilitator**  
Leslie will open the call and introduce Mayor Jim Kenny.

**3:17 - 3:20 Philadelphia Mayor Jim Kenney**  
Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 - 3:24 State Senator Art Haywood**  
State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 - 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkinsburg**  
Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 - 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**  
Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 - 3:33 Gabrielle Trinkle, MomsRising member and mother of two**  
Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 - 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

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**Sent:** Tuesday, November 14, 2017 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koldin; Deborah Mahler; Leslie Patterson  
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Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

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RT

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**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office 215.686.0323  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <JGreen@cityhall.nyc.gov>  
**Sent:** Monday November 13 2017 2 59 36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koldin; James Engler; Deborah Mahler; 'Morgan Williams'  
**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials business owners and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point Over 1 million PA families will see taxes increase under this plan and 70% of those have family incomes of less than \$150 000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
[512-913-8875](tel:512-913-8875)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**  
Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
<b>Poorest 20%</b>	Less than \$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000	
<b>Second 20%</b>	\$33,400 to \$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000	
<b>Middle 20%</b>	\$59,850 to \$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000	
<b>Fourth 20%</b>	\$93,260 to \$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000	
<b>Next 15%</b>	\$148,380 to \$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000	
<b>Next 4%</b>	\$303,300 to \$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000	
<b>Richest 1%</b>	\$753,590 and higher	\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000	
<b>ALL</b>		<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>	
<b>Bottom 60%</b>	Less than \$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000	

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: [212-748-0368](tel:212-748-0368)  
Cell: [917-704-8807](tel:917-704-8807)

--  
**Ryan Thomas**  
Communications Associate The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)



**From:** [Green Jon](#)  
**To:** [Leslie Patterson](#); [James Engler](#)  
**Cc:** [Ryan Thomas](#); [Deborah Mahler](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017 3:18:00 PM

---

I am on the press line and still hearing music. Has call started?

---

**From:** [Leslie Patterson](#) [<mailto:leslie@berlinrosen.com>]  
**Sent:** Wednesday, November 15, 2017 2:53 PM  
**To:** [James Engler](#); [Green Jon](#)  
**Cc:** [Ryan Thomas](#); [Deborah Mahler](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

We have only heard from CBS 6 and NBC 10 that they plan to have someone join. The other networks said they wouldn't know until right before and we kept getting passed around at the Inquirer but never got a confirmation that someone would join although several people have the call in number.

---

**From:** [James Engler](#) [<mailto:James.Engler@Phila.gov>]  
**Sent:** Wednesday, November 15, 2017 2:51 PM  
**To:** [Green Jon](#) <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** [Ryan Thomas](#) <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [Deborah Mahler](#) <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Do you have a list of RSVPs? Depending on timing Mayor Kenney may not make the Q&A.

---

**From:** [Green Jon](#) [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 2:48 PM  
**To:** [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** [Ryan Thomas](#) <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [James Engler](#) <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; [Deborah Mahler](#) <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

+ Jim and Debbie from Kenney's office. They should weigh in.

Sent from my iPhone

On Nov 15 2017 at 2:45 PM [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

Jon if there are any reporters who you *wouldn't* want us to call on say that you've had issues with in the past or something that would be good for us to know that. Otherwise we'll give priority based on size/prominence of the outlet. Thanks!

---

**From:** [Green Jon](#) [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 2:37 PM  
**To:** [Ryan Thomas](#) <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Cc:** [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Please do a test/trial run of system with Leslie so she knows how to use the system.

Sent from my iPhone

On Nov 15 2017 at 2:36 PM [Ryan Thomas](#) <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)> wrote

Hi folks -- sorry was hoping off of another press call. Everything all set?

On Wed Nov 15 2017 at 2:34 PM [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

I just did a test call they said we're all set. The person I spoke to is making a note that we're calling in a few minutes early. I think we should be good to go. Thanks!

---

**From:** [Green Jon](#) [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 1:53 PM  
**To:** [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** [Ryan Thomas](#) <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Leslie have you and Ryan done a test drive of the call-in system? All set?  
I'll dial into the press line so I'm not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

---

**From:** [Leslie Patterson](#) [<mailto:leslie@berlinrosen.com>]  
**Sent:** Tuesday, November 14, 2017 5:49 PM  
**To:** [Green Jon](#); [Morgan Williams](#); [James Engler](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [Ryan Thomas](#); [tim@thehubproject.org](mailto:tim@thehubproject.org); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Deborah Mahler](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi everyone -- thanks so much for all of this! It looks great and I'm excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now we've heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information into the advisory when we resend it tomorrow -- especially now that the vote might happen we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally Jon I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

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**Sent:** Tuesday, November 14, 2017 4:21 PM  
**To:** [Morgan Williams](#) <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; [James Engler](#) <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; [Angela Simaan](#) <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; [Sam Quigley](#) <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; [Theo Chayegan](#) <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; [Ryan Thomas](#) <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); [Goldstein, Freddi](#) <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; [Ari Schwartz](#) <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; [Sarah Johnson](#) <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; [Karyn Bruggeman](#) <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; [Elyssa Koidin](#) <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; [Deborah Mahler](#) <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
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Speaker Confirmation Code: [REDACTED]

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**Sent:** Tuesday, November 14, 2017 12:30 PM

**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karyn@stateinnovation.org](mailto:karyn@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

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Hey All,

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James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215-686-0323](tel:215-686-0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Sent:** Monday, November 13, 2017 2:59:36 PM

**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'

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3. Top-line messages, talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
[512-913-8875](tel:512-913-8875)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkensburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkensburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**  
Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkensburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income Group	Income		Average Income	All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
	Income Range			Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$	
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
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<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
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<b>Richest 1%</b>	\$753,590 and higher		\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>			<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: [212-748-0368](tel:212-748-0368)  
Cell: [917-704-5807](tel:917-704-5807)

--  
**Ryan Thomas**  
Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** [Green Jon](#)  
**To:** [Leslie Patterson](#); [James Engler](#)  
**Cc:** [Ryan Thomas](#); [Deborah Mahler](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017 3:19:00 PM

---

Ok we re in.

---

**From:** [Leslie Patterson](#) [<mailto:leslie@berlinrosen.com>]  
**Sent:** Wednesday, November 15, 2017 2:53 PM  
**To:** [James Engler](#); [Green Jon](#)  
**Cc:** [Ryan Thomas](#); [Deborah Mahler](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

We have only heard from CBS 6 and NBC 10 that they plan to have someone join. The other networks said they wouldn't know until right before and we kept getting passed around at the Inquirer but never got a confirmation that someone would join although several people have the call in number.

---

**From:** [James Engler](#) [<mailto:James.Engler@Phila.gov>]  
**Sent:** Wednesday, November 15, 2017 2:51 PM  
**To:** [Green Jon](#) <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** [Ryan Thomas](#) <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [Deborah Mahler](#) <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Do you have a list of RSVPs? Depending on timing Mayor Kenney may not make the Q&A.

---

**From:** [Green Jon](#) [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 2:48 PM  
**To:** [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** [Ryan Thomas](#) <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [James Engler](#) <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; [Deborah Mahler](#) <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

+ Jim and Debbie from Kenney's office. They should weigh in.

Sent from my iPhone

On Nov 15 2017 at 2:45 PM [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

Jon if there are any reporters who you *wouldn't* want us to call on say that you've had issues with in the past or something that would be good for us to know that. Otherwise we'll give priority based on size/prominence of the outlet. Thanks!

---

**From:** [Green Jon](#) [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 2:37 PM  
**To:** [Ryan Thomas](#) <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Cc:** [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Please do a test/trial run of system with Leslie so she knows how to use the system.

Sent from my iPhone

On Nov 15 2017 at 2:36 PM [Ryan Thomas](#) <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)> wrote

Hi folks -- sorry was hoping off of another press call. Everything all set?

On Wed Nov 15 2017 at 2:34 PM [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

I just did a test call they said we're all set. The person I spoke to is making a note that we're calling in a few minutes early. I think we should be good to go. Thanks!

---

**From:** [Green Jon](#) [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 1:53 PM  
**To:** [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** [Ryan Thomas](#) <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Leslie have you and Ryan done a test drive of the call-in system? All set?  
I'll dial into the press line so I'm not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

---

**From:** [Leslie Patterson](#) [<mailto:leslie@berlinrosen.com>]  
**Sent:** Tuesday, November 14, 2017 5:49 PM  
**To:** [Green Jon](#); [Morgan Williams](#); [James Engler](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [Ryan Thomas](#); [tim@thehubproject.org](mailto:tim@thehubproject.org); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Deborah Mahler](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi everyone -- thanks so much for all of this! It looks great and I'm excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now we've heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information into the advisory when we resend it tomorrow -- especially now that the vote might happen we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally Jon I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

---

**From:** [Green Jon](#) [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Tuesday, November 14, 2017 4:21 PM  
**To:** [Morgan Williams](#) <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; [James Engler](#) <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; [Angela Simaan](#) <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; [Sam Quigley](#) <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; [Theo Chayegan](#) <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; [Ryan Thomas](#) <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); [Goldstein, Freddi](#) <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; [Ari Schwartz](#) <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; [Sarah Johnson](#) <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; [Karyn Bruggeman](#) <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; [Elyssa Koidin](#) <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; [Deborah Mahler](#) <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; [Leslie Patterson](#) <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which if any Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: [212-748-0388](tel:212-748-0388)  
Cell: [917-704-5807](tel:917-704-5807)

**Press Call on House Tax Bill**

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

**Run of Show**

**3:15- 3:16 Leslie Patterson of Berlin Rosen, call facilitator**

Leslie will open the call and introduce Mayor Jim Kenny.

**3:17 – 3:20 Philadelphia Mayor Jim Kenney**

Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 – 3:24 State Senator Art Haywood**

State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 – 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkinsburg**

Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**

Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**

Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 – 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

---

**From:** Morgan Williams [<mailto:Morgan.Williams@berlinrosen.com>]

**Sent:** Tuesday, November 14, 2017 12:41 PM

**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]

**Sent:** Tuesday, November 14, 2017 12:30 PM

**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karyn@stateinnovation.org](mailto:karyn@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

---

**From:** James Engler [<mailto:James.Engler@Phila.gov>]

**Sent:** Tuesday, November 14, 2017 12:25 PM

**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'

**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215-686-0323](tel:215-686-0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>

**Sent:** Monday, November 13, 2017 2:59:36 PM

**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'

**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system, providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages, talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join “Not One Penny” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**  
Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

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<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
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**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
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--  
**Ryan Thomas**  
Communications Associate, The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** Green Jon  
**To:** Leslie Patterson; James Engler  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017 3:27:00 PM

Yeah I am all set. No problem. Sounds good.

---

**From:** Leslie Patterson [mailto:leslie@berlinrosen.com]  
**Sent:** Wednesday, November 15, 2017 3:27 PM  
**To:** Green, Jon; James Engler  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes it s started and we re well into it. Mr Master is speaking currently. You dialed into the press number below?

Press Call-In Number [REDACTED]  
Press Confirmation Code [REDACTED]

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Wednesday, November 15, 2017 3:19 PM  
**To:** Leslie Patterson <leslie@berlinrosen.com>; James Engler <James.Engler@Phila.gov>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>; Deborah Mahler <Deborah.Mahler@phila.gov>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

I am on the press line and still hearing music. Has call started?

---

**From:** Leslie Patterson [mailto:leslie@berlinrosen.com]  
**Sent:** Wednesday, November 15, 2017 2:53 PM  
**To:** James Engler; Green, Jon  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

We have only heard from CBS 6 and NBC 10 that they plan to have someone join. The other networks said they wouldn t know until right before and we kept getting passed around at the Inquirer but never got a confirmation that someone would join although several people have the call in number.

---

**From:** James Engler [mailto:James.Engler@Phila.gov]  
**Sent:** Wednesday, November 15, 2017 2:51 PM  
**To:** Green Jon <JGreen@cityhall.nyc.gov>; Leslie Patterson <leslie@berlinrosen.com>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>; Deborah Mahler <Deborah.Mahler@phila.gov>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Do you have a list of RSVPs s? Depending on timing Mayor Kenney may not make the Q&A.

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Wednesday, November 15, 2017 2:48 PM  
**To:** Leslie Patterson <leslie@berlinrosen.com>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>; James Engler <James.Engler@Phila.gov>; Deborah Mahler <Deborah.Mahler@phila.gov>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

+ Jim and Debbie from Kenney's office. They should weigh in.

Sent from my iPhone

On Nov 15, 2017, at 2:45 PM, Leslie Patterson <leslie@berlinrosen.com> wrote:

Jon if there are any reporters who you *wouldn't* want us to call on say that you ve had issues with in the past or something that would be good for us to know that. Otherwise we ll give priority based on size/prominence of the outlet. Thanks!

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Wednesday, November 15, 2017 2:37 PM  
**To:** Ryan Thomas <ryan@thehubproject.org>  
**Cc:** Leslie Patterson <leslie@berlinrosen.com>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Please do a test/trial run of system with Leslie so she knows how to use the system.

Sent from my iPhone

On Nov 15, 2017, at 2:36 PM, Ryan Thomas <ryan@thehubproject.org> wrote:

Hi folks -- sorry was hoping off of another press call. Everything all set?

On Wed, Nov 15, 2017, at 2:34 PM, Leslie Patterson <leslie@berlinrosen.com> wrote:

I just did a test call they said we re all set. The person I spoke to is making a note that we re calling in a few minutes early. I think we should be good to go. Thanks!

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**Sent:** Wednesday, November 15, 2017 1:53 PM  
**To:** Leslie Patterson <leslie@berlinrosen.com>  
**Cc:** Ryan Thomas <ryan@thehubproject.org>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Leslie have you and Ryan done a test drive of the call-in system? All set?  
I ll dial into the press line so I m not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

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**From:** Leslie Patterson [mailto:leslie@berlinrosen.com]  
**Sent:** Tuesday, November 14, 2017 5:49 PM  
**To:** Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddy; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi everyone – thanks so much for all of this! It looks great and I m excited about the call. Two quick questions

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Finally Jon I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call depending on the timing. We ll look out for any

updates from you on that front.

Thanks!  
Leslie

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**Sent:** Tuesday, November 14, 2017, 4:21 PM  
**To:** Morgan Williams <Morgan.Williams@berlinrosen.com>; James Engler <James.Engler@Phila.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; Ryan Thomas <ryan@thehubproject.org>; Goldstein, Freddi <FGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Karyn Bruggeman <karyn@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Deborah Mahler <Deborah.Mahler@phila.gov>; Leslie Patterson <leslie@berlinrosen.com>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI: Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which if any Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

**Press Call on House Tax Bill**

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

**Run of Show**

**3:15 - 3:16 Leslie Patterson of Berlin Rosen, call facilitator**

Leslie will open the call and introduce Mayor Jim Kenney.

**3:17 - 3:20 Philadelphia Mayor Jim Kenney**

Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 - 3:24 State Senator Art Haywood**

State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 - 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkesburg**

Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 - 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**

Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 - 3:33 Gabrielle Trinkle, MomsRising member and mother of two**

Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 - 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

---

**From:** Morgan Williams [mailto:Morgan.Williams@berlinrosen.com]

**Sent:** Tuesday, November 14, 2017, 12:41 PM

**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]

**Sent:** Tuesday, November 14, 2017, 12:30 PM

**To:** James Engler <James.Engler@Phila.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; Ryan Thomas <ryan@thehubproject.org>; tim@thehubproject.org; Goldstein, Freddi <FGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Karyn Bruggeman <karyn@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Deborah Mahler <Deborah.Mahler@phila.gov>; Morgan Williams <Morgan.Williams@berlinrosen.com>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

---

**From:** James Engler [mailto:James.Engler@Phila.gov]

**Sent:** Tuesday, November 14, 2017, 12:25 PM



To: Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'  
 Subject: Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
 Deputy Mayor for Policy and Legislation | Office of the Mayor  
 City of Philadelphia  
 City Hall, Rm. 203 | Philadelphia, PA 19107  
 Office [215 686 0323](tel:2156860323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

**From:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Sent:** Monday November 13 2017 2:59:36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system, providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages, talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
 Monday, November 13, 2017

**PRESS CONTACT:**  
 Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
[512-913-8875](tel:512-913-8875)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkensburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkensburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**  
 Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
 Mayor Jim Kenney of Philadelphia  
 Councilwoman Marita Garrett of Wilkensburg  
 State Senator Art Haywood  
 Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
 Gabrielle Trinkle, MomsRising  
 Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
 Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
 Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher	\$2,454,400	\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>		<b>\$115,300</b>		<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jon Green**  
 NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: [212 748 0388](tel:2127480388)  
 Cell: [917 704 5807](tel:9177045807)

--

**Ryan Thomas**

Communications Associate The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

From: [Green Jon](#)  
To: [Leslie Patterson](#)  
Subject: RE: Materials for call to prep for PA press call on 11/15  
Date: Wednesday November 15, 2017 3:34:00 PM

Did we have any other media on the call?

Thanks much.

From: Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
Sent: Wednesday, November 15, 2017 3:27 PM  
To: Green, Jon; James Engler  
Cc: Ryan Thomas; Deborah Mahler  
Subject: RE: Materials for call to prep for PA press call on 11/15

Yes it s started and we re well into it. Mr Master is speaking currently. You dialed into the press number below?

Press Call-In Number [REDACTED]  
Press Confirmation Code [REDACTED]

From: Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
Sent: Wednesday November 15 2017 3 19 PM  
To: Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>  
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Subject: RE: Materials for call to prep for PA press call on 11/15

I am on the press line and still hearing music. Has call started?

From: Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
Sent: Wednesday, November 15, 2017 2:53 PM  
To: James Engler; Green, Jon  
Cc: Ryan Thomas; Deborah Mahler  
Subject: RE: Materials for call to prep for PA press call on 11/15

We have only heard from CBS 6 and NBC 10 that they plan to have someone join. The other networks said they wouldn t know until right before and we kept getting passed around at the Inquirer but never got a confirmation that someone would join although several people have the call in number.

From: James Engler [<mailto:James.Engler@Phila.gov>]  
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**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

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**Sent:** Tuesday, November 14, 2017, 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
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Morgan

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Tuesday, November 14, 2017, 12:30 PM  
**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

---

**From:** James Engler [<mailto:James.Engler@Phila.gov>]  
**Sent:** Tuesday, November 14, 2017, 12:25 PM  
**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Morgan

Williams'  
Subject: Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215.686.0323](tel:2156860323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

From: Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
Sent: Monday, November 13, 2017, 2:59:36 PM  
To: Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddy; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
Subject: Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system, providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages, talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
[512-913-8875](tel:512-913-8875)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

Washington, D.C. — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join "Not One Penny" advocates to host a press call to denounce Trump's tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**  
Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
Poorest 20%	Less than \$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000	
Second 20%	\$33,400 to \$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000	
Middle 20%	\$59,850 to \$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000	
Fourth 20%	\$93,260 to \$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000	
Next 15%	\$148,380 to \$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000	
Next 4%	\$303,300 to \$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000	
Richest 1%	\$753,590 and higher	\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000	
<b>ALL</b>		<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>	
Bottom 60%	Less than \$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000	

Jon Green  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: [212.748.0368](tel:2127480368)  
Cell: [917.704.5807](tel:9177045807)

--

**Ryan Thomas**

Communications Associate The Hub Project

[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

From: [Green, Jon](#)  
To: [Leslie Patterson](#)  
Cc: [Morgan Williams](#); [James Engler](#); [Angela Simaan](#); [Sam Quigley](#); [Theo Chayegan](#); [Ryan Thomas](#); [tim@thehubproject.org](#); [Goldstein, Freddi](#); [Ari Schwartz](#); [Sarah Johnson](#); [Karyn Bruggeman](#); [Elyssa Koidin](#); [Deborah Mahler](#)  
Subject: RE: Materials for call to prep for PA press call on 11/15  
Date: Wednesday, November 15, 2017, 3:36:34 PM

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Thanks all.

We'll work with the coalition to get a release out to media as well.

Jim and Debbie: if your shop has a release or wants to take the lead on it we'll be glad to follow your lead.

Jon

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From: Green, Jon  
Sent: Wednesday, November 15, 2017, 3:01 PM  
To: Leslie Patterson  
Cc: Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](#); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
Subject: RE: Materials for call to prep for PA press call on 11/15

Hi everyone

The call will begin in 15 minutes at 3:15. I would appreciate it if everyone who is staffing a presenter on the call could remind them to keep their remarks to the time limit in the RoS. (4 minutes for Mayor Kenney and State Senator Haywood, 3 minutes for all other speakers).

I've copied the RoS below in case anyone needs to get it to their presenter. Thanks!

**Press Call on House Tax Bill**

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number: [REDACTED]

Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]

Press Confirmation Code: [REDACTED]

-

**Run of Show**

**3:15 - 3:16 Leslie Patterson of Berlin Rosen, call facilitator**

Leslie will open the call and introduce Mayor Jim Kenney.

**3:17 - 3:20 Philadelphia Mayor Jim Kenney**

Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 - 3:24 State Senator Art Haywood**

State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 - 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkesburg**

Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium-sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 - 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**

Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 - 3:33 Gabrielle Trinkle, MomsRising member and mother of two**

Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 - 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

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From: Green, Jon  
Sent: Tuesday, November 14, 2017, 7:04 PM  
To: Leslie Patterson  
Cc: Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](#); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
Subject: Re: Materials for call to prep for PA press call on 11/15

Vote now appears to be scheduled for Thursday afternoon.

Sent from my iPhone

On Nov 14, 2017, at 5:49 PM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

Hi everyone – thanks so much for all of this! It looks great, and I'm excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now, we've heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information into the advisory when we resend it tomorrow – especially now that the vote might happen, we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally, Jon, I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call, depending on the timing. We'll look out for any updates from you on that front.

Thanks!

Leslie

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From: Green, Jon [<mailto:jon@cityhall.nyc.gov>]  
Sent: Tuesday, November 14, 2017, 4:21 PM  
To: Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; Jim <[tim@thehubproject.org](mailto:tim@thehubproject.org)>; Goldstein, Freddi <[EGoldstein@cityhall.nyc.gov](mailto:EGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
Subject: RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI: Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills, which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will, of course, let the group know about which, if any, Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you

Jon

Jon Green  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Ce I: (917) 704-5807

**Press Call on House Tax Bill**

Time 3 15 PM ET. Participants should dial into the participant line at 3 10.

Speaker Call-In Number [REDACTED]  
Speaker Confirmation Code [REDACTED]

Press Call-In Number [REDACTED]  
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**From:** Morgan Williams [mailto:Morgan.Williams@berlinrosen.com]  
**Sent:** Tuesday, November 14, 2017 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Tuesday November 14 2017 12 30 PM  
**To:** James Engler <James.Engler@Phila.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; Ryan Thomas <ryan@thehubproject.org>; tim@thehubproject.org; Goldstein Freddi <Goldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Karyn Bruggeman <karynb@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Deborah Mahler <Deborah.Mahler@phila.gov>; Morgan Williams <Morgan.Williams@berlinrosen.com>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

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Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

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**From:** James Engler [mailto:James.Engler@Phila.gov]  
**Sent:** Tuesday, November 14, 2017 12:25 PM  
**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

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Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office 215.686.0323  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

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**From:** Green Jon <JGreen@cityhall.nyc.gov>  
**Sent:** Monday November 13 2017 2 59 36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
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4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

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**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income Group	Income			All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
<b>Poorest 20%</b>	Less than \$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000	
<b>Second 20%</b>	\$33,400 to \$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000	
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<b>ALL</b>		<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>	
<b>Bottom 60%</b>	Less than \$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000	

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Ce I: (917) 704-5807

**From:** [Green Jon](#)  
**To:** [Leslie Patterson](#)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017 3:50:00 PM

---

Leslie can you give me a quick call – office line below.  
Thanks much for your help!

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Wednesday, November 15, 2017 3:27 PM  
**To:** Green, Jon; James Engler  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes it s started and we re well into it. Mr Master is speaking currently. You dialed into the press number below?

Press Call-In Number [REDACTED]  
Press Confirmation Code [REDACTED]

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 3:19 PM  
**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>  
**Cc:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

I am on the press line and still hearing music. Has call started?

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Wednesday, November 15, 2017 2:53 PM  
**To:** James Engler; Green, Jon  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

We have only heard from CBS 6 and NBC 10 that they plan to have someone join. The other networks said they wouldn t know until right before and we kept getting passed around at the Inquirer but never got a confirmation that someone would join although several people have the call in number.

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**From:** James Engler [<mailto:James.Engler@Phila.gov>]  
**Sent:** Wednesday, November 15, 2017 2:51 PM  
**To:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
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**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
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+ Jim and Debbie from Kenney's office. They should weigh in.

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Jon, if there are any reporters who you *wouldn't* want us to call on, say that you've had issues with in the past or something, that would be good for us to know that. Otherwise, we'll give priority based on size/prominence of the outlet. Thanks!

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- We'd like to add the dial-in information to the advisory when we resend it tomorrow – especially now that the vote might happen – we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally, Jon, I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call – depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
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**Sent:** Tuesday, November 14, 2017, 4:21 PM  
**To:** Morgan Williams <Morgan.Williams@berlinrosen.com>; James Engler <James.Engler@Phila.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; Ryan Thomas <ryan@thehubproject.org>; Goldstein, Freddi <FGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Karyn Bruggeman <karynb@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Deborah Mahler <Deborah.Mahler@phila.gov>; Leslie Patterson <leslie@berlinrosen.com>  
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Greetings all

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I do encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI: Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills – which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call, speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which if any Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0968  
Cell: (917) 704-5807

#### Press Call on House Tax Bill

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

#### Run of Show

**3:15- 3:16 Leslie Patterson of Berlin Rosen, call facilitator**

Leslie will open the call and introduce Mayor Jim Kenney.

**3:17 – 3:20 Philadelphia Mayor Jim Kenney**

Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 – 3:24 State Senator Art Haywood**

State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 – 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkesburg**

Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**

Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**

Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 – 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

---

**From:** Morgan Williams [mailto:Morgan.Williams@berlinrosen.com]  
**Sent:** Tuesday, November 14, 2017, 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them – but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [mailto:JGreen@cityhall.nyc.gov]  
**Sent:** Tuesday, November 14, 2017, 12:30 PM  
**To:** James Engler <James.Engler@Phila.gov>; Angela Simaan <angela@mainstreetalliance.org>; Sam Quigley <sam@patrioticmillionaires.org>; Theo Chayegan <theo@thehubproject.org>; Ryan Thomas <ryan@thehubproject.org>; tim@thehubproject.org; Goldstein, Freddi <FGoldstein@cityhall.nyc.gov>; Ari Schwartz <aschwartz@populardemocracy.org>; Sarah Johnson <sjohnson@populardemocracy.org>; Karyn Bruggeman <karynb@stateinnovation.org>; Elyssa Koidin <elyssa@momsrising.org>; Deborah Mahler <Deborah.Mahler@phila.gov>; Morgan Williams <Morgan.Williams@berlinrosen.com>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

RT

**From:** James Engler [mailto:James.Engler@Phila.gov]  
**Sent:** Tuesday, November 14, 2017 12:25 PM  
**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office 215.686.0323  
James.Engler@Phila.gov

**From:** Green Jon <JGreen@cityhall.nyc.gov>  
**Sent:** Monday November 13 2017 2 59 36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; tim@thehubproject.org; Goldstein Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials business owners and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point Over 1 million PA families will see taxes increase under this plan and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**

Monday, November 13, 2017

**PRESS CONTACT:**

Morgan Williams Grogan  
morgan.williams@berlinrosen.com  
512-913-8875

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilksburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilksburg, and State Senator Art Haywood will join "Not One Penny" advocates to host a press call to denounce Trump's tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilksburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**

Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**

Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$		
<b>Poorest 20%</b>	Less than \$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000	
<b>Second 20%</b>	\$33,400 to \$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000	
<b>Middle 20%</b>	\$59,850 to \$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000	
<b>Fourth 20%</b>	\$93,260 to \$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000	
<b>Next 15%</b>	\$148,380 to \$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000	
<b>Next 4%</b>	\$303,300 to \$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000	
<b>Richest 1%</b>	\$753,590 and higher	\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000	
<b>ALL</b>		<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>	
<b>Bottom 60%</b>	Less than \$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000	

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: [212-748-0368](tel:212-748-0368)  
Cell: [917-704-5807](tel:917-704-5807)

--  
**Ryan Thomas**  
Communications Associate - The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** [Leslie Patterson](mailto:Leslie.Patterson)  
**To:** [Green Jon](mailto:Green_Jon)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017 4:55:16 PM

---

Hi Jon sorry just getting off a string of calls. Let me know if you still want to connect on the phone.

Unfortunately we didn't have media that joined the call. Even the two RSVPs we'd gotten dropped off last minute. We'd love to be able to send a press release and we're supposed to be getting the recording so will try to use that to follow up with folks and urge coverage.

Thanks  
Leslie

---

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Did we have any other media on the call?

Thanks much.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Wednesday, November 15, 2017 3:27 PM  
**To:** Green, Jon; James Engler  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes it's started and we're well into it. Mr. Master is speaking currently. You dialed into the press number below?

Press Call-In Number [REDACTED]  
Press Confirmation Code [REDACTED]

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
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**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>  
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Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
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Office: (212) 748-0988  
Cell: (917) 704-5807

**Press Call on House Tax Bill**

Time: 3:15 PM ET. Participants should dial into the participant line at 3:10.

Speaker Call-In Number: [REDACTED]  
Speaker Confirmation Code: [REDACTED]

Press Call-In Number: [REDACTED]  
Press Confirmation Code: [REDACTED]

**Run of Show**

**3:15 – 3:16 Leslie Patterson of Berlin Rosen, call facilitator**  
Leslie will open the call and introduce Mayor Jim Kenney.

**3:17 – 3:20 Philadelphia Mayor Jim Kenney**  
Mayor Kenney will speak about the ways in which the tax reform bill harms Philadelphia and its residents. Mayor Kenney will introduce State Senator Art Haywood.

**3:21 – 3:24 State Senator Art Haywood**  
State Senator Art Haywood will speak about the ways the tax reform bill harms the people of his district and the people of Pennsylvania. Senator Haywood will introduce Mayor Elect Garrett.

**3:25 – 3:27 Councilwoman and Mayor-elect Marita Garrett of Wilkinsburg**  
Mayor-elect Garrett will speak about the ways in which the tax reform bill harms small and medium-sized cities and benefits Wall Street more than Main Street. Mayor Elect Garrett will introduce Richard Master.

**3:28 – 3:30 Richard Master, CEO of MCS Industries and a Patriotic Millionaire**  
Mr. Master will speak about how the ways in which tax bill will benefit him personally – but not give his business incentive to hire more workers or increase wages. Mr. Master will introduce Gabrielle Trinkle.

**3:31 – 3:33 Gabrielle Trinkle, MomsRising member and mother of two**  
Gabrielle will speak about how the tax bill will grow the deficit and lead to cuts in programs like healthcare and education for her children. She will share how she depended on SNAP benefits earlier in her life and how the tax bill would lead to cuts in programs like that.

**3:34 – 3:45 Leslie Patterson of Berlin Rosen will facilitate Q & A from press**

---

**From:** Morgan Williams [<mailto:Morgan.Williams@berlinrosen.com>]

**Sent:** Tuesday, November 14, 2017, 12:41 PM

**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

My colleague Leslie Patterson who is also from BerlinRosen and works with MomsRising will be helping to staff the call. The plan should be for the speakers to introduce the person following them, but Leslie will be on in case that doesn't happen. She will also call on press for questions. Let me know if there are any questions.

Thanks  
Morgan

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]

**Sent:** Tuesday, November 14, 2017, 12:30 PM

**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; tim@thehubproject.org; Goldstein, Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>

**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

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**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddy; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215.686.0323](tel:215.686.0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

**From:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Sent:** Monday November 13 2017 2 59 36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddy; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system, providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages, talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
[512-913-8875](tel:512-913-8875)

**WEDNESDAY PRESS CALL: Pennsylvania Mayors Join “Not One Penny” Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilksburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilksburg, and State Senator Art Haywood will join “[Not One Penny](#)” advocates to host a press call to denounce Trump’s tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans’ tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**  
Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**  
Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilksburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or [512-913-8875](tel:512-913-8875).

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income			All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range	Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$	
<b>Poorest 20%</b>	Less than \$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to \$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to \$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to \$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to \$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to \$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000



<b>Richest 1%</b>	\$753,590 and higher	\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000	
<b>ALL</b>		<b>\$115,300</b>	<b>\$-8,585,300</b>	<b>-\$1,260</b>	-1.1%	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>	
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	\$-1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jon Green**  
 NYC Office of the Mayor  
 Senior Advisor for Strategic Initiatives  
 Office: [212.748.0368](tel:2127480368)  
 Cell: [917.704.5807](tel:9177045807)

--  
**Ryan Thomas**  
 Communications Associate The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** [Leslie Patterson](mailto:Leslie.Patterson)  
**To:** [Green Jon](mailto:Green_Jon)  
**Subject:** RE: Materials for call to prep for PA press call on 11/15  
**Date:** Wednesday, November 15, 2017 5:37:07 PM

---

Just spoke to the service we should get the recording either tonight or first thing tomorrow. It's being processed. I'll of course pass it along!

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 4:56 PM  
**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Bummer.  
Yes please call at # below.

Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: (212) 748-0368  
Cell: (917) 704-5807

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Wednesday, November 15, 2017 4:55 PM  
**To:** Green, Jon  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi Jon sorry just getting off a string of calls. Let me know if you still want to connect on the phone.

Unfortunately we didn't have media that joined the call. Even the two RSVPs we'd gotten dropped off last minute. We'd love to be able to send a press release and we're supposed to be getting the recording so will try to use that to follow up with folks and urge coverage.

Thanks  
Leslie

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 3:35 PM  
**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Did we have any other media on the call?

Thanks much.

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Wednesday, November 15, 2017 3:27 PM  
**To:** Green, Jon; James Engler  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes it started and we're well into it. Mr. Master is speaking currently. You dialed into the press number below?

Press Call-In Number [REDACTED]  
Press Confirmation Code [REDACTED]

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 3:19 PM  
**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>  
**Cc:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

I am on the press line and still hearing music. Has call started?

---

**From:** Leslie Patterson [<mailto:leslie@berlinrosen.com>]  
**Sent:** Wednesday, November 15, 2017 2:53 PM  
**To:** James Engler; Green, Jon  
**Cc:** Ryan Thomas; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

We have only heard from CBS 6 and NBC 10 that they plan to have someone join. The other networks said they wouldn't know until right before and we kept getting passed around at the Inquirer but never got a confirmation that someone would join although several people have the call in number.

---

**From:** James Engler [<mailto:James.Engler@Phila.gov>]  
**Sent:** Wednesday, November 15, 2017 2:51 PM  
**To:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Do you have a list of RSVPs? Depending on timing Mayor Kenney may not make the Q&A.

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 2:48 PM  
**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

+ Jim and Debbie from Kenney's office. They should weigh in.

Sent from my iPhone

On Nov 15, 2017, at 2:45 PM, Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

Jon if there are any reporters who you *wouldn't* want us to call on say that you've had issues with in the past or something that would be good for us to know that. Otherwise we'll give priority based on size/prominence of the outlet. Thanks!

---

**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Wednesday, November 15, 2017 2:37 PM  
**To:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Cc:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Please do a test/trial run of system with Leslie so she knows how to use the system.

Sent from my iPhone

On Nov 15 2017 at 2 36 PM Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)> wrote

Hi folks -- sorry was hoping off of another press call. Everything all set?

On Wed Nov 15 2017 at 2 34 PM Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)> wrote

I just did a test call they said we're all set. The person I spoke to is making a note that we're calling in a few minutes early. I think we should be good to go. Thanks!

---

**From:** Green Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
**Sent:** Wednesday November 15 2017 1 53 PM  
**To:** Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Cc:** Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Leslie have you and Ryan done a test drive of the call-in system? All set?  
I'll dial into the press line so I'm not worried about whether my phone is muted.

Just want to make sure that the admin piece is completely handled. And I really appreciate you plugging that gap.

Thanks.

---

**From:** Leslie Patterson [mailto:[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)]  
**Sent:** Tuesday, November 14, 2017 5:49 PM  
**To:** Green, Jon; Morgan Williams; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi everyone – thanks so much for all of this! It looks great and I'm excited about the call. Two quick questions

- Can other folks who are sending the advisory to press keep the group posted about RSVPs they're getting? We're going to be pitching aggressively tomorrow and want to have a sense of where we're at as much as possible. As of now we've heard that NBC 10 in Philly plans to cover.
- We'd like to add the dial-in information into the advisory when we resend it tomorrow – especially now that the vote might happen we want to make it easy for press to join on what's going to be a busy day. Can you let us know if there's any issue with doing that?

Finally Jon I agree with your recommendation on how to reframe remarks if the vote happens. I do think it would likely help with press attendance to our call depending on the timing. We'll look out for any updates from you on that front.

Thanks!  
Leslie

---

**From:** Green Jon [mailto:[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)]  
**Sent:** Tuesday November 14 2017 4 21 PM  
**To:** Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>; James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi <[EGoldstein@cityhall.nyc.gov](mailto:EGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Leslie Patterson <[leslie@berlinrosen.com](mailto:leslie@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Greetings all

Thanks for everyone's help organizing tomorrow's PA press call. Attached and copied below is a draft run of show including speaking times and the call-in information both for speakers and press.

I'd encourage each of you to try to have your speaker do this call from a land line as that reduces risk of disconnection and poor reception.

Also note Michael Row of the Penn Book Store might not be able to participate and is not listed in the run of show for that reason. If MSA is able to confirm him or add a replacement we can update.

ICYMI Indications are that the vote on the floor of the House could happen sometime tomorrow. This is not a vote on final passage as the Senate still needs to have their committee mark-up and a floor vote and then there would likely be a conference to reconcile the two bills which would have to go back to both chambers. We will keep close tabs on the progress of the floor vote and if the vote has happened prior to this call speakers should frame their remarks as a reaction to the vote rather than a pre-emptive strike. But the messages are largely unchanged. We will of course let the group know about which if any Representatives in Pennsylvania vote against the bill. I could imagine this development could impact press interest in the call in both positive and negative ways – Morgan may have thoughts on that.

Don't hesitate to reach out if you have any questions.

Thank you  
Jon

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: [212-748-0368](tel:212-748-0368)  
Cell: [917-704-5807](tel:917-704-5807)

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Speaker Confirmation Code [REDACTED]

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**Sent:** Tuesday, November 14, 2017 12:41 PM  
**To:** Green, Jon; James Engler; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; Leslie Patterson  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Hi all

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Morgan

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**From:** Green Jon [<mailto:JGreen@cityhall.nyc.gov>]  
**Sent:** Tuesday November 14 2017 12:30 PM  
**To:** James Engler <[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)>; Angela Simaan <[angela@mainstreetalliance.org](mailto:angela@mainstreetalliance.org)>; Sam Quigley <[sam@patrioticmillionaires.org](mailto:sam@patrioticmillionaires.org)>; Theo Chayegan <[theo@thehubproject.org](mailto:theo@thehubproject.org)>; Ryan Thomas <[ryan@thehubproject.org](mailto:ryan@thehubproject.org)>; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein Freddi <[FGoldstein@cityhall.nyc.gov](mailto:FGoldstein@cityhall.nyc.gov)>; Ari Schwartz <[aschwartz@populardemocracy.org](mailto:aschwartz@populardemocracy.org)>; Sarah Johnson <[sjohnson@populardemocracy.org](mailto:sjohnson@populardemocracy.org)>; Karyn Bruggeman <[karynb@stateinnovation.org](mailto:karynb@stateinnovation.org)>; Elyssa Koidin <[elyssa@momsrising.org](mailto:elyssa@momsrising.org)>; Deborah Mahler <[Deborah.Mahler@phila.gov](mailto:Deborah.Mahler@phila.gov)>; Morgan Williams <[Morgan.Williams@berlinrosen.com](mailto:Morgan.Williams@berlinrosen.com)>  
**Subject:** RE: Materials for call to prep for PA press call on 11/15

Yes – I believe it was sent yesterday but perhaps to a different email chain. Apologies

Time: 3:15 PM ET (with 15 minute pre-conference)  
Lines: 40 individual lines for press

Speaker Call-in Number: [REDACTED]

Speaker Confirmation Code: [REDACTED]

Press Call-in Number: [REDACTED]

Press Confirmation Code: [REDACTED]

RT

---

**From:** James Engler [<mailto:James.Engler@Phila.gov>]  
**Sent:** Tuesday, November 14, 2017 12:25 PM  
**To:** Green, Jon; Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; Deborah Mahler; 'Morgan Williams'  
**Subject:** Re: Materials for call to prep for PA press call on 11/15

Hey All,

Do we have call-in information yet for this?

Thanks, Jim

James R. Engler, Esq.  
Deputy Mayor for Policy and Legislation | Office of the Mayor  
City of Philadelphia  
City Hall, Rm. 203 | Philadelphia, PA 19107  
Office [215.686.0323](tel:215.686.0323)  
[James.Engler@Phila.gov](mailto:James.Engler@Phila.gov)

---

**From:** Green Jon <[JGreen@cityhall.nyc.gov](mailto:JGreen@cityhall.nyc.gov)>  
**Sent:** Monday November 13 2017 2:59:36 PM  
**To:** Angela Simaan; Sam Quigley; Theo Chayegan; Ryan Thomas; [tim@thehubproject.org](mailto:tim@thehubproject.org); Goldstein, Freddi; Ari Schwartz; Sarah Johnson; Karyn Bruggeman; Elyssa Koidin; James Engler; Deborah Mahler; 'Morgan Williams'  
**Subject:** Materials for call to prep for PA press call on 11/15

Attached and below is a draft media advisory for the Wednesday press call with local elected officials, business owners, and a member of Moms Rising.

Below the press release is a helpful table from Institute for Tax and Economic Policy (ITEP) showing the distributional effects of the tax reform bill in PA. Key data point: Over 1 million PA families will see taxes increase under this plan, and 70% of those have family incomes of less than \$150,000.

For our call at 3pm we need to review

1. Logistics – Not One Penny is point on setting up call system, providing call-in information for participants and press.
2. Press outreach – Berlin Rosen can handle? Should coordinate with elected officials press offices.
3. Top-line messages, talking points (see attached material from Not One Penny – and I think there will be other points we will want specific speakers to touch on)
4. Run of Show

**FOR PLANNING PURPOSES ONLY:**  
Monday, November 13, 2017

**PRESS CONTACT:**  
Morgan Williams Grogan  
[morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com)  
[512-913-8875](tel:512-913-8875)

### **WEDNESDAY PRESS CALL: Pennsylvania Mayors Join "Not One Penny" Advocates in Opposing Trump Tax Scam**

*Mayor Kenny of Philadelphia and Mayor Garrett of Wilkesburg to Join Progressive Organizations Mobilizing Against GOP Tax Bill*

**Washington, D.C.** — On Wednesday, as House Republicans are set to vote on the disastrous tax bill, Mayor Jim Kenney of Philadelphia, Mayor Marita Garrett of Wilkesburg, and State Senator Art Haywood will join "Not One Penny" advocates to host a press call to denounce Trump's tax plan as a giveaway to the wealthy and well-connected at the expense of working families.

The elected officials will be joined on the call by Richard Master, CEO of MCS Industries and a member of Patriotic Millionaires, Gabrielle Trinkle, a mother of two from Newburg, PA, and a member of MomsRising, and Michael Row, owner of the Penn Book Center in Philadelphia, and a member of the Main Street Alliance.

Speakers will discuss how Republicans' tax framework overwhelmingly benefits the wealthiest Americans while millions of working families will see tax increases and the elimination of critical deductions that families depend on.

**WHAT:**

Press Call with Pennsylvania Mayors and Not One Penny Advocates

**WHO:**

Mayor Jim Kenney of Philadelphia  
Councilwoman Marita Garrett of Wilkesburg  
State Senator Art Haywood  
Richard Master, CEO of MCS Industries and a Patriotic Millionaire  
Gabrielle Trinkle, MomsRising  
Michael Row, small business owner, member of Main Street Alliance.

**WHEN:**  
Wednesday, November 15, 2017 at 3:15 PM ET

**RSVP:**  
Members of the media planning to join the call should contact Morgan Williams Grogan at [morgan.williams@berlinrosen.com](mailto:morgan.williams@berlinrosen.com) or 512-913-8875.

**Impacts of the House Tax Plan in 2027 in Pennsylvania**

Income				All Taxpayers				Taxpayers w/ Tax Cut		Taxpayers w/ Tax Hike		Tot. Returns w/Hike
Income Group	Income Range		Average Income	Tot. Change (\$1000s)	Avg. Tax Change \$	Change as a % of Pre Tax Income	Share of Tax Change	Share w/ Tax Cut	Avg. Cut \$	Share w/ Tax Hike	Avg. Hike \$	
<b>Poorest 20%</b>	Less than	\$33,400	\$19,400	-\$155,100	-\$110	-0.6%	2%	81%	-\$140	2%	\$280	32,000
<b>Second 20%</b>	\$33,400 to	\$59,850	\$46,200	-\$330,900	-\$230	-0.5%	4%	76%	-\$380	13%	\$450	184,000
<b>Middle 20%</b>	\$59,850 to	\$93,260	\$75,300	-\$758,700	-\$540	-0.7%	9%	79%	-\$910	19%	\$930	262,000
<b>Fourth 20%</b>	\$93,260 to	\$148,380	\$116,100	-\$1,083,500	-\$870	-0.8%	13%	80%	-\$1,600	19%	\$2,160	235,000
<b>Next 15%</b>	\$148,380 to	\$303,300	\$201,900	-\$1,339,500	-\$1,450	-0.7%	16%	73%	-\$3,000	27%	\$2,780	248,000
<b>Next 4%</b>	\$303,300 to	\$753,590	\$461,700	-\$1,142,200	-\$4,620	-1.0%	13%	78%	-\$7,470	22%	\$5,360	55,000
<b>Richest 1%</b>	\$753,590 and higher		\$2,454,400	-\$3,775,000	-\$66,120	-2.7%	44%	97%	-\$68,590	3%	\$6,620	2,000
<b>ALL</b>			<b>\$115,300</b>	<b>-\$8,585,300</b>	<b>-\$1,260</b>	<b>-1.1%</b>	<b>100%</b>	<b>78%</b>	<b>-\$1,960</b>	<b>15%</b>	<b>\$1,810</b>	<b>1,017,000</b>
<b>Bottom 60%</b>	Less than	\$93,260	\$46,900	-\$1,244,700	-\$290	-0.6%	14%	79%	-\$470	11%	\$700	478,000

**Jon Green**  
NYC Office of the Mayor  
Senior Advisor for Strategic Initiatives  
Office: [212.748.0368](tel:2127480368)  
Cell: [917.704.5807](tel:9177045807)

--  
**Ryan Thomas**  
Communications Associate The Hub Project  
[ryan@thehubproject.com](mailto:ryan@thehubproject.com) | 763.954.0470 (c)

**From:** [Turk, Barbara](#)  
**To:** "[Silan Akgul](#)"; [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com); [Laura Fahey](#); [agarvey@uwnyc.org](mailto:agarvey@uwnyc.org); [ctaback@cityharvest.org](mailto:ctaback@cityharvest.org); [centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov); [smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org); [JJones@cityharvest.org](mailto:JJones@cityharvest.org); [maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)  
**Cc:** [Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com); [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com); [Ben Schaefer](#); [Tracy Perrizo](#); [Marci Gelb](#)  
**Subject:** RE: Thursday's Communications meeting  
**Date:** Tuesday, November 28, 2017 12:24:50 PM

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Silan,




Speaking for myself, email is a challenging way to respond to you. The story is not just a few sentences. May I suggest that we make this an agenda item and invite you to our next Collaborative meeting?

---

**From:** Silan Akgul [<mailto:SAkgul@helmsleytrust.org>]  
**Sent:** Tuesday, November 28, 2017 11:37 AM  
**To:** [bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com); [Laura Fahey](#); [agarvey@uwnyc.org](mailto:agarvey@uwnyc.org); [ctaback@cityharvest.org](mailto:ctaback@cityharvest.org); [centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov); [smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org); [JJones@cityharvest.org](mailto:JJones@cityharvest.org); [maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)  
**Cc:** [Turk, Barbara](#); [Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com); [samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com); [Ben Schaefer](#); [Tracy Perrizo](#); [Marci Gelb](#)  
**Subject:** RE: Thursday's Communications meeting

**McAfee SiteAdvisor Warning**

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-  <mailto:Heidi.Overbeck@berlinrosen.com>
-  <mailto:Ben.Schaefer@berlinrosen.com>
-  <mailto:Tim@berlinrosen.com>

Hope you all had a good Thanksgiving!

Just following up on any feedback you might have that can help shape our video telling the Collaborative's story. Feel free to send any and all thoughts and reactions here, so we can share with the videographer as they craft a proposal for this project.

Thanks, everyone.  
Silan

**Silan Akgul**

Communications Associate  
The Helmsley Charitable Trust  
230 Park Avenue, Suite 659  
New York, NY 10169  
desk: 212.953.2854  
cell: 646.856.2204  
[helmsleytrust.org](http://helmsleytrust.org)  
[@HelmsleyTrust](#)

---

**From:** Silan Akgul

**Sent:** Tuesday, November 21, 2017 9:18 AM

**To:** 'bobshaver@redstonestrategy.com' <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>; Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; 'agarvey@uwnyc.org' <[agarvey@uwnyc.org](mailto:agarvey@uwnyc.org)>; 'ctaback@cityharvest.org' <[ctaback@cityharvest.org](mailto:ctaback@cityharvest.org)>; 'centenolo@hra.nyc.gov' <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>; 'smccarthy@uwnyc.org' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; 'JJones@cityharvest.org' <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; 'maharajl@hra.nyc.gov' <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>

**Cc:** 'BTurk@cityhall.nyc.gov' <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; 'Heidi.Overbeck@berlinrosen.com' <[Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com)>; 'samgreenberg@redstonestrategy.com' <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; 'Ben Schaefer' <[Ben.Schaefer@berlinrosen.com](mailto:Ben.Schaefer@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Marci Gelb <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>

**Subject:** RE: Thursday's Communications meeting

Thank you all for the good communications check-in last week! To give everyone a sense of the filming style used by [RedFitz](#) (the videographer we hope to hire for the Collaborative video project), please see a variety of their sample work below. We've also included a few other non-RedFitz videos that we hope you'll watch so we can hear your reactions on video style elements you like and don't like.

Please look at each of these to inspire some thoughts on which **visual styles** and which **storytelling methods** you think could work well for our story about people collaboratively improving emergency food assistance across an enormous city. We will share any feedback with the videographer as they brainstorm the look and approach of this project.

**Videos by RedFitz:**

1. [Until There is a Cure](#) (produced for Helmsley's Type 1 Diabetes Program)
2. [The Good Deed Feed](#) (this ad for Subway was NOT edited by RedFitz, but all footage and interviews are by RedFitz)
3. [IHG Hotels + Cisco](#) (this animation style that traces into real world objects could be applicable to this project)

**Other video examples:**

4. [Fighting Hunger in NYC](#) (City Harvest video)
5. [Why We Should Be Urban Farming](#) (a longer documentary-style video about solving Detroit's food waste with urban farming)

**Short clips of a potential style for opening scene drone visuals:**

6. [New York City by Air](#)
7. [Movement from an Aerial Reel](#)
8. [Bulk Logistics](#) (just watch first 4 secs)

Thanks in advance for your thoughts,  
Silan and Laura

**Silan Akgul**

Communications Associate  
The Helmsley Charitable Trust  
230 Park Avenue, Suite 659  
New York, NY 10169  
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Please consider the environment before printing this email.

---

**From:** Bob Shaver [<mailto:bobshaver@redstonestrategy.com>]  
**Sent:** Thursday, November 16, 2017 4:00 PM  
**To:** [agarvey@uwnyc.org](mailto:agarvey@uwnyc.org); Cara Taback <[ctaback@cityharvest.org](mailto:ctaback@cityharvest.org)>; Centeno, Lourdes <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>; 'Stacey McCarthy' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; Jenique Jones <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Maharaj, Lamaunda <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>  
**Cc:** Marci Gelb <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; Heidi Overbeck <[Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>  
**Subject:** RE: Thursday's Communications meeting

Hi Everyone,

Just a note that due to issues with the original conference line, those calling in today should use the following dial-in details. Talk soon!

Join from PC, Mac, Linux, iOS or Android [REDACTED]  
Or iPhone one-tap :  
US: [REDACTED]  
Or Telephone:  
Dial(for higher quality, dial a number based on your current location):  
US: [REDACTED]  
Meeting ID: [REDACTED]

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main



---

**From:** Bob Shaver

**Sent:** Tuesday, November 14, 2017 10:27 AM

**To:** 'agarvey@uwnyc.org' <[agarvey@uwnyc.org](mailto:agarvey@uwnyc.org)>; 'Cara Taback' <[ctaback@cityharvest.org](mailto:ctaback@cityharvest.org)>; 'Centeno, Lourdes' <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>; 'Stacey McCarthy' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; 'Jenique Jones' <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; 'Laura Fahey' <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; 'Maharaj, Lamaunda' <[maharaj@hra.nyc.gov](mailto:maharaj@hra.nyc.gov)>

**Cc:** 'Marci Gelb' <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>; 'Sam Greenberg' <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; 'Turk, Barbara' <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; 'Heidi Overbeck' <[Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com)>; 'Timothy Bradley' <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>

**Subject:** Thursday's Communications meeting

Hi all,

We look forward to getting together later this week to discuss our communications work streams. In advance of that conversation, here are the agenda items that we propose, in addition to anything that you might like to discuss:

- Check-in on the press pitches and/or releases that UW and CH/HRA opted to pursue
- Update on the Plentiful pitch – content and outlets
- Update on the Chronicle pitch for Helmsley

I will be calling in, and Sam will join in person.

Thanks!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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**From:** [Turk, Barbara](#)  
**To:** ["Bob Shaver"](#); [Silan Akgul](#); [Laura Fahey](#); [agarvey@uwnyc.org](#); [ctaback@cityharvest.org](#); [centenolo@hra.nyc.gov](#); [smccarthy@uwnyc.org](#); [JJones@cityharvest.org](#); [maharajl@hra.nyc.gov](#)  
**Cc:** [Heidi.Overbeck@berlinrosen.com](#); [Sam Greenberg](#); [Ben Schaefer](#); [Tracy Perrizo](#); [Marci Gelb](#)  
**Subject:** RE: Thursday's Communications meeting  
**Date:** Monday, December 04, 2017 2:06:51 PM

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Thank you all. We can push this one out on our social.

---

**From:** Bob Shaver [mailto:bobshaver@redstonestrategy.com]  
**Sent:** Monday, December 04, 2017 1:11 PM  
**To:** Silan Akgul; Laura Fahey; agarvey@uwnyc.org; ctaback@cityharvest.org; centenolo@hra.nyc.gov; smccarthy@uwnyc.org; JJones@cityharvest.org; maharajl@hra.nyc.gov  
**Cc:** Turk, Barbara; Heidi.Overbeck@berlinrosen.com; Sam Greenberg; Ben Schaefer; Tracy Perrizo; Marci Gelb  
**Subject:** RE: Thursday's Communications meeting

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-  <mailto:Heidi.Overbeck@berlinrosen.com>
-  <mailto:Ben.Schaefer@berlinrosen.com>

Hi all,

The New York Daily News story is up and it looks great! <http://www.nydailynews.com/new-york/new-app-streamlines-nyc-food-pantries-feed-hungry-article-1.3672643>

Thanks, Laura, for catching this one!

Best wishes,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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---

**From:** Bob Shaver  
**Sent:** Monday, November 27, 2017 9:14 AM  
**To:** 'Silan Akgul' <[SAkgul@helmsleytrust.org](mailto:SAkgul@helmsleytrust.org)>; 'Laura Fahey' <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; 'agarvey@uwnyc.org' <[agarvey@uwnyc.org](mailto:agarvey@uwnyc.org)>; 'ctaback@cityharvest.org' <[ctaback@cityharvest.org](mailto:ctaback@cityharvest.org)>; 'centenolo@hra.nyc.gov' <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>; 'smccarthy@uwnyc.org' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; 'JJones@cityharvest.org' <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; 'maharajl@hra.nyc.gov' <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>  
**Cc:** 'BTurk@cityhall.nyc.gov' <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; 'Heidi.Overbeck@berlinrosen.com' <[Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; 'Ben

Schaefer' <[Ben.Schaefer@berlinrosen.com](mailto:Ben.Schaefer@berlinrosen.com)>; 'Tracy Perrizo' <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; 'Marci Gelb' <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>

**Subject:** RE: Thursday's Communications meeting

Welcome back, all. As Laura and Ben have been tracking the press hits, I thought I would share them along to the full group here. Here's what we've seen:

- [AgFunderNews](#) ran a story about the gap that Plentiful is filling for food banks' and food pantries' unique technology needs
- The [Daily Meal](#), a culinary news outlet, posted a brief recap of the Fast Company story, which was then picked up again in the [San Diego Union Tribune](#) and the [Baltimore Sun](#)
- No one has seen a NY Daily News story so far

Thanks!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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---

**From:** Bob Shaver

**Sent:** Wednesday, November 22, 2017 7:46 AM

**To:** 'Silan Akgul' <[SAkgul@helmsleytrust.org](mailto:SAkgul@helmsleytrust.org)>; 'Laura Fahey' <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; 'agarvey@uwnyc.org' <[agarvey@uwnyc.org](mailto:agarvey@uwnyc.org)>; 'ctaback@cityharvest.org' <[ctaback@cityharvest.org](mailto:ctaback@cityharvest.org)>; 'centenolo@hra.nyc.gov' <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>;

'smccarthy@uwnyc.org' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; 'JJones@cityharvest.org' <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; 'maharajl@hra.nyc.gov' <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>

**Cc:** 'BTurk@cityhall.nyc.gov' <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; 'Heidi.Overbeck@berlinrosen.com' <[Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; 'Ben Schaefer' <[Ben.Schaefer@berlinrosen.com](mailto:Ben.Schaefer@berlinrosen.com)>; 'Tracy Perrizo' <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; 'Marci Gelb' <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>

**Subject:** RE: Thursday's Communications meeting

We have our first hit on the Plentiful push! A [great, favorable profile in Fast Company](#). We expect to see NY Daily News and Ag Funder News coverage, too, today or tomorrow.

Best,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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---

**From:** Bob Shaver

**Sent:** Tuesday, November 21, 2017 11:47 AM

**To:** 'Silan Akgul' <[SAkgul@helmsleytrust.org](mailto:SAkgul@helmsleytrust.org)>; Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; [agarvey@uwnyc.org](mailto:agarvey@uwnyc.org); [ctaback@cityharvest.org](mailto:ctaback@cityharvest.org); [centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov); [smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org); [JJones@cityharvest.org](mailto:JJones@cityharvest.org); [maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)

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**Subject:** RE: Thursday's Communications meeting

FYI – Over the last few days, Tracy, Bryan, and I have done three interviews around Plentiful, with the NY Daily News, Fast Company, and Ag Funder News. In all cases, they told us they are planning to run stories tomorrow or Thursday. We'll keep you posted as we learn more!

Best,

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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**From:** Silan Akgul [<mailto:SAkgul@helmsleytrust.org>]

**Sent:** Tuesday, November 21, 2017 9:18 AM

**To:** Bob Shaver <[bobshaver@redstonestrategy.com](mailto:bobshaver@redstonestrategy.com)>; Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; [agarvey@uwnyc.org](mailto:agarvey@uwnyc.org); [ctaback@cityharvest.org](mailto:ctaback@cityharvest.org); [centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov); [smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org); [JJones@cityharvest.org](mailto:JJones@cityharvest.org); [maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)

**Cc:** [BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov); [Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com); Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; Ben Schaefer <[Ben.Schaefer@berlinrosen.com](mailto:Ben.Schaefer@berlinrosen.com)>; Tracy Perrizo <[TPerrizo@helmsleytrust.org](mailto:TPerrizo@helmsleytrust.org)>; Marci Gelb <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>

**Subject:** RE: Thursday's Communications meeting

Thank you all for the good communications check-in last week! To give everyone a sense of the filming style used by [RedFitz](#) (the videographer we hope to hire for the Collaborative video project), please see a variety of their sample work below. We've also included a few other non-RedFitz videos that we hope you'll watch so we can hear your reactions on video style elements you like and don't like.

Please look at each of these to inspire some thoughts on which **visual styles** and which **storytelling methods** you think could work well for our story about people collaboratively improving emergency food assistance across an enormous city. We will share any feedback with the videographer as they brainstorm the look and approach of this project.

**Videos by RedFitz:**

1. [Until There is a Cure](#) (produced for Helmsley's Type 1 Diabetes Program)

2. [The Good Deed Feed](#) (this ad for Subway was NOT edited by RedFitz, but all footage and interviews are by RedFitz)
3. [IHG Hotels + Cisco](#) (this animation style that traces into real world objects could be applicable to this project)

**Other video examples:**

4. [Fighting Hunger in NYC](#) (City Harvest video)
5. [Why We Should Be Urban Farming](#) (a longer documentary-style video about solving Detroit's food waste with urban farming)

**Short clips of a potential style for opening scene drone visuals:**

6. [New York City by Air](#)
7. [Movement from an Aerial Reel](#)
8. [Bulk Logistics](#) (just watch first 4 secs)

Thanks in advance for your thoughts,  
Silan and Laura

**Silan Akgul**

Communications Associate  
The Helmsley Charitable Trust  
230 Park Avenue, Suite 659  
New York, NY 10169  
desk: 212.953.2854  
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**From:** Bob Shaver [<mailto:bobshaver@redstonestrategy.com>]

**Sent:** Thursday, November 16, 2017 4:00 PM

**To:** [agarvey@uwnyc.org](mailto:agarvey@uwnyc.org); Cara Taback <[ctaback@cityharvest.org](mailto:ctaback@cityharvest.org)>; Centeno, Lourdes <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>; 'Stacey McCarthy' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; Jenique Jones <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; Laura Fahey <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; Maharaj, Lamaunda <[maharajl@hra.nyc.gov](mailto:maharajl@hra.nyc.gov)>

**Cc:** Marci Gelb <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>; Sam Greenberg <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; Turk, Barbara <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; Heidi Overbeck

<[Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com)>; Timothy Bradley <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>

**Subject:** RE: Thursday's Communications meeting

Hi Everyone,

Just a note that due to issues with the original conference line, those calling in today should use the following dial-in details. Talk soon!

Join from PC, Mac, Linux, iOS or Android: [REDACTED]

Or iPhone one-tap :

US: [REDACTED]

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: [REDACTED]

Meeting ID: [REDACTED]

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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**From:** Bob Shaver

**Sent:** Tuesday, November 14, 2017 10:27 AM

**To:** 'agarvey@uwnyc.org' <[agarvey@uwnyc.org](mailto:agarvey@uwnyc.org)>; 'Cara Taback' <[ctaback@cityharvest.org](mailto:ctaback@cityharvest.org)>; 'Centeno, Lourdes' <[centenolo@hra.nyc.gov](mailto:centenolo@hra.nyc.gov)>; 'Stacey McCarthy' <[smccarthy@uwnyc.org](mailto:smccarthy@uwnyc.org)>; 'Jenique Jones' <[JJones@cityharvest.org](mailto:JJones@cityharvest.org)>; 'Laura Fahey' <[LFahey@helmsleytrust.org](mailto:LFahey@helmsleytrust.org)>; 'Maharaj, Lamaunda' <[maharaj@hra.nyc.gov](mailto:maharaj@hra.nyc.gov)>

**Cc:** 'Marci Gelb' <[MGelb@helmsleytrust.org](mailto:MGelb@helmsleytrust.org)>; 'Sam Greenberg' <[samgreenberg@redstonestrategy.com](mailto:samgreenberg@redstonestrategy.com)>; 'Turk, Barbara' <[BTurk@cityhall.nyc.gov](mailto:BTurk@cityhall.nyc.gov)>; 'Heidi Overbeck' <[Heidi.Overbeck@berlinrosen.com](mailto:Heidi.Overbeck@berlinrosen.com)>; 'Timothy Bradley' <[Tim@berlinrosen.com](mailto:Tim@berlinrosen.com)>

**Subject:** Thursday's Communications meeting

Hi all,

We look forward to getting together later this week to discuss our communications work streams. In advance of that conversation, here are the agenda items that we propose, in addition to anything that you might like to discuss:

- Check-in on the press pitches and/or releases that UW and CH/HRA opted to pursue
- Update on the Plentiful pitch – content and outlets
- Update on the Chronicle pitch for Helmsley

I will be calling in, and Sam will join in person.

Thanks!

**Bob Shaver** | Redstone Strategy Group, LLC  
203-535-2559 Direct | 303-606-7100 Main

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

**From:** [Wright, Ann](#)  
**To:** "[kunal@berlinrosen.com](mailto:kunal@berlinrosen.com)"  
**Subject:** [REDACTED]  
**Date:** Thursday, December 07, 2017 2:45:15 PM

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Dear Kunal,

I'm reaching out because [REDACTED] listed you as a professional reference for a job as Deputy Chief of Staff in our office – the Mayor's Office of Strategic Partnerships. I was wondering if you had some time today, tomorrow, or early next week to speak by phone? I appreciate you taking the time to speak with me about your experience working with [REDACTED]

Thanks,

Ann Wright

Ann Wright  
Chief of Staff  
Office of Strategic Partnerships  
[awright@cityhall.nyc.gov](mailto:awright@cityhall.nyc.gov)  
(C) 646-891-8749



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**From:** Press Office  
**To:** Mayor's Press Office  
**Subject:** PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR TUESDAY, NOVEMBER 22, 2016



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

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR TUESDAY, NOVEMBER 22, 2016**

*On Tuesday, Mayor de Blasio and Police Commissioner O'Neill will host a press conference to make an announcement. This event is open press. There will be on- and off-topic Q-and-A.*

*In the evening, the Mayor will attend the District Council 37 Delegates Meeting. This meeting is closed press.*

**Press Schedule**

**1:00 PM – Hosts Press Conference**

David N. Dinkins Municipal Building – Rear Plaza  
1 Centre Street  
New York, NY 10007

***NYPD credentials required. Members of the media must be in place by 12:30 PM.*** Footage will be provided by NYC Media and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.

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**From:** Press Office  
**To:** Mayor's Press Office  
**Subject:** PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR FRIDAY, NOVEMBER 11, 2016



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

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR FRIDAY, NOVEMBER 11, 2016**

*On Friday, Mayor de Blasio and Department of Veterans' Services Commissioner Loree Sutton will host a Veterans Day Breakfast at Gracie Mansion, where the Mayor will deliver remarks. This event is open press. There will be no Q-and-A.*

*After, the Mayor will attend and deliver remarks at the opening ceremony for the 2016 America's Parade in honor of Veterans Day. Following the ceremony, the Mayor will march in the 2016 America's Parade. This event is open press. There will be no Q-and-A.*

*In the evening, the Mayor will deliver remarks at the Islamic Society of Mid-Manhattan and the Congregation Beit Simchat Torah. These events are open press. There will be no Q-and-A.*

*Later, the Mayor will attend the opening reception for Edi Ramo's art exhibition at the Marian Goodman Gallery. This event is open press. There will be no Q-and-A.*

**Press Schedule**

**8:45 AM – Hosts Veterans Day Breakfast**

Gracie Mansion  
88th Street and East End Avenue  
New York, NY 10128

**NYPD press credentials required.** Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.

**10:00 AM – Attends and Deliver Remarks at the Opening Ceremony for 2016 America's Parade**

Madison Square Park  
E 23rd Street between 5th & Madison Avenues  
New York, NY 10010

*Official photos will be available at [flickr.com/nycmayoroffice](http://flickr.com/nycmayoroffice) shortly following the event.*

**11:00 AM – Marches in America’s Parade**

23rd Street and 5th Avenue to 52nd St & 5th Avenue  
New York, NY

*Official photos will be available at [flickr.com/nycmayoroffice](http://flickr.com/nycmayoroffice) shortly following the event.*

**Approximately 5:50 PM – Delivers Remarks at Islamic Society of Mid-Manhattan**

Islamic Society of Mid-Manhattan  
154 E 55th Street  
New York, NY 10022

*Members of the media are asked to follow the guidelines established by the congregation. This includes wearing long skirts or slacks and long sleeves. Official photos will be available at [flickr.com/nycmayoroffice](http://flickr.com/nycmayoroffice) shortly following the event.*

**Approximately 6:40 PM – Delivers Remarks at Congregation Beit Simchat Torah**

130 W 30th Street  
New York, NY 10001

*Official photos will be available at [flickr.com/nycmayoroffice](http://flickr.com/nycmayoroffice) shortly following the event.*

**7:30 PM – Attends Edi Rama’s Art Exhibition**

Marian Goodman Gallery  
24 W 57th Street  
New York, NY 10019

*Official photos will be available at [flickr.com/nycmayoroffice](http://flickr.com/nycmayoroffice) shortly following the event.*

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**From:** Press Office  
**To:** Mayor's Press Office  
**Subject:** STATEMENTS FROM MAYOR DE BLASIO AND HEALTHCARE LEADERS ON THE RECOMMENDATION OF STANLEY BREZENOFF AS INTERIM PRESIDENT AND CEO OF HEALTH + HOSPITALS



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

**FOR IMMEDIATE RELEASE:** November 7, 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**STATEMENTS FROM MAYOR DE BLASIO AND HEALTH CARE LEADERS ON THE RECOMMENDATION OF STANLEY BREZENOFF AS INTERIM PRESIDENT AND CEO OF HEALTH + HOSPITALS**

*On November 7, 2016, Mayor Bill de Blasio announced that Stanley Brezenoff would be recommended to the Health + Hospitals Board of Directors for appointment as Interim President and CEO of the public healthcare system. Mr. Brezenoff served as H+H President under Mayor Koch, as well as President and CEO of Continuum Health Partners, a non-profit hospitals network. He currently serves as Chair of the Board of Correction.*

*Statement from Mayor Bill de Blasio:*

“Today’s vision for Health + Hospitals recognizes that in our changing healthcare landscape, we must work to ensure that the City is able to guarantee a high quality of care for all. I thank Dr. Raju not only for his service but for also making this his mission as he led H+H. Our public healthcare system will continue to put stable leadership in place as we make progress on our financial targets and define our modernization plan. Stanley Brezenoff’s vast experience in the public healthcare system will be a great asset.”

*Statement from Dr. Ramanathan Raju:*

“As I exit, Health + Hospitals will be under the leadership of Interim CEO Stanley Brezenoff, who previously served as Health + Hospitals President, and can provide the experienced leadership necessary to continue moving this essential health system into the future.”

*Statement from Stanley Brezenoff, Chair of the Board of Correction:*

“Dr. Raju's leadership has paved the way for the nation's largest public healthcare system to implement a bold transformation plan that will keep entire communities healthy. I'm committed to ensuring a smooth transition that supports the critical efforts to preserve Health + Hospitals' essential safety-net mission and modernizing healthcare services for the 21st century. New Yorkers deserve high-quality affordable health care, and a transformed Health + Hospitals will be the cornerstone of a vibrant and equitable city.”

*Statement from Deputy Mayor for Health and Human Services Dr. Herminia Palacio:*

“I am delighted that Stan has agreed to serve as Interim President and CEO. His extraordinary experience in both the public and voluntary healthcare systems – in combination with his rich career at the highest levels of City government – make him an outstanding choice to keep the transformation moving full-steam ahead.”

*Statement from Gordon J. Campbell, Acting Chair of the Board of Directors for Health + Hospitals:*

“I want to commend Mayor de Blasio on recommending that Stanley Brezenoff serve as Interim President and CEO of Health + Hospitals. Given Stan's extensive service in New York City government and health care, including his previous service as President and CEO of Health + Hospitals, the City will be well-served. Having known Stan for many years, I look forward to working with him on our ongoing efforts to transform Health + Hospitals.”

*Statement from Martha King, Executive Director of the Board of Correction:*

“Stan Brezenoff's contributions to the Board of Correction have been instrumental in making the Board stronger and more effective. He will continue to serve as Chair of the Board of Correction until he transitions into his H+H role. We are deeply grateful for his leadership of the Board and that he will continue to serve our City while at Health and Hospitals.”

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**From:** Press Office  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO SIGNS PACKAGE OF LEGISLATION TO INCREASE ACCESS AND INFORMATION ON GAS PRACTICES, PROCEDURES AND INFRASTRUCTURE



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

**FOR IMMEDIATE RELEASE:** December 6, 2016  
[pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO SIGNS PACKAGE OF LEGISLATION TO INCREASE ACCESS AND INFORMATION ON GAS PRACTICES, PROCEDURES AND INFRASTRUCTURE**

*Also signs bill to establish electric car charging pilot program*

**NEW YORK** – Mayor Bill de Blasio today held public hearings for and signed 17 pieces of legislation into law – Intros. 738-A, 1079-A, 1088-A, 1090-A, 1093-A, 1094-A, 1098-A, 1100-A, 1101 and 1102, in relation to gas safety; Intro. 1124-A, in relation to establishing an electric vehicle charging station pilot program; Intro. 1138-A, in relation to establishing a task force on affordability, admissions and graduation rates at the City University of New York; Intro. 1228-B, in relation to amending the New York City charter to review the operations, policies, programs and practices of the Department of Correction; Intro. 301-A, in relation to the removal of snow and ice from fire hydrants; Intro. 1147-A, in relation to establishing an Office of Crime Victim Services; and Intros. 1213-A and 1214-A, in relation to services provided to NYCHA residents, including the Jobs-Plus program.

“Gas safety is important for all New Yorkers, and this legislative package will resolve numerous regulatory oversights. These bills will help protect tenants in the event of an outage and require greater information sharing between City agencies and gas utilities to enhance safety,” said **Mayor Bill de Blasio**. “Most importantly, these reforms will ensure both property owners and utility companies are accountable for keeping buildings safe.”

“I would like to thank Council Speaker Melissa Mark-Viverito for her continued support fighting for the safety of all New Yorkers and for sponsoring Intro. 1079-A. Additionally, I would like to thank Council Members Mark Levine, Rafael Espinal, Vanessa Gibson, Rosie Mendez, Donovan Richards, Ydanis Rodriguez, Jimmy Vacca and Jumane Williams for sponsoring Intros. 738-A, 1088-A, 1090-A, 1093-A, 1094-A, 1098-A, 1100-A, 1101-A and 1102-A respectfully,” said **Mayor de Blasio**.

“Ensuring meaningful oversight in New York City jails is paramount to our commitment to a fair and equitable criminal justice system,” said **Council Speaker Melissa Mark Viverito**. “First proposed in my State of the

City address earlier this year, establishing a permanent entity to monitor, review and report on DOC activity marks an important milestone toward achieving this goal. I thank Mayor de Blasio for signing this measure into law, and commend my fellow council members for their advocacy on this critical issue.”

The first bill, Intro. 738-A, requires that all work on gas piping systems be done by a licensed master plumber, a person with a gas work qualification or a person with a limited gas work qualification. This bill also requires that such qualifications be issued by the Department of Buildings.

The second bill, Intro. 1079-A, requires the final inspection of gas pipe systems to be conducted by the Department of Buildings in the presence of the building holder or the superintendent of the building.

The third bill, Intro. 1088-A, requires building owners to have their gas piping systems inspected by a DOB qualified inspector every five years. This bill also requires building owners to report on any fixes or corrections which were made after this inspection.

The fourth bill, Intro. 1090-A, requires dwelling owners to deliver a notice to all current and prospective tenants with written guidance of what they should do if a gas leak is suspected or discovered.

The fifth bill, Intro. 1093-A, requires gas service operators and owners to notify the DOB within 24 hours of gas service being shut off in a building. Additionally, gas service operators and owners must notify the DOB within 24 hours if gas cannot be restored due to safety concerns.

The sixth bill, Intro. 1094-A, requires an agency or office designated by the Mayor, to identify potential risk factors that may indicate a hazard to health or safety. Some risk factors include unauthorized gas usage, abandoned structures or structures condemned by the City and unusual gas usage for small buildings.

The seventh bill, Intro. 1098-A, requires gas utility corporations to provide annual reports with information on gas asset conditions, a summary of major planned infrastructure projects and investment priorities over the next year. This report will be discussed with City officials each year after being submitted.

The eighth bill, Intro. 1100-A, requires the DOB to establish or adopt a standard governing the installation and location of natural gas detectors after an industry standard has been promulgated. Intro. 1100-A also require that owners install and maintain these detectors.

The ninth bill, Intro. 1101-A, requires the Commissioner of the DOB to establish a penalty waiver program, allowing building owners an opportunity to bring appliances and systems up to code without paying a penalty. Eligibility would be restricted to building owners who own more than one building with fuel gas piping systems.

The tenth bill, Intro. 1102-A, classifies certain violations as “immediately hazardous,” including supplying or installing gas without a permit; operating an altered or newly installed gas piping system without first notifying the utility company; or operating an altered or newly installed piping system without completing a compliance inspection.

“I want to thank Mayor de Blasio and our partners in the City Council and in the construction industry for their effort on these bills. This package of legislation builds upon the Department’s work to enhance gas safety for all New Yorkers, while further enhancing coordination between DOB’s inspectors and utility companies,” said **Rick Chandler, P.E., Commissioner of the Department of Buildings.**

"In a relatively short time we've seen a number of gas explosions take place in the City; many of them due to failures to report and handle gas leaks properly. To ensure the well-being of New Yorkers and first responders,

it's vital we pass legislation that will implement and enforce a system of safety procedures followed by all building owners and plumbers," said **Council Member Jumaane Williams, Chair of the Committee on Housing and Buildings.**

"Gas explosions are devastating, tragic and, in many cases, preventable. I applaud Speaker Melissa Mark-Viverito and Council Member Jumaane Williams for championing a package of bills that will set forth new regulations for monitoring gas installations and enact harsher punishments against those whose actions put the safety of their neighbors at risk, and I thank Mayor de Blasio for signing them into law today. As we continue to examine the potential impacts of our aging infrastructure, I look forward to continued conversations with all stakeholders, the Administration and the public in pursuit of a better and safer New York," said **Council Member Vanessa Gibson.**

"We saw several explosions over the last few years related to gas from Harlem to the East Village, so my bill looks to identify risk factors that could lead to another fatal incident and have the city take more action in this particular area," said **Council Member Donovan Richards.** "We want to have a more proactive approach before we have to lose more people to these catastrophes. There are risk factors that the City, working with the gas companies, can identify. We want to catch the bad actors, the people cutting corners to save a few dollars. If we can identify a cracked pipe or illegal hookup early, maybe we can prevent a tragedy. I'd like to thank Mayor de Blasio, Speaker Mark-Viverito, and all of my colleagues in the Council who sponsored this package of bills."

"In the wake of several gas related tragedies throughout New York City in recent years, it is time that we reform our laws in relation to gas piping systems," said **Council Member Rafael Espinal.** "I was shocked to learn that the City has required inspections for boilers, elevators, water tanks, water recycling systems, and sprinklers, but until now, no inspections for gas piping systems have been required. I am proud to be the lead sponsor of Intro 1088-A, which will ensure proper monitoring of gas piping systems to prevent future gas related incidents. I would like to thank Mayor de Blasio for signing this bill into law and applaud Speaker Melissa Mark-Viverito, as well as, Chair Jumaane Williams on putting forth a comprehensive set of bills that will go a long way to ensuring lasting safety in our city."

"Natural gas alarms will make our multifamily dwellings much safer," said **Council Member James Vacca.** "I'm proud to sponsor legislation that will provide potentially lifesaving early warnings of a dangerous gas leak. We have seen horrible tragedies throughout our city due to natural gas explosions. By requiring natural gas alarms, we will treat natural gas leaks with the same care and concern we have for carbon monoxide and fires. I thank Mayor de Blasio and Speaker Melissa Mark-Viverito for their consideration of this legislation and the package as a whole."

"I am proud to work with my colleagues in the City Council to have introduced a package of legislation aimed at preventing another disaster. We have a duty as legislators to make sure that we hold individuals and agencies accountable, particularly when the public is at risk. Intro. 1093 would require gas service operators and building owners to notify the Department of Buildings ("DOB") within 24 hours when gas service to a building is shut-off or not restored based on safety concerns. Our city has had several gas explosions in recent years, in particular the East Harlem in 2014 and East Village Explosions in 2015 that caused several casualties, unspeakable damage and shook New Yorkers to our core. Intro. 1093 coupled with the other bills in this legislative package will NYC safer and ensure that the agencies are receiving information in real time that will go a long way to prevent future disasters," said **Council Member Rosie Mendez.**

"After the tragic east Harlem explosion, it was clear our gas regulations needed an upgrade to prevent these catastrophes going forward," said **Council Member Ydanis Rodriguez,** sponsor of Intro. 1098. "The Council has responded with important measures aimed at ensuring gas workers are experienced and licensed and that companies are attentive to decaying infrastructure."



The eleventh bill, Intro.1124-A, requires the establishment of an electric vehicle charging station pilot program. This program requires the City to install at least 25 electric charging stations across the city, with at least two stations in each borough. The pilot program will end on March 1, 2020. The Electric Vehicle Advisory Committee will monitor the results of the program. In his remarks, the Mayor thanked the bill's co-sponsors, Council Members Costa Constantinides and Ydanis Rodriguez.

“Reaching our 80 x 50 greenhouse gas reduction goal requires greater use of electric vehicles and the infrastructure to support them. This new local law launches an important effort to provide a public-access electric vehicle charging network that will empower New Yorkers to go electric when they purchase vehicles,” said **Daniel Zarrilli, Senior Director for Climate Policy and Programs and the Chief Resilience Officer for the Mayor’s Office**. “We applaud Council Members Constantinides and Rodriguez on their stewardship to make sure we can meet the growing demand for sustainable transportation options in all five boroughs.”

“The adoption of electric vehicles is a critical component of the City’s commitment to green the transportation sector within our 80 x 50 greenhouse gas emissions reduction plan,” said **Mark Chambers, Director of the Mayor’s Office of Sustainability**. “The pilot program that goes into effect with today’s signing keeps us on the path to delivering cleaner transportation options for all New Yorkers. We thank Council Members Constantinides and Rodriguez for their efforts, and look forward to working with them to implement, support and grow these types of sustainable programs.”

“The City currently operates 356 charging stations for City owned fleet vehicles, the largest single EV charging network in NY State,” said **DCAS Commissioner Lisette Camilo**. “As DCAS grows this fleet network even further, we look forward to also supporting public access to charging through this bill.”

“Thank you to Council Members Constantinides and Rodriguez as well as to Mayor Bill de Blasio for their leadership in reducing carbon emissions in New York City,” said **Commissioner Polly Trottenberg**. “DOT already proudly hosts electric vehicle charging infrastructure at municipal lots in all five boroughs and the pilot established in this bill will help us to expand on this program to serve even more New Yorkers.”

“Now more than ever, our City must implement innovative policies that decrease our reliance on traditional fossil fuels. Intro. 1124-A will help us reach our goal of reducing our carbon emissions 80 percent by 2050 by encouraging sustainable habits. A pilot program for electric vehicle charging stations will encourage more New Yorkers to use electric cars – a more renewable energy source than traditional gasoline. I look forward to continuing to be global role models in sustainability and to lead on environmental policy. I thank Mayor de Blasio and my Council colleagues for their support of this important legislation,” said **Council Member Costa Constantinides**.

“The intersections between transportation and environmental protection are abundant and encouraging more environmentally-friendly vehicles is a serious first step toward a more productive future,” said **Council Member Ydanis Rodriguez, Chair of the Committee on Transportation**. “I’m proud to sponsor Intro. 1124-A, so that New Yorkers become more familiar with electric vehicles and begin to see the value in them. This is a classic, ‘if you build it, they will come’ scenario, and we as a city should do all we can to lower our impact on the environment.”

The twelfth bill, Intro. 300-A, requires property owners to keep snow and other materials from accumulating near fire hydrants which front their property. This bill will clarify the bounds of the area around the fire hydrant which property owners are responsible for clearing and removes the requirement that residents must clear snow from the street. In his remarks, the Mayor thanked the bill’s sponsor, Council Member Andy King.

“There comes a time when all of us must shoulder the responsibility of keeping others around us safe, which is why I am pleased that today Mayor de Blasio is signing my piece of legislation, Intro. 300-A, into law. This law

will make it so that there is a clear and explicit duty on building owners, homeowners, lessees and tenants to keep fire hydrants clear of obstructions such as snow or ice within four hours after the snow has stopped falling. This will add to the safety of our neighborhoods because it will prevent emergency responders, such as the FDNY that need access to fire hydrants, from being delayed in their work,” said **Council Member Andy King**.

“As Chair of the Council’s Sanitation Committee, I appreciate thoughtful legislation like Intro. 300-A. This bill helps provide better clarity over the responsibilities for property owners after a snowfall, and will require that fire hydrants are cleared of snow to help ensure the Fire Department has proper access to hydrants,” said **Council Member Antonio Reynoso**.

The thirteenth bill, Intro. 1228-B, requires that the Commissioner of the Department of Investigation permanently maintain a position to monitor and investigate the operations, policies and practices of the DOC. In his remarks, the Mayor thanked the bill’s sponsor, Council Speaker Melissa Mark-Viverito.

**DOI Commissioner Mark G. Peters** said, “As the City’s independent Inspector General, DOI’s work to date on Rikers has resulted in 36 arrests for violence and contraband smuggling as well as better hiring procedures going forward. To that end, I particularly appreciate that this bill reflects that confidence through the commitment of additional resources to carry out further work on these issues.”

“We thank the Council for its support of our reforms. The legislation strengthens oversight by ensuring that our partnership with the Department of Investigation continues during future administrations,” said **Department of Correction Commissioner Joseph Ponte**.

The fourteenth bill, Intro. 1147-A, creates an Office of Crime Victim Services. This new office will be a resource to connect crime victims to services designed to support them. In his remarks, the Mayor thanked the bill’s co-sponsors, Council Speaker Melissa Mark-Viverito and Council Member Laurie Cumbo.

"After surviving a traumatic experience, it can be challenging for crime victims to navigate through our City agencies and nonprofit partners in search of immediate assistance. Through my legislation, Intro. 1147-A, we will create a dedicated office that can connect New Yorkers directly to the vast network of service providers that will support their recovery," said **Council Member Laurie A. Cumbo, Chair of the Committee on Women's Issues and co-Chair of the Women's Caucus**.

“Following an attack, crime victims may need access to a number of services, ranging from trauma therapy to relocation. In her State of the City speech, our Speaker Melissa Mark-Viverito proposed a new, cohesive strategy of victim services, one that centralized services to make life easier for victims and their families. I thank Mayor de Blasio, Speaker Melissa Mark-Viverito, and co-Chair of the Women's Caucus Council Member Laurie Cumbo for their leadership and their commitment to close this long standing gap in criminal justice reform. As Chair of the Committee on Public Safety, I am so proud to see this plan come to fruition and for New York City to have an office dedicated to ensuring victims can become victors,” said **Council Member Vanessa Gibson, Chair of the Committee on Public Safety**.

The fifteenth bill, Intro. 1138-A, creates a task force to examine ways to increase affordability, admissions and graduation rates at CUNY schools. In his remarks, the Mayor thanked the bill’s sponsor, Council Member Inez Barron.

"I am a proud graduate of Hunter College. I was fortunate to have attended CUNY when tuition was free. Our current CUNY students find themselves struggling to balance tuition, student fees, textbook costs, rent, food, transportation and child care costs, as well as often times having work schedules. We, as elected officials have an obligation to assist with helping college students achieve a college degree. As we know, it is access to higher education that leads to improved academic, social and economic conditions, both for the individual and for the

society at-large. It is our obligation and responsibility as political leaders to remove barriers to admission and completion of college. We know that student debt has surpassed consumer debt levels. Tuition cost is a contributing factor to students not completing their college program. In today's highly technological world, if we make provisions to provide for college as a mandatory post-secondary education, we will expand the opportunities and increase the number of those who have been marginalized and locked out of participating meaningfully in the world economy. It is my hope that this task force will conduct the necessary research and identify possible funding streams to lift the burden of students from having to pay for tuition," said **Council Member Inez Barron**.

The sixteenth bill, Intro. 1213-A, requires the City of New York to report on utilization of services and the outcomes of services provided to public housing residents. This report will be completed on an annual basis. In his remarks, the Mayor thanked the bill's sponsor, Council Member Ritchie Torres.

The seventeenth bill, Intro. 1214-A, calls for the City's Center for Economic Opportunity to develop a recommendation for how the City might expand the Jobs-Plus program for public housing residents. Jobs-Plus is a comprehensive employment program including job and career support. In his remarks, the Mayor thanked the bill's sponsor, Council Member Ritchie Torres.

"The Center for Economic Opportunity, housed within the Mayor's Office of Operations, is committed to building effective programs through data-driven and evidence-based decision making," said **Mindy Tarlow, Director of the Mayor's Office of Operations**. "Intro. 1214-A advances these goals by asking for a plan that shows how Jobs-Plus, a robust employment program, could expand to serve all eligible public housing residents."

"The Center for Economic Opportunity assesses programs and policies with two significant considerations in mind: Are they effective, and can they operate at citywide scale?" said **Matthew Klein, Executive Director of the Center for Economic Opportunity**. "We look forward to producing a plan that assesses how the promising Jobs-Plus model could be made available to all eligible New Yorkers."

**NYCHA Chair and CEO Shola Olatoye** said, "Jobs-Plus is a proven-effective employment program that is strengthening pathways to opportunity for our residents and creating more connected communities. Thanks to Mayor de Blasio and Public Housing Committee Chair Torres, more residents will have access to this tool. Additionally, today's legislation will increase transparency and help us ensure all of our residents receive services more effectively, efficiently, and equitably."

"Jobs-Plus is NYCHA's hidden gem that has proven to raise income and employment opportunities for public housing residents. It has been implemented in various parts of the country and in several public housing developments in the City, and has shown to increase the earnings of public housing residents by as much as 17 percent. Jobs-Plus should be expanded to all NYCHA developments so that residents have the tools to land jobs and stable careers. These 2 bills are steps in that direction and I look forward to them being signed into law," said **Council Member Ritchie Torres of the Bronx, Chair of the Council's Public Housing Committee**.

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**From:** Press Office  
**To:** Mayor's Press Office  
**Subject:** CITY REPORT REVEALS MAJOR INCREASE IN THE NUMBER OF TENANTS IN HOUSING COURT WHO HAVE LEGAL REPRESENTATION



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

**FOR IMMEDIATE RELEASE:** August 30, 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**CITY REPORT REVEALS MAJOR INCREASE IN THE NUMBER OF TENANTS IN HOUSING COURT WHO HAVE LEGAL REPRESENTATION**

*Three years ago just 1 in 100 tenants in housing court had representation. Today, more than 1 in 4*

*Office of Civil Justice report shows number of tenants in eviction proceedings with legal representation in court has increased to 27 percent from 1 percent in 2013*

*City funding for free or low-cost legal assistance will exceed \$100 million in Fiscal Year 2017*

**NEW YORK** – Mayor Bill de Blasio today released the findings of the Office of Civil Justice’s first annual report, which show that 27 percent of tenants in Housing Court for eviction proceedings have legal representation – up from 1 percent in 2013. As a result of annual investments totaling over \$100 million in civil legal services of all types under Mayor de Blasio, evictions have fallen 24 percent in the last two years according to the report.

The report details the various legal needs common among low-income New Yorkers, and the effect of providing free and low-cost legal services to meet those needs, with a special focus on legal services for tenants facing evictions, harassment and other housing-related problems.

“As we face one of the most serious affordable housing crises in our city’s history, we have made an unprecedented commitment to provide legal assistance for low-income New Yorkers, and we are beginning to see the results of these efforts,” said **Mayor Bill de Blasio**. “The Office of Civil Justice’s first annual report documents the progress we have made in providing New Yorkers in need with access to quality legal representation, particularly to prevent evictions and harassment by unscrupulous landlords.”

“The New York City Council is committed to ensuring better access to justice in civil legal matters for our residents,” said **Council Speaker Melissa Mark-Viverito**. “Our creation of the Office of Civil Justice was an

important first step and this initial report is a promising indication that the work we're doing is making a difference for our most vulnerable citizens. We look forward to continuing to collaborate with the Office and the administration as we plan for even more robust access to justice for low-income New Yorkers, and we remain committed to continuing to bring equity and justice to New Yorkers in every borough. I would like to thank Council Members Mark Levine and Vanessa Gibson for their leadership on this issue."

"Under Mayor de Blasio's administration, New York City has become a national leader in the provision of legal services for low-income families and individuals," said **Department of Social Services Commissioner Steven Banks**. "Based at the Human Resources Administration, the Office of Civil Justice offers critical assistance that can truly make a difference in the lives of tens of thousands of New Yorkers in need who otherwise would not be able to afford legal representation. This report provides a clear picture of who those New Yorkers are and what we need to do to support them."

For Fiscal Year 2017, City funding for legal services addressing the needs of low-income New Yorkers will total \$110 million; including \$82 million from mayoral initiatives, and nearly \$28 million from City Council discretionary funds. Through the Human Resource Administration's (HRA) Tenant Support Unit (TSU), mayoral funding for legal services for tenants facing eviction or harassment has increased to approximately \$62 million, 10 times the investment made by the previous administration. The TSU proactively engages with New Yorkers through door-to-door outreach, connecting them with vital services and case managing their issues to resolution.

During FY17, this additional investment is expected to provide housing-related legal services to 33,000 low-income households, including a total of 113,000 New Yorkers. As these expanded tenant legal services – including anti-eviction and anti-harassment legal programs funded through HRA – are being fully-implemented, the increase in funding over the last two years is already yielding positive results. In 2015, there were 21,988 marshals' evictions, compared to 26,857 in 2014 and 28,849 in 2013 – a significant two-year decline of 24 percent.

Other key findings of the report are:

- More than half of the legal representation for tenants who appear in Housing Court for eviction cases is provided by non-profit legal services organizations serving low income New Yorkers.
- The average anti-eviction legal service client is 43 years old and resides in a household of three.
- 99 percent of landlords in eviction proceedings in court have legal representation.

See a copy of the report [here](#).

"New York City has made an investment in civil legal services larger than any other municipality, and this first Annual Report is the Administration's latest step towards ensuring that low-income New Yorkers have access to a fair and equitable civil justice system" said **Jordan Dressler, Civil Justice Coordinator**. "The findings in this Report will establish a solid foundation for discussions about the future of civil legal assistance for low-income people in New York City."

Pursuant to legislation sponsored by Council Speaker Melissa Mark-Viverito and Council Member Mark Levine, the Office of Civil Justice (OCJ) was formally created in June 2015 when Mayor de Blasio signed Local Law 61 into law and placed the office under HRA, the agency in charge of addressing poverty, income inequality and reducing homelessness. Its main focus is to provide coordination, planning, and oversight of city resources and programs to meet the civil legal needs of low-income New Yorkers.



OCJ is required to prepare an annual report and to develop a five-year plan based on the information provided in these reports. In addition, it makes budget recommendations on funding, and provides outreach and education about the legal services programs.

As part of its effort to consolidate and enhance civil legal services in New York City, the Administration has also increased mayoral funding in the Fiscal Year 2017 adopted budget for legal assistance for low-income immigrant New Yorkers, including: \$7.9 million for legal services and community outreach as part of the ActionNYC program; and \$8.5 million in funding for the Immigrant Opportunity Initiative legal services programs.

"This landmark report provides us the most complete picture we've ever had of the New Yorkers whose lives hang in the balance in housing court. Thankfully, our rapidly increasing investment in tenant legal services has already brought about a significant drop in evictions. I look forward to further gains for our city's most vulnerable as we continue to scale up these vital services," said **Council Member Mark Levine**.

"Whether or not you can afford a lawyer should not be the determining factor between staying in your home and becoming homeless. At a time when tenant harassment and abuse is at an all-time high, tenants need someone on their side to fight back. By providing legal representation to our most needy the City is leveling the playing field and keeping tenants in their homes. This report highlights the progress being made in the midst of the housing affordability crisis, and I applaud the Mayor's continued commitment to this groundbreaking initiative," said **Council Member Stephen Levin, Chair of the General Welfare Committee**.

"This report confirms what many of us have long known: City funded legal services protects tenants from harassment and eviction while preserving the long term affordability of New York City. The investments the Administration has made to protect those facing eviction have proven to be important and successful steps in our ongoing efforts to create a more fair and just City. I commend Mayor de Blasio and Speaker Melissa Mark-Viverito for their leadership, and I look forward to working with my partner in the fight for right to counsel, Council Member Mark Levine, and all of the advocates and stakeholders as we work to further expand protections for tenants in housing court," said **Council Member Vanessa L. Gibson**.

"Given the lack of affordable, quality housing opportunities in the city, many bad-acting landlords continue to take advantage of our City's most vulnerable residents. This is why, as Chair of the Committee on Housing and Buildings, we've held numerous hearings and passed a number of bills aimed at helping keep people in their homes, and preventing illegal, unlawful activities aimed at pressuring them out. I'm pleased that the administration, and the council, is continuing its efforts to protect those who need it most," said **Council Member Jumaane D. Williams, Chair of the Housing and Buildings Committee**.

"Representation in Housing Court is vital if we're going to un-stack the deck for New York City's tenants," said **Manhattan Borough President Gale A. Brewer**. "Civil legal services are a wise, practical investment that promotes fairness, prevents homelessness, and helps keep precious rent-regulated apartments from being lost."

"Without representation, tenants facing eviction find themselves on an uneven playing field that far too often leaves them without a place to live," said **State Senator Adriano Espaillat**. "This report shows that we are starting to move in the right direction, providing more tenants with the legal aid they need to keep their homes. I commend Mayor de Blasio for his commitment to evening the playing field for our city's tenants in housing court."

"New York City has made great strides in providing legal representation to those who need it most. I applaud Mayor de Blasio and the City Council for increasing the City funding for free or low-cost legal assistance to over \$100 million. This additional funding will help even more New Yorkers gain access to quality legal representation," said **State Senator José M. Serrano**.

“No tenant in New York City should lose their home because they lack the resources to afford adequate legal representation,” said **State Senator Gustavo Rivera**. “Due to this investment, my office has been able to help hundreds of constituents avoid unnecessary evictions and get the repairs they need. I look forward to continue working with Mayor de Blasio’s administration in providing New Yorkers greater access to rental assistance programs and quality legal representation to help fight our City’s affordable housing crisis.”

“Families in Housing Court are focused on keeping stable homes and protecting their rights during what are often some of the most stressful times they will ever experience,” said **Assembly Member Latoya Joyner**. “Expanding access to needed legal counsel is an important step toward leveling the playing field and ensuring that the fundamental rights of Bronx families are respected. I appreciate the determined efforts Mayor de Blasio and his administration have put into expanding the right to counsel for our families.”

“The Legal Aid Society has long argued that providing access to legal representation to low-income tenants facing eviction, the most vulnerable and least likely to seek or afford representation legal representation, would result not only in a decrease of evictions and homelessness, but in an overall financial savings to the City. We are pleased that the City’s data shows that providing access to legal services is resulting in marked decreased evictions as well as a more just court process,” said **Magda Rosa-Rios, Director of the Tenant Rights Campaign at the Legal Aid Society**.

“The Office of Civil Justice’s report demonstrates what advocates have long known – that anti-eviction and anti-harassment legal services keep families in their homes and protect New York City’s diverse and vibrant communities,” said **Raun Rasmussen, Executive Director of Legal Services NYC**. “The City’s unprecedented investment in these services provides a national model for eviction prevention, and has made New York City fairer and more just for all.”

“For far too long, the deck has been stacked against tenants facing eviction because they lacked the resources to hire an attorney to defend their rights. The City’s provision of these critical resources is leveling the playing field and helping vulnerable populations avoid eviction and homelessness,” said **Reverend Patrick J. Keating, Chief Executive Officer of Catholic Migration Services**.

“Housing Conservation Coordinators applauds Mayor de Blasio and the Council for their significant investment in legal services. Providing greater access to legal services is a common sense approach to reducing evictions and homelessness. It is not only cost effective in that it saves taxpayer dollars by avoiding shelter enrollments, but has immeasurable benefits to those families who avoid eviction, and thus the negative ramifications of homelessness, such as disruption in school enrollments, missed school days, and lost wages or employment from days taken off work. This Administration’s historic investment in legal services has proven to be effective in reducing evictions, improving access to justice for low income families, and in the midst of a housing crisis, has also preserved housing affordable to those families,” said **Sarah Desmond, Executive Director, Housing Conservation Coordinators, Inc.**

“The Urban Justice Center’s Community Development Project, Mental Health Project, Safety Net Project and Veteran Advocacy Project have been able to expand the housing representation they provide to tenants due to this mayoral funding. The impact of being represented by an attorney in housing court is tremendous both in the lives of the families who the Urban Justice Center’s projects have protected from eviction and in the fabric of the communities in which they live,” said **Mary Beth Anderson, Director of the Urban Justice Center’s Mental Health Project**.

“Long-term, low income tenants in many neighborhoods where rents are rapidly escalating are facing powerful pressures to move, including harassment by landlords, through frivolous eviction proceedings brought by landlords, refusal to renew leases, improper rent over charges, and denial of repairs. A skilled advocate is

essential to assert and achieve rights under city, state and federal law,” said **Hillary Exter, Coordination of the Anti-Harassment Tenant Protection Program at the Urban Justice Center**, which is the lead agency of LEAP, a consortium of 13 legal services providers working through a city-funded grant

“The findings of the Office of Civil Justice’s first annual survey demonstrate that funding legal services for low-income tenants facing eviction and other housing issues is having a profound impact on access to justice in Housing Court,” said **Beth Goldman, President and Attorney-in-Charge of the New York Legal Assistance Group**. “We applaud the unprecedented commitment to this cause by the de Blasio administration and the City Council and look forward to continuing to work with the Human Resources Administration and the Office of Civil Justice to demonstrate even more conclusively the benefits of civil legal services to the City - and to poor and near-poor New Yorkers who risk losing their housing without the benefit of legal representation.”

“NMIC is proud to partner with New York City Mayor Bill de Blasio and the New York City Human Resources Administration to provide eviction prevention services to low income tenants who are struggling with gentrification. These services help protect NYC's vibrant multicultural communities by ensuring residents have access to the legal services they need to maintain their homes,” said **NMIC Executive Director Maria Lizardo**.

"As public defenders in the Bronx, we have seen first-hand the positive impact of being able to expand our representation in housing, an area where the collateral consequences of any involvement in the criminal justice system can be devastating," said **Runa Rajagopal, Director of the Civil Action Practice at The Bronx Defenders**. "This is an important milestone toward the critical goal of guaranteeing legal representation for low-income New Yorkers who are most vulnerable to harassment, displacement and wrongful evictions by private, as well as public, landlords. We must now seize the opportunity to capitalize on this progress and address the root of the problem by establishing, once and for all, a right to counsel in housing court."

“I knew that when the Mayor implemented more tenant protections that it would help stop these no good landlords in their tracks. I am so glad to hear about these great results...let’s keep up the good work,” said **Cynthia Simpson, President of the Marcy Houses Tenants Green Committee**.

“I want to thank the Mayor for not only hearing but for addressing tenant harassment issues. The increase from 1 percent to 27 percent shows that when government gets it rights positive results will follow,” said **Lenora Keith, President of Tompkins Houses Resident Association**.

"Legal representation is a lifeline for so many low-income New Yorkers. It helps level the playing field for immigrants, seniors and other tenants to have confidence that their cases are treated fairly. We welcome increased attention and resources for legal services which will result from this report," said **Amy T. Paul, Executive Director of Woodside on the Move Inc.**

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**From:** Press Office  
**To:** Mayor's Press Office  
**Subject:** PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR THURSDAY, JULY 7, 2016



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

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR THURSDAY, JULY 7, 2016**

*On Thursday, Mayor de Blasio will speak to seniors and hold a media availability at the Bronxworks Morris Innovative Senior Center to discuss severe heat and safety. This event is open press, and there will be on- and off-topic Q-and-A.*

**Press Schedule**

**12:00 PM – Speaks to Seniors and Holds Media Availability at Bronxworks Morris Innovative Senior Center**

Bronxworks Morris Innovative Senior Center  
80 East 181st Street  
Bronx, NY 10453

*A press van will depart the east gate of City Hall at 10:45 AM. Footage will be provided by NYC Media and will be available shortly following the event on Encompass Portal CTY- 4205. Official photos will be available at [flickr.com/nycmayorsoffice](https://www.flickr.com/photos/nycmayorsoffice/) shortly following the event.*

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**From:** Mayor's Press Office  
**To:** Mayor's Press Office  
**Subject:** STATEMENT FROM MAYOR DE BLASIO ON MEMORIAL DAY



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

**FOR IMMEDIATE RELEASE:** May 30, 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**STATEMENT FROM MAYOR DE BLASIO ON MEMORIAL DAY**

“Today we honor the men and women who made the ultimate sacrifice to fight for our own independence, from those who freed the world from the scourge of fascism, to those protecting us from 21st century terrorism. We owe an enormous debt of gratitude to all who have served our country and all those serving us now. They have exhibited the utmost courage, fortitude and resilience in protecting this nation and the world – which is why every veteran should have a home, a good job and high-quality mental health services when they return home. As a City, we have committed to delivering these essential resources that veterans deserve. We also are very proud that for the first time in New York City history we have created a Department of Veteran Services, so we can honor our veterans better than ever before. We continue the mission to serve and honor the heroes of today, because that’s our way to honor the memories of the heroes who made all our lives possible. Thank you and God bless.”

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**From:** Mayor's Press Office  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO AND COUNCIL MEMBER CUMBO UNVEIL CAREY GABAY WAY



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

**FOR IMMEDIATE RELEASE:** May 15, 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO AND COUNCIL MEMBER CUMBO UNVEIL CAREY GABAY WAY**

*Clinton Avenue co-named Carey Gabay Way in honor of former State public servant*

**NEW YORK**— Mayor Bill de Blasio and Council Member Laurie A. Cumbo today co-named Clinton Avenue between Myrtle Avenue and Willoughby Avenue as Carey Gabay Way in honor of the former First Deputy Counsel for the Empire State Development Corporation, who lost his life last year at the J'Ouvert festival. Today, he would have turned 44.

"My thoughts and prayers remain with the family of Carey Gabay," said **Mayor de Blasio**. "Gabay would have turned 44 today, and I'm sure he would have continued serving the interests of all New Yorkers if he was still with us. He was raised in public housing, attended public schools and rose to the top after graduating summa cum laude from Harvard Law School. Gabay went on to serve the State where he promoted affordable housing and fought against job discrimination. It's safe to say Gabay epitomized the American Dream – a dream his Jamaican parents were in pursuit of when they immigrated to America. Now, when people look up at Carey Gabay Way, they will be inspired by and reminded of the great public servant who put the needs of working-class New Yorkers ahead of his own."

"Carey Gabay was an exemplary public servant who dedicated his life to the city he loved," said **Council Speaker Melissa Mark-Verteno**. "Carey Gabay Way will serve as a lasting testament to Carey's enduring spirit and will inspire future generations of New Yorkers to pursue the promise of the American dream. As we mark Carey's 44th Birthday, I join Governor Andrew M. Cuomo, Council Member Laurie Cumbo, the Mayor, my colleagues in government and Carey's loved ones in honoring Carey's life and the lasting legacy he left on our City."

"From public housing to public service, Carey Gabay embodied the American spirit and was a pillar of his community. Carey Gabay Way is a testament of his incredible contribution to the City and State of New York. Today, on what would have been his 44th birthday, we remember Gabay not only as an upstanding citizen, but

as a hero in his own right who inspired others to pursue the American Dream. In honor of his life and legacy, we remain steadfast in our commitment to end gun violence," said **Council Member Laurie A. Cumbo**.

Carey Gabay epitomized the American Dream being the son of Jamaican immigrants and growing up in public housing in the Bronx. Gabay attended New York City public schools through high school before graduating from Harvard University and Harvard Law School summa cum laude. While at Harvard, Gabay studied government and, during his senior year, was elected as the first black President of the Undergraduate Council, the main body of student government.

He started off his career practicing law in the private sector for several years before dedicating himself to public service. Gabay served as an assistant counsel to New York Governor Andrew Cuomo and most recently as First Deputy Counsel for the Empire State Development Corporation, the State's chief economic development agency.

Gabay was critically wounded while seeking cover after being caught in the crossfire between rival gangs at the J'Ouvert festival in Brooklyn, hours before the start of the West Indian Day Parade in 2015. He is survived by his wife Trenelle Gabay; brother Aaron McNaughton; sisters Crystal Gabay-Nurse and Stephanie Gabay-Smith; his mother Audrey Hylton; father Nerval Gabay; and step father Rupert McNaughton.

"Carey Gabay was a dedicated public servant who epitomized the spirit of what it means to be a New Yorker. Today, on what would have been his 44th birthday, we rename this street so that his contributions to our city and state will never be forgotten. The senseless violence that took Carey's life is unforgivable, and my thoughts and prayers continue to be with his family and loved ones," said **Public Advocate Letitia James**.

"Carey Gabay lives on in the hearts and minds of all Brooklynites, his legacy of public service and commitment to excellence is a shining beacon for every person striving to achieve more for their community. The work to honor his memory goes beyond the co-naming of a street; it continues as we pursue efforts to end senseless gun violence, uplift every immigrant, and ensure safe, affordable housing for each and every New Yorker," said **Borough President Eric Adams**.

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**From:** Mayor's Press Office  
**To:** Mayor's Press Office  
**Subject:** PUBLIC SCHEDULE FOR FIRST LADY CHIRLANE MCCRAY FOR SATURDAY, FEBRUARY 6, 2016



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

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR FIRST LADY CHIRLANE MCCRAY FOR SATURDAY, FEBRUARY 6, 2016**

*On Saturday, First Lady Chirlane McCray will deliver remarks and read "Love Is," a picture book she edited in collaboration with Scholastic, to celebrate the launch of the NYC Children's Cabinet series of Baby Showers for parents and caregivers.*

**Press Schedule**

**10:30 AM – Participates in Baby Shower**

New York Public Library – Stephen A. Schwarzman Building.  
Celeste Bartos Forum  
5th Avenue at 42nd Street  
New York, NY, 10018

*Official photos will be available at [flickr.com/mycmayorsoffice](https://www.flickr.com/photos/mycmayorsoffice/) shortly following the event.*

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**From:** Mayor's Press Office  
**To:** Mayor's Press Office  
**Subject:** PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR WEDNESDAY, MARCH 23, 2016



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

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR WEDNESDAY, MARCH 23, 2016**

*On Wednesday, Mayor de Blasio will appear on CNN's New Day to discuss terrorism preparedness and the Brussels attacks.*

*After, the Mayor will host a roundtable with advocates and survivors of domestic violence to advocate for expanding funding and eligibility for rental assistance in the state budget. The bottom of this event is open press, and there will be on-topic Q-and-A.*

*Later, the Mayor, First Lady Chirlane McCray, Council Speaker Melissa Mark-Viverito and U.S. Secretary of Housing and Urban Development Julián Castro will attend a rally marking the passage of key affordable housing reforms, where the Mayor and First Lady will deliver remarks. This event is open press, and there will be no Q-and-A.*

*In the evening, the Mayor and First Lady will host a Women's History Month Celebration at Gracie Mansion. This event is open press, and there will be no Q-and-A. Members of the media interested in attending must RSVP at [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov).*

**Press Schedule**

**Approximately 7:00 AM – Appears on CNN**

**3:30 PM – Hosts Roundtable**

Blue Room  
City Hall  
New York, NY 10007

**Members of the media should arrive at the first floor police desk by 3:30 PM.** Footage will be provided by NYC Media and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.

**5:35 PM – Delivers Remarks at Housing Rally**

Foley Square

111 Worth Street

New York, NY 10013

*Footage will be provided by NYC Media and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayoroffice](https://www.flickr.com/photos/nycmayoroffice/) shortly following the event.*

**7:30 PM – Hosts Women’s History Month Celebration**

Gracie Mansion

Ballroom

Gracie Mansion

88th Street and East End Avenue

New York, NY 10128

**Members of the media interested in attending must RSVP at [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov). NYPD press credentials required.** *Footage will be provided by NYC Media and will be available shortly following the event on Encompass Port CTY- 4205. Official photos will be available at [flickr.com/nycmayoroffice](https://www.flickr.com/photos/nycmayoroffice/) shortly following the event.*

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**From:** Viguers, Jonathan  
**Sent:** Wednesday, April 08, 2015 4:45 PM  
**To:** Viguers, Jonathan  
**Subject:** April 18: Come out for pre-K

Apologies if you got this earlier, but we really want your help!

We need volunteer captains to help manage a location and make sure the day runs smoothly. Staging Location Captains will be on site from 9 AM to 5 PM to help with site set up, volunteer sign-in, training, and material distribution. To volunteer as a captain, just check the box on the on the web form.

If you have any questions, please let me know. And feel free to share the sign-up link far and wide.

Thank you!!

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**From:** Marco Carrión, City Hall [<mailto:no-reply@cityhall.nyc.gov>]  
**Sent:** Wednesday, April 08, 2015 1:38 PM  
**To:** @CAU2  
**Subject:** April 18: Come out for pre-K



THE CITY OF NEW YORK

Hi there,

New York City is about to take a historic step: This fall, the City will provide free, full-day, high-quality pre-K to all 4-year-olds in the five boroughs.

We need to make sure every family knows about this great opportunity.

**[Are you ready to do your part? Sign up for our day of action on April 18th.](#)**

Your commitment and passion led to our shared success in expanding pre-K last year.

We need that same dedication this year to make sure every parent of a four year-old in New York City knows about this incredible opportunity for kids and



their families.

**Sign up now to volunteer on April 18th -- there will be opportunities to get involved in all five boroughs:**

[on.nyc.gov/prek-action](https://on.nyc.gov/prek-action)

Thanks,

Marco Carrión  
Commissioner, Mayor's Community Affairs Unit

P.S. If you'd prefer to sign up by phone, you can call this number during business hours: (212) 637-8000

This email was sent to [CAU2@cityhall.nyc.gov](mailto:CAU2@cityhall.nyc.gov) | [Unsubscribe](#)



New York City Hall, City Hall Park, New York, NY 10007

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**From:** Viguers, Jonathan  
**Sent:** Wednesday, April 22, 2015 1:44 PM  
**To:** Viguers, Jonathan  
**Subject:** Tele-townhall Tomorrow - ONE NEW YORK: THE PLAN FOR A STRONG AND JUST CITY

Today Mayor Bill de Blasio announced the release of One New York - a Plan for a Strong and Just City, which will guide our city's path for years to come as we move toward environmental and economic sustainability. This plan came together because of people like you; more than 8,000 New Yorkers took our survey and gave ideas that informed OneNYC, and together we're acting on our plan for growth, sustainability, resiliency, and equity. **Now we want to give you a chance to hear directly about OneNYC from the people who wrote it.**

If you'd like to learn more about the OneNYC plan, please join First Deputy Mayor Tony Shorris and Nilda Mesa, Director of the Mayor's Office of Sustainability, for a tele-town hall at 11:15 a.m. on Thursday, April 23.

All you have to do to join is call **(844) 801-8220**.

In the meantime, please visit the [OneNYC](http://nyc.gov/onenyc) site <<http://nyc.gov/onenyc>> and continue to be a part of our city's future.

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**From:** Mayor's Press Office  
**Sent:** Wednesday, April 22, 2015 11:37 AM  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO RELEASES ONE NEW YORK: THE PLAN FOR A STRONG AND JUST CITY



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

**FOR IMMEDIATE RELEASE:** April 22, 2015  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO RELEASES ONE NEW YORK: THE PLAN FOR A STRONG AND JUST CITY**

*OneNYC establishes bold goals and specific targets for a strong, sustainable, resilient, and equitable city – 800,000 people out of poverty by 2025, Zero Waste, eliminating long-term displacement after future shock events, and much more*

*Mayor de Blasio: Environmental and Economic Sustainability Must Go Hand in Hand – and OneNYC is the Blueprint*

**NEW YORK**—The de Blasio administration announced today the release of “One New York: The Plan for a Strong and Just City,” a comprehensive plan for a sustainable and resilient city for all New Yorkers that addresses the profound social, economic, and environmental challenges ahead.

OneNYC builds on prior long-term sustainability plans for New York City, expanding on the critical targets established under previous plans, as well as on the work of the de Blasio administration over the last 16 months. Growth, sustainability, and resiliency remain at the core of OneNYC – but with the poverty rate remaining high and income inequality continuing to grow, the de Blasio administration added equity as a guiding principle throughout the plan.

OneNYC sets measurable goals for tackling these challenges in the coming years – including a poverty reduction target of 800,000 New Yorkers over the next 10 years, zero waste to landfills by 2030, and the elimination of long-term displacement from homes and jobs after shock events by 2050 – with critical action in the short-term to put the city on the path to achieving these goals.

“Environmental and economic sustainability must go hand in hand – and OneNYC is the blueprint to ensure they do,” said **Mayor de Blasio**. “Today, we are laying out specific goals to make sure that as we build a stronger, more sustainable, and more resilient city, we are also creating a more equitable one. From our unprecedented goal of lifting 800,000 New Yorkers out of poverty, to sweeping environmental initiatives such as Zero Waste, the cleanest air of any large city, and a dramatic reduction in emissions, this is a bold and ambitious plan – and New York City requires nothing less. OneNYC builds on the strong foundation created by the Bloomberg administration, and ensures that our city can meet the challenges we face today and in the future, while inspiring others around the world to do the same.”

Visit [nyc.gov/onenyc](http://nyc.gov/onenyc) to read the full plan.

Today, New York City faces a number of challenges, including a rapidly growing population, rising inequality, an aging infrastructure, and climate change. OneNYC lays out a series of specific targets and initiatives to prepare New York City for the future generations, including:

- Making New York City home to 4.9 million jobs by 2040.
- Creating 240,000 new housing units by 2025, and an additional 250,000 to 300,000 by 2040.
- Enabling the average New Yorker to reach 25% more jobs – or 1.8 million jobs – within 45 minutes by public transit.
- Lifting 800,000 New Yorkers out of poverty or near-poverty by 2025.
- Cutting premature mortality by 25 percent by 2040, while reducing racial/ethnic disparities.
- Reducing the city’s greenhouse gas emissions by 80 percent by 2050, over 2005 levels.
- Sending zero waste to landfills and reducing waste disposal by 90 percent relative to 2005 levels, by 2030.
- Ensuring New York City has the best air quality among all large U.S. cities by 2030.
- Reducing risks of flooding in most affected communities.

- Eliminating long-term displacement from homes and jobs after future shock events by 2050.
- Reducing the city’s Social Vulnerability Index for neighborhoods across the City;
- Reducing annual economic losses from climate-related events;
- Continued investment as part of an over-\$20 billion program that includes a range of physical, social, and economic resiliency measures.

The plan recognizes New York City’s role and responsibilities as a regional hub, and calls on the City’s partners to work together on shared goals for building a strong region. The plan follows months of engagement with thousands of New Yorkers across the five boroughs – including through an online survey available in seven language, dozens of community meetings, a phone survey, and meetings with hundreds of civic organizations and local and regional elected officials. In the coming months, the de Blasio administration will continue the conversation with residents, civic leaders, and elected officials to refine initiatives and encourage civic engagement. New Yorkers can also share their thoughts and priorities at [nyc.gov/onenyc](http://nyc.gov/onenyc).

The plan – a 332-page document – is divided into four visions for a stronger, more equitable, more sustainable, and more resilient New York City, and includes over 200 new initiatives, with over 80 specific new metrics and targets.

The full report – including complete initiatives and indicators – can be viewed at [nyc.gov/oneNYC](http://nyc.gov/oneNYC).

### **Vision 1: Our Growing, Thriving City**

*New York City will continue to be the world’s most dynamic urban economy where families, businesses, and neighborhoods thrive:*

- **Industry Expansion & Cultivation:** New York City will have the space and assets to be a global economic leader and grow quality jobs across a diverse range of sectors.
- **Workforce Development:** New York City will have a workforce equipped with the skills needed to participate in the 21<sup>st</sup> century economy.
- **Housing:** New Yorkers will have access to affordable, high-quality housing coupled with robust infrastructure and neighborhood services.
- **Thriving Neighborhoods:** New York City’s neighborhoods will continue to thrive and be well-served.
- **Culture:** All New Yorkers will have easy access to cultural resources and activities.
- **Transportation:** New York City’s transportation network will be reliable, safe, sustainable, and accessible, meeting the needs of all New Yorkers and supporting the city’s growing economy.
- **Infrastructure Planning and Management:** New York City’s infrastructure and built environment will exemplify global economic, environmental, and social leadership.
- **Broadband:** Every resident and business will have access to affordable, reliable, high-speed broadband service everywhere by 2025.

## **Vision 2: Our Just and Equitable City**

*OneNYC will have an inclusive, equitable economy that offers well-paying jobs and opportunities for all New Yorkers to live with dignity and security:*

- **Early Childhood:** Every child in New York City will be nurtured, will be protected, and will thrive.
- **Integrated Government and Social Services:** All New Yorkers will have access to high-quality, conveniently located, community-based City resources that promote civic engagement and enable them to thrive.
- **Healthy Neighborhoods, Active Living:** New Yorkers of all ages will live, work, learn, and play in neighborhoods that promote an active and healthy lifestyle.
- **Healthcare Access:** All New Yorkers will have access to the physical and mental healthcare services they need.
- **Criminal Justice Reform:** Among large U.S. cities, New York will continue to be the safest and will have the lowest incarceration, with a criminal justice system that leads the nation in fairness and efficiency.
- **Vision Zero:** New Yorkers will continue to embrace Vision Zero and accept no traffic fatalities on New York City Streets.

## **Vision 3: Our Sustainable City**

*OneNYC will ensure that New York City is the most sustainable big city in the world and a global leader in the fight against climate change:*

- **80x50:** New York City's greenhouse gas emissions will be 80 percent lower by 2050 than in 2005.
- **Zero Waste:** New York City will send zero waste to landfills by 2030.
- **Air Quality:** New York City will have the best air quality among all large U.S. cities by 2030.
- **Brownfields:** New York City will clean up contaminated land to address disproportionately high exposures in low-income communities, and convert land to safe and beneficial use.
- **Water Management:** New York City will mitigate neighborhood flooding and offer high-quality water services.
- **Parks and Natural Resources:** All New Yorkers will benefit from useful, accessible, and beautiful open spaces.

## **Vision 4: Our Resilient City**

*OneNYC will ensure that our neighborhoods, economy, and public services are ready to withstand and emerge stronger from the impacts of climate change and other 21<sup>st</sup> century threats:*

- **Neighborhoods:** Every city neighborhood will be safer by strengthening community, social, and economic resiliency.
- **Buildings:** The city’s buildings will be upgraded against climate impacts.
- **Infrastructure:** Infrastructure systems across the region will adapt to enable continued services.
- **Coastal Defense:** New York City’s coastal defenses will be strengthened against flood and sea level rise.

“The City Council is committed to making New York a more sustainable City for all New Yorkers,” said **Speaker Melissa Mark-Viverito**. “From passing legislation to reduce greenhouse gas emissions by 80 percent by 2050 to encouraging low-carbon transportation options and increasing energy efficiencies, the City Council is proud of its work to strengthen New York City and I thank the de Blasio Administration for their shared efforts to preserve and protect New York City for future generations.”

“OneNYC puts New York City in the global forefront of sustainable development. The City’s new plan is bold, comprehensive, creative, and most important, achievable. It will be a model for cities around the world as all nations take up the new Sustainable Development Goals at the UN this Fall. The vision, reach, and detailed groundwork of this plan will help to ensure that NYC achieves its visions of prosperity, justice, sustainability, and resiliency in the coming generation,” said **Jeffrey D. Sachs, Co-Chair of the OneNYC Advisory Board and Director of the Earth Institute at Columbia University**.

“As New York City contends with the challenge of combatting climate change, PlanNYC has been an integral component in outlining our vision to become a truly sustainable city,” said **Council Member Donovan Richards, Chair to the Committee on Environmental Protection and Co-Chair to the OneNYC Advisory Board**. “OneNYC gave the city a unique opportunity to recalibrate and to set ambitious but attainable goals. From legislation to limit unnecessary nighttime illumination, advising new housing developments to be smoke free, building the infrastructure to support and charge electric vehicles and updating the air code, a number of bills will set key legislative standards citywide. Locally, Southeast Queens residents will finally see long and short term mitigation measures in their neighborhoods to address flooding along with other expected courses of action to respond to concerns in low and middle income neighborhoods. I commend the administration for developing OneNYC and securing a future for New York City that will certainly be greener than its past.”

**Michael Berkowitz, President of 100 Resilient Cities**, pioneered by the Rockefeller Foundation, said, “To truly build resilience a city must not only consider sustainability and disaster response, but also take in to account social and economic issues, and it needs to consider them together. By considering social, physical and economic issues together, the city will be able to address not only the challenges it knows are coming, but those it doesn’t. In other words, making a city stronger overall, in good times and bad, makes the city better able to withstand all types of shocks. This holistic plan that New York has developed, interweaving social, economic, and physical resilience, puts the city on the forefront of urban planning worldwide.”

“Mayor de Blasio’s One NYC Plan recognizes the link between poverty and pollution, while providing concrete steps that will make New York City one of the most environmentally sustainable cities in the nation. As Hurricane Sandy illustrated, poor people are often disproportionately impacted by pollution and the impacts of climate change,” said **Judith A. Enck, U.S. Environmental Protection Agency Regional Administrator**. “The One NYC Plan’s focus on driving down greenhouse gas emissions and working toward zero waste are examples of environmental protection policies that also provide huge economic benefits.”

“OneNYC addresses the increasing risk that climate change poses to the neighborhoods of New York, using the best available science to inform its approach,” said **Cynthia Rosenzweig, Co-Chair of the New York City Panel on Climate Change, NASA and Columbia University**. “This is essential to achieving resiliency to heat and coastal flooding throughout the City.”

“OneNYC continues the important long-term planning work that is so essential to our city’s future. The de Blasio Administration has appropriately added a regional lens to the city's long term plan,” said **Kathryn Wylde, President and CEO of the Partnership for New York City**. “This reflects that our tri-state economy is increasingly interconnected and we need a vision and infrastructure that supports a coordinated approach to economic development, transportation and resiliency.”

“We commend Mayor de Blasio for committing to integrate equity into the fiber of OneNYC,” said **Eddie Bautista, Executive Director of the NYC Environmental Justice Alliance**. “The plan's ambitious zero waste goals and acknowledgement of the need to reassess our commercial waste system are a significant step toward a more sustainable and equitable city for all New Yorkers. The NYC Environmental Justice Alliance and our allies will be combing through the fine details of the plan in the weeks ahead to fully assess its impacts on environmental justice communities. We look forward to working with the Administration throughout the next steps of OneNYC.”

“Persistent poverty continues to keep too many New Yorkers from moving ahead economically,” said **David R. Jones, President and CEO of the Community Service Society of New York**. “Mayor de Blasio has staked his administration on addressing income inequality and the needs of the segments of our city who are struggling. And now he's setting a milestone and a plan for how to get there. It's an ambitious plan, with the goal of lifting one in five poor New Yorkers out of poverty by 2025. But we should be setting ambitious goals. More than 20 percent of our city lives in poverty, with 40 percent living below twice the poverty threshold. Two-thirds of New Yorkers are worried about a disappearing middle class. Raising the minimum wage and expanding higher education opportunities, such as making college more affordable, are measures New Yorkers believe can help improve the economic prospects of low-income residents.”

“This is a broad and ambitious plan to make New York a more sustainable city and a better place to live,” said **Eric Goldstein, New York City Environment Director at the Natural Resources Defense Council**. “Perhaps most notably, this is the first time ever the City’s sustainability plan approaches these issues through an equity lens. That’s key because many urban environmental problems, including climate change, hit poor and working class New Yorkers the hardest. Critical to this plan’s success, of course, will be putting it into action. We look forward to working with the de Blasio administration to accomplish that objective.”

“THE POINT CDC is thrilled and encouraged by the release of Mayor De Blasio’s agenda for addressing environmental and economic injustice through sustainability in the OneNYC initiative. The South Bronx, like so many communities throughout New York City, have suffered the burden of inequitable policies that have resulted in disproportionate health impacts such as sky rocking asthma rates. We are in need of an agenda that tackles these issues head on through fair share and waste equity, economic democracy, and infrastructure investments, to help our communities confront inequality through creating and sustaining living wage jobs in communities where we can raise our families in without fear of displacement. We look forward to continuing to work with our families, community partners, the Mayor, friends in the City Council and all of our elected officials, to ensure this vision becomes something real for those of us that need it most,” said **Kellie Terry, Executive Director, The Point**.

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**From:** Viguers, Jonathan  
**Sent:** Friday, May 29, 2015 3:33 PM  
**To:** Viguers, Jonathan  
**Subject:** ICYMI: Sharing the message to #ActNowAlbany

I hope you can send the Mayor's message out widely to all your communities to get involved in making sure our progress on education continues.

You can also share this link to [#ActNowAlbany](#) on twitter and on [Facebook](#).

Thanks!

--

**Jonathan Viguers**

Borough Director | Mayor's Community Affairs Unit

o: 212-788-7929 | c: 347-331-3607 | e: [jviguers@cityhall.nyc.gov](mailto:jviguers@cityhall.nyc.gov)



THE CITY OF NEW YORK

Friend --

Our state legislature is deciding the future of mayoral control of our city's schools right now -- and our students could feel the effects of that decision as early as July 1st. It's imperative that we let Albany know that mayoral control must be made permanent.

Before mayoral control, the city's school system was fragmented. There was little accountability, and we saw far too many instances of waste, mismanagement, and corruption.

In the more than ten years since mayoral control passed, we've seen improved attendance and graduation rates, safer schools, and more kids given the chance to succeed. We've increased parental engagement with teachers and are making parents and communities partners in shaping successful schools. But all that progress could halt if we don't make sure mayoral control is here to stay.

[Join me in calling on Albany to make mayoral control permanent -- add your name to our petition.](#)

So much of what we've accomplished together wouldn't have been possible without mayoral control.



We're bringing free, full-day, high-quality pre-K to more than 70,000 children this September. Our Renewal Schools program is turning struggling schools around by providing them with the support and resources they need. These and other new programs are bringing innovation, collaboration, and comprehensive services into our schools.

**We've come too far to turn back now. Sign our petition asking Albany to make mayoral control permanent:**

[nyc.gov/mayoralcontrol](https://nyc.gov/mayoralcontrol)

Thank you,

Bill de Blasio  
Mayor

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**From:** Viguers, Jonathan  
**Sent:** Tuesday, June 09, 2015 2:17 PM  
**To:** Viguers, Jonathan  
**Subject:** March with the Mayor in Brooklyn Pride Parade

Hi Friends,

Good news! Mayor Bill de Blasio will be marching Brooklyn Pride Parade on Saturday June 13<sup>th</sup>. We want to invite you and your friends and family to march with the Mayor.

**If you are interested in marching with the mayor at the Brooklyn Pride Parade, please RSVP to Kicy Motley at [kmotley@cityhall.nyc.gov](mailto:kmotley@cityhall.nyc.gov).**

We will gather in Park Slope at 6:30pm on Saturday, June 13th. More specific meeting location instructions will be given later in the week.

Thank you and hope to see you on Saturday!

--

**Jonathan Viguers**

Borough Director | Mayor's Community Affairs Unit

o: 212-788-7929 | c: 347-331-3607 | e: [jviguers@cityhall.nyc.gov](mailto:jviguers@cityhall.nyc.gov)

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**From:** Viguers, Jonathan  
**Sent:** Friday, June 26, 2015 11:09 AM  
**To:** Viguers, Jonathan  
**Subject:** Marriage Equality Pop-Up Party at City Hall!!

Join Mayor de Blasio today at 2PM in the City Hall courtyard to celebrate the historic Marriage Equality decision just handed down by the Supreme Court.

**What:** Marriage equality pop-up party and celebration in honor of 2 couples.

**Where:** City Hall (enter through the west gate located on Broadway and Murray Street)

**When:** Today! The ceremony will start at 2PM.

All are welcome, please share!

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**From:** Mayor's Press Office  
**Sent:** Friday, June 26, 2015 10:43 AM  
**To:** Mayor's Press Office  
**Subject:** STATEMENT FROM MAYOR DE BLASIO ON SUPREME COURT DECISION ON MARRIAGE EQUALITY



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

**FOR IMMEDIATE RELEASE:** June 26, 2015  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**STATEMENT FROM MAYOR DE BLASIO ON SUPREME COURT DECISION ON MARRIAGE EQUALITY**

“America will never forget this day, and neither will people all across the world who know the meaning of love and compassion. June 26, 2015, will forever be memorialized as a pivotal moment in the history of our nation – the day the Supreme Court affirmed our core values of love, equality, and justice, rejected ignorance and malice, and appealed to the humanity in us all. Our country will finally afford millions of Americans the rights they have always deserved, but until now were unable to exercise. Today, this country is richer – filled with more equality, more acceptance, and more love than yesterday. And for the people of this city, where the

movement for LGBT rights began in 1969 at the Stonewall Inn, we can be proud that we helped blaze the trail to this great victory.”

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**From:** Mayor's Press Office  
**Sent:** Saturday, August 08, 2015 7:21 PM  
**To:** Mayor's Press Office  
**Subject:** PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR SUNDAY, AUGUST 9, 2015



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

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR SUNDAY, AUGUST 9, 2015**

*On Sunday, Mayor de Blasio will march in the 2015 Dominican Day Parade. This event is open press, and there will be no Q-and-A.*

**Press Schedule**

**11:50 AM – Marches in 2015 Dominican Day Parade**

6th Avenue from 34th Street to 54th Street

New York, NY 10001

*Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.*

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**From:** Fialkoff, Gabrielle  
**Sent:** Wednesday, December 09, 2015 1:35 PM  
**To:** Fialkoff, Gabrielle  
**Subject:** ICYMI: BLOOMBERG: De Blasio Enlists New York City's Wealthy for His War on Income Inequality

In case you missed this story.

Best, Gabrielle

\*\*\*\*\*

**De Blasio Enlists New York City's Wealthy for His War on Income Inequality**

BLOOMBERG - Henry Goldman

<http://www.bloomberg.com/politics/articles/2015-12-08/de-blasio-enlists-nyc-s-wealthy-for-his-war-on-income-inequality>

New York Mayor Bill de Blasio, who became a scourge of the wealthy with a vow to raise their taxes, has enlisted members of the financial elite to advance his agenda.

Venture capitalist Fred Wilson has offered \$5 million to get computer science in every city school, while Viacom Chief Executive Officer Philippe Dauman is pushing for more broadband Internet in the Bronx. Hedge-fund operators Paul Tudor Jones and William Ackman and Blackstone Group LP President Tony James are helping with affordable housing, mental health and youth employment.

De Blasio, 54, a Democrat who pledged to fight income inequality, has accused the rich of using their influence to block antipoverty efforts. Lately, that rhetoric has been mixed with paeans to public-private partnerships forged to attack homelessness, create jobs and improve schools and health.

“We may not agree on individual issues but we’re all in the same ecosystem,” said Morgan Stanley Chief Executive Officer James Gorman. He’s co-chairman of the Partnership for New York City, a group that finds corporate partners for city programs, such as job experience for youth and investment in economic development.

For several corporate leaders, cooperation began last year when de Blasio sought their help in a failed effort to persuade the Democratic Party to choose New York City for the 2016 convention.

**Selfish Interest**

Wilson, co-founder of Union Square Ventures who helped finance Twitter Inc.’s creation, persuaded the de Blasio administration to embark on an \$81 million plan to train 5,000 teachers over 10 years. He put up \$5 million, matched by AOL’s charitable foundation, with the city and more private sources paying the rest. Wilson said he approached city officials after reading that de Blasio said that boosting schools’ ability to teach science, technology, electronics and math could solve the industry’s labor shortage.

“I’m invested in 25 technology companies and none of them can find enough workers, so I have a selfish interest in solving this,” Wilson said. “Even if we just got 5 percent of the 65,000 kids who graduate each year, that would amount to 3,000 kids, as opposed to the 500 now enrolled in Advanced Placement computer science.”

Just last week, Unilever contributed about 80 percent of a \$5.3 million donation for a city public-health program providing 12 low-income neighborhoods with better access to fresh fruit and vegetables, recreation and exercise and health-care facilities.

“Our city’s business and philanthropic communities are critical collaborators in our work fighting against income inequality,” de Blasio said in an e-mailed statement. “With support of our private partners we are working to strengthen the economy, prepare our future workforce and make our city more equal and accessible.”

Jones, founder of asset manager Tudor Investment, has been trying to find a way for the Robin Hood Foundation, which he started 27 years ago to aid New York City’s poor, to help de Blasio realize his goal of creating 200,000 units of affordable housing. The foundation has also backed de Blasio’s computer-science initiative.

The foundation, built on the largesse of Wall Street and real-estate investors, last year contributed more than \$130 million to programs run by the city government and private nonprofits.

#### Wealth Concentrated

“We can bring everyone in the real-estate industry to the table and have a wonderful public-private partnership,” Jones said last summer after briefly encountering de Blasio at the East Hampton home of billionaire investor Ronald Perelman.

The encounter occurred just a month after de Blasio told CNN’s Carol Costello, “we have seen wealth concentrated in fewer and fewer hands and have a negative impact on how many people are unemployed and what kind of wages they have.”

The mayor has quieted the antagonism since then, said Robin Hood executive director David Saltzman.

“It took a little bit of time for the relationship to blossom but it has blossomed,” Saltzman said.

#### Criticism Faced

As the mayor’s relationship with some of the wealthiest investors and executives has improved, he’s faced criticism from neighborhood groups and past supporters.

His affordable-housing zoning plan, which would increase density to help finance construction of below-market units, has come under attack from advocates and community boards who say it would spur gentrification. Some accuse him of being too generous with developers who would benefit from tax abatements and subsidies.

De Blasio also has failed to convince some of the city’s wealthiest philanthropists. Kenneth Langone, the Home Depot Inc. co-founder and Republican donor who has served on the Robin Hood Foundation’s board, said he’s not interested in collaborating with de Blasio.

“I have no interest in being involved with politicians, because clearly they can’t get anything done,” said Langone, who gave \$200 million to NYU Medical Center and millions more to other charities. “He’s got plenty of authority to do what it takes to fix the schools. When he does that, he’ll have a better chance of getting more cooperation and help.”

De Blasio’s outreach to investors and corporations is coordinated by an Office of Strategic Partnerships. Its director, Gabrielle Fialkoff, is a former jewelry-company president who was finance director for Hillary Clinton’s 2000 U.S. Senate campaign, which de Blasio managed.

Fialkoff enlisted Blackstone President Tony James and Deloitte’s New York managing partner Steve Gallucci, to participate in a coalition of 60 companies to raise \$5.4 million, some of which paid for an \$80 million program that helped connect 54,000 young people to jobs and internships. Her goal is for the city to create 100,000 such opportunities within five years.

“If the city is to remain the commercial center of the world, we need the private sector at the table,” she said. “They understand that we can offer them a return on their investment.”



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**From:** Leopold, Elana  
**Sent:** Tuesday, December 22, 2015 11:49 AM  
**To:** Leopold, Elana  
**Subject:** Exclusive: NYC to offer paid parental leave

Hello-

Hope all is well. It's been too long since we've connected with many of you. I wanted to take a quick moment to share this exciting news. Please let me know if you have any questions. Looking forward to catching up with many of you in the New Year.

Best-

Elana

Elana Leopold  
Intergovernmental Affairs  
Mayor's Office  
212.341.5064

## **WNYC EXCLUSIVE: De Blasio To Offer Six Weeks Paid Parental Leave**

WNYC has learned New York City Mayor Bill de Blasio plans to issue an executive order guaranteeing some city workers 6-weeks of paid parental leave. He plans to make the announcement Tuesday.

Starting in January, 20,000 managers and non-unionized workers will be eligible for the policy – covering maternity, paternity, adoption, and foster care leave, at 100 percent of their salary. When combined with existing paid time off, some employees will be eligible for up to 12 weeks total.

“I remember after Chiara was born, just our economic reality was that Chirlane had to go back to work very quickly,” de Blasio told WNYC. “She has always felt a tension over that. She didn't feel good about not being able to spend more time with Chiara.”

It's a decision faced by many new parents: bond with your baby or pay the bills.

“We want to give parents that choice. We want to give them that opportunity at that precious



moment to spend time with their child in the way that makes sense for them,” de Blasio said.

To cover the \$15 million cost, all non-union employees will see their vacation time reduced by two days, from 27 to 25. The city will also take back a small portion of a multi-year raise that would have taken effect in July 2017 to pay for the extra leave.

The policy does not apply to the city’s 300,000 union employees. But the mayor said the benefit can be added to their contracts through collective bargaining.

Henry Garrido, head of District Council 37, the largest municipal union, says that is “absolutely” what he wants for his 122,000 members.

“I think it should be offered to all city employees and I think we should begin a process to negotiate,” Garrido said.

Paid family leave is becoming more popular in the private sector as companies compete to keep employees. But in the public sector, this benefit is a rarity. Only Austin and Pittsburgh offer 6 weeks paid leave.

It's something feminist activist and writer Gloria Steinem has been trying to push since the Nixon administration. She says the city's new policy is progress.

“It sends the message that we might barely begin to catch up with other advanced democracies in the world that have long since offered such policies,” Steinem told WNYC. She added, “We are way behind.”

According to a United Nations report, only two countries in the world do not guarantee some form of paid leave parental leave: the United States and Papua New Guinea.

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**From:** Leopold, Elana  
**Sent:** Wednesday, December 30, 2015 4:47 PM  
**To:** Leopold, Elana  
**Subject:** Paid Parental Leave Signing with the Mayor

Hello-

The Mayor will be signing the below executive order on January 7<sup>th</sup> at 2pm in City Hall. This is a big day and we would love for you to join us for this historic signing.

Please feel free to invite others to attend, as this will be a big celebration and we want to include as many as possible in this important moment.

Please RSVP directly to me.

Hope to see you there!

Elana

Elana Leopold  
Mayor's Office  
Intergovernmental Affairs  
212.341.5064

---

**From:** Leopold, Elana  
**Sent:** Tuesday, December 22, 2015 11:51 AM  
**To:** Leopold, Elana  
**Subject:** Exclusive: NYC to offer paid parental leave

Hello-

Hope all is well. It's been too long since we've connected with many of you. I wanted to take a quick moment to share this exciting news. Please let me know if you have any questions. Looking forward to catching up with many of you in the New Year.

Best-

Elana

Elana Leopold  
Intergovernmental Affairs  
Mayor's Office  
212.341.5064

# WNYC EXCLUSIVE: De Blasio To Offer Six Weeks Paid Parental Leave

WNYC has learned New York City Mayor Bill de Blasio plans to issue an executive order guaranteeing some city workers 6-weeks of paid parental leave. He plans to make the announcement Tuesday.

Starting in January, 20,000 managers and non-unionized workers will be eligible for the policy – covering maternity, paternity, adoption, and foster care leave, at 100 percent of their salary. When combined with existing paid time off, some employees will be eligible for up to 12 weeks total.

“I remember after Chiara was born, just our economic reality was that Chirlane had to go back to work very quickly,” de Blasio told WNYC. “She has always felt a tension over that. She didn’t feel good about not being able to spend more time with Chiara.”

It’s a decision faced by many new parents: bond with your baby or pay the bills.

“We want to give parents that choice. We want to give them that opportunity at that precious moment to spend time with their child in the way that makes sense for them,” de Blasio said.

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**From:** Leopold, Elana  
**Sent:** Monday, January 04, 2016 2:04 PM  
**To:** Leopold, Elana  
**Subject:** REMINDER TO RSVP: Paid Parental Leave Signing with the Mayor

Hello-

Hope you can join us this Thursday. If you haven't already, please RSVP to me and please let me know if you plan to bring others (we encourage it!)

**Note: The time has been changed to 1:45pm. If you plan to attend, please arrive by 1:30pm.**

Thanks very much and Happy New Year!

Elana

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**From:** Mayor's Press Office  
**Sent:** Tuesday, January 05, 2016 7:21 PM  
**To:** Mayor's Press Office  
**Subject:** PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR WEDNESDAY, JANUARY 6, 2016



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

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR WEDNESDAY, JANUARY 6, 2016**

*On Wednesday, Mayor de Blasio will deliver remarks at the annual Three Kings Day Breakfast at El Museo del Barrio. This event is open press, and there will be no Q-and-A.*

*In the afternoon, the Mayor will host a press conference to make an announcement. This event is open press, and there will be on-topic Q-and-A.*

**Press Schedule**

**Approximately 9:45 AM – Delivers Remarks at Three Kings Day Breakfast**

El Museo del Barrio  
1230 5th Avenue  
New York, NY 10029

*Footage will be provided by NYC Media and will be available following the event on Encompass Port CTY-4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.*

**2:00 PM – Hosts Press Conference**

District Council 37  
125 Barclay Street  
New York, NY 10007

*Footage will be provided by NYC Media and will be available following the event on Encompass Port CTY-4205. Official photos will be available at [flickr.com/nycmayorsoffice](http://flickr.com/nycmayorsoffice) shortly following the event.*

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**From:** The Office of Mayor de Blasio  
**Sent:** Tuesday, February 02, 2016 10:29 AM  
**Subject:** You are cordially invited to the reception celebrating the 2016 State of the City Address



We are pleased that you will be joining us for the 2016 State of the City Address, February 4<sup>th</sup>, 7:00 PM, Lehman Center for the Performing Arts, Concert Hall.

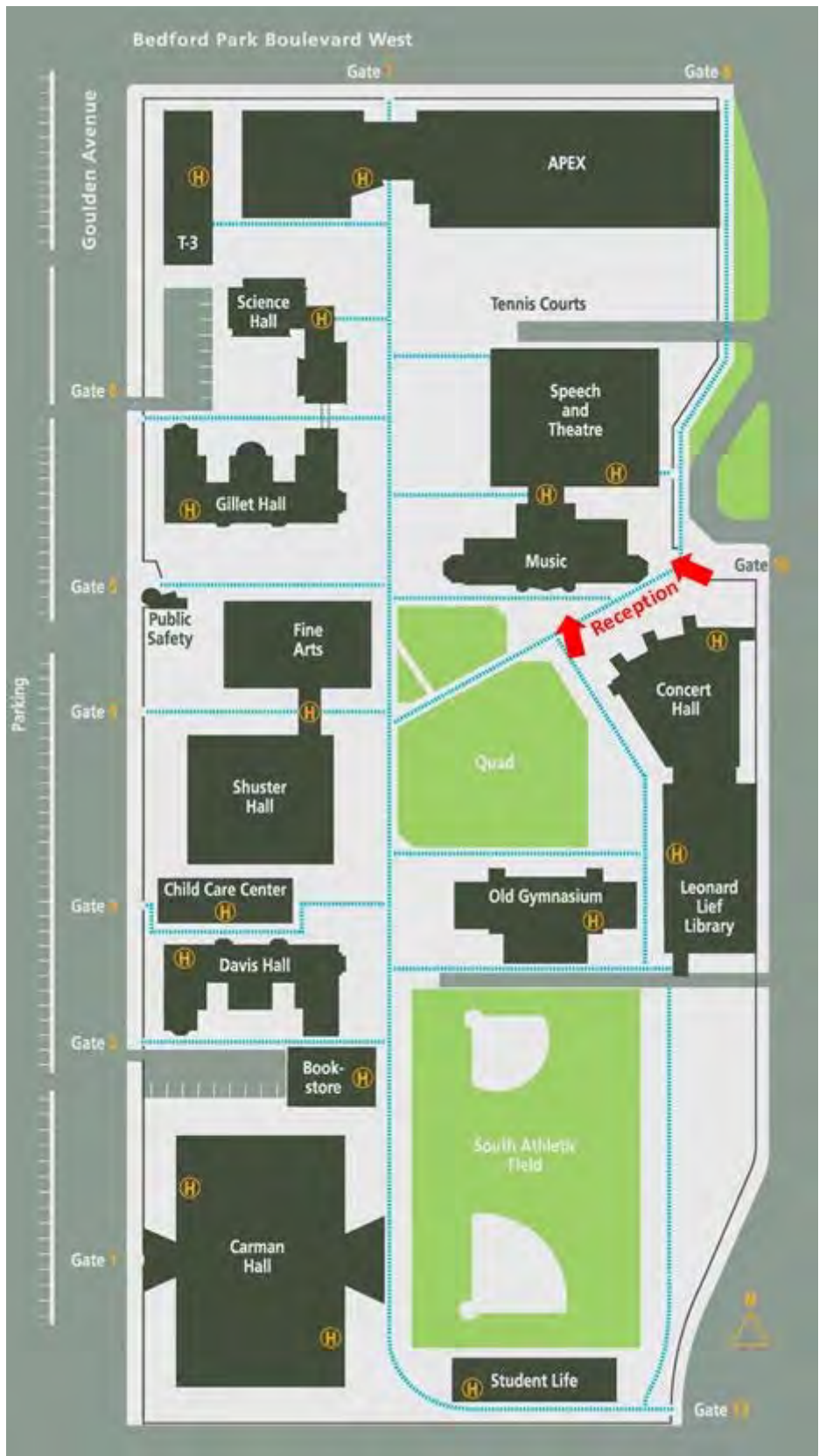
Immediately following the address, the Mayor and the First Lady request your company at a private reception in the Music Building, Third Floor, Hearth Room 330.

The Music Building is directly across from the Concert Hall and there will be Mayor's Office staff on hand to guide you if needed. The campus map is provided below.

There is no need to RSVP, however, your name will be checked at the door.

This invitation is non-transferable.

We look forward to seeing you this Thursday.



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**From:** The Office of Mayor de Blasio  
**Sent:** Tuesday, February 02, 2016 3:49 PM  
**Subject:** REMINDER: You are cordially invited to the 2016 State of the City Address

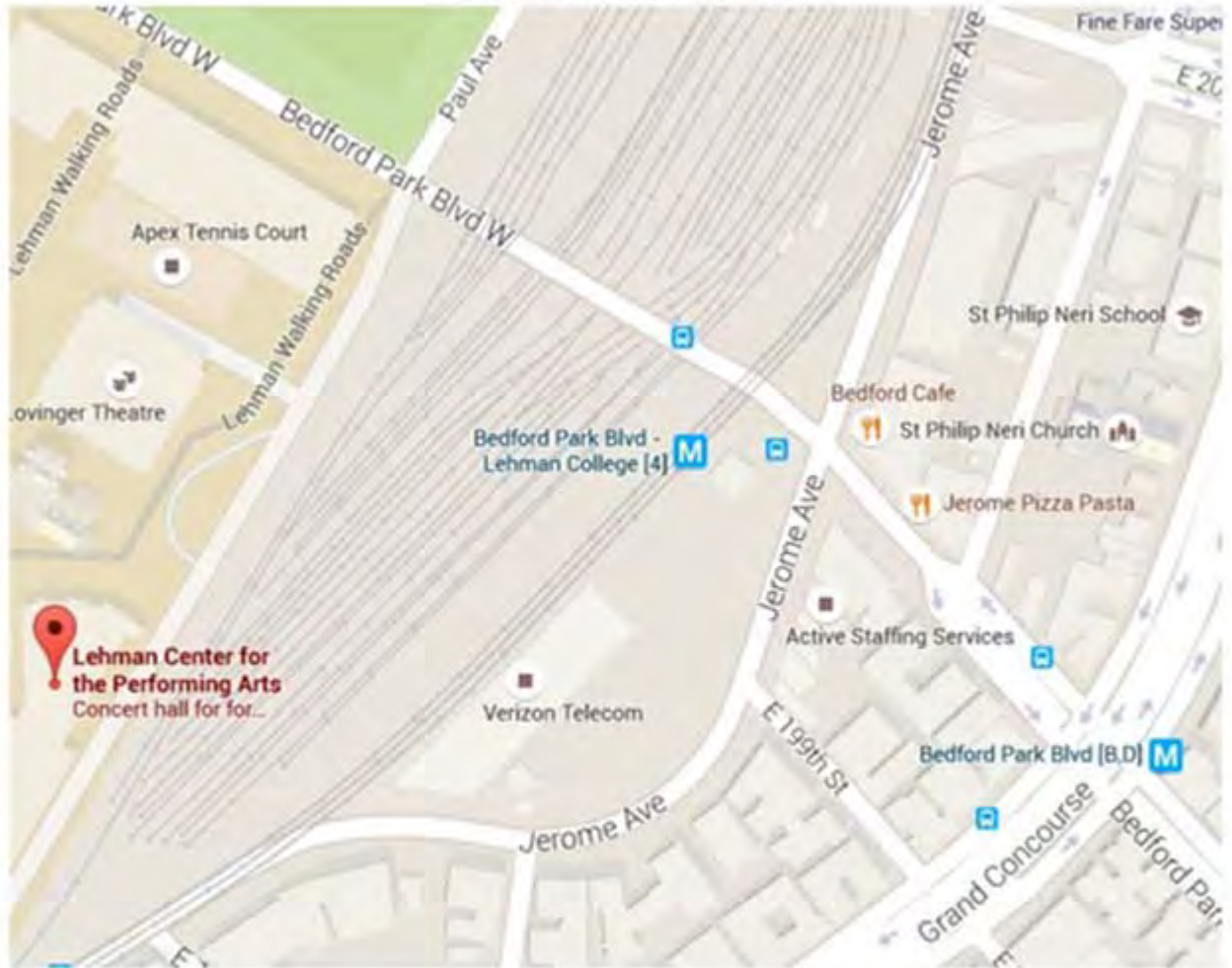


Thank you very much for confirming your attendance for the 2016 State of the City Address on February 4 at Lehman Center for the Performing Arts, Concert Hall. Doors open at 6:00 PM and the program begins promptly at 7:00 PM. Please enter the campus at 250 Bedford Park Boulevard West, between Paul Avenue and Goulden Avenue (Gate 7). We look forward to seeing you this Thursday. If you can no longer attend, please respond to this email with your regrets by Wednesday, February 3.

There is limited street parking, so we do encourage everyone to take mass transit, which is close by and easily accessible. Accessible on-street parking is available at Gate 7, but is limited and will be provided on a first-come, first-served basis.



Directions to Lehman Center for the Performing Arts, Concert Hall  
Entrance on Paul Avenue



By subway:

**4, B, D** train to Bedford Park Boulevard

By bus:

The following buses stop near the Lehman College Campus: **Bx1, 2, 3, 9, 10 12, 22, 26, 28, 32, and 34**

**BxM-4A or BxM-4B** to Bedford Park Boulevard and Grand Concourse

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**From:** Mayor's Press Office  
**Sent:** Monday, February 15, 2016 3:38 PM  
**To:** Mayor's Press Office  
**Subject:** MAYOR DE BLASIO REMINDS NEW YORKERS THAT A TRAVEL ADVISORY REMAINS IN EFFECT FOR MONDAY AND TUESDAY



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

**FOR IMMEDIATE RELEASE:** February 15, 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO REMINDS NEW YORKERS THAT A TRAVEL ADVISORY REMAINS IN EFFECT FOR MONDAY AND TUESDAY**

*Wintry mix of snow, freezing rain and rain may impact travel and cause dangerously slick driving conditions*

*Minor coastal flooding possible during Tuesday afternoon and evening high tide cycles*

**New York**—Mayor Bill de Blasio today reminded New Yorkers that a wintry mix of snow, freezing rain and rain will create dangerous driving conditions throughout Monday and into Tuesday.

“New Yorkers who are driving this evening should be extra careful – roads may be slick and dangerous as the snow transitions to rain,” said **Mayor Bill de Blasio**. “While the temperature is rising, the ground is still freezing from the colder weather this weekend, so roads and sidewalks will be icy this evening.”

The New York City Emergency Management Department issued a travel advisory for Monday, February 15, 2016 and Tuesday, February 16. The National Weather Service has issued a Winter Weather Advisory from 1:00 PM Monday through midnight. Snow will continue throughout the afternoon, and begin to mix with sleet and freezing rain before transitioning to all rain later this evening. Rain, moderate to heavy at times, will continue throughout the day Tuesday.

A total of 1 to 2 inches of snow, a trace of ice, and 1 ¼ to 1 ½ inches of rain are predicted throughout the event. High winds are predicted Tuesday, with sustained winds of 20-25 mph, and gusts up to 30-40 mph. Temperatures Monday are forecast to be in the lower 30s, and will continue to increase to mid-50s on Tuesday. Minor coastal flooding is possible during Tuesday afternoon and evening high tide cycles. New Yorkers are asked to exercise caution and be prepared for limited visibility and slick, slippery road conditions.

Please allow for extra travel time during your commutes. New York City residents living in coastal areas expected to experience minor coastal flooding should take action to protect their property.

## **SNOW PREPARATIONS**

### **DSNY**

The New York City Department of Sanitation issued a Snow Alert effective 9:00 AM Monday, February 15, 2016, and will pre-deploy 579 salt spreaders across the five boroughs. In addition, DSNY will have 1,600 plows available in anticipation of any plowing needs (more than 2 inches of accumulation). 1,000 Sanitation workers are being assigned.

### **DOT**

The Department of Transportation will deploy anti-icing units to each of the East River bridges. The Staten Island Ferry is expected to run on a holiday schedule, with crews clearing snow from terminals as needed. JCDecaux has pretreated more than 3,000 bus shelters throughout the city. Citi Bike is expected to remain in service.

Alternate Side Parking rules were suspended Monday, February 15 for President's Day. Parking meters remain in effect throughout the city.

### **DHS**

DHS outreach teams are warning their own vulnerable clients to move indoors and have made placements this past week leading up to the extreme weather (including some involuntarily) because of the risks.

DHS has been in enhanced outreach from 4:00 PM to 8:00 AM every day this weekend and will continue to have 24/7 coverage throughout the cold weather event, including twice as much coverage overnight than usual, with more than 160 outreach workers in the streets.

A Code Blue Weather Emergency notice is issued when the weather drops to 32 degrees or below. No one seeking shelter in New York City will be denied. Anyone who sees a homeless individual or family out in the cold should call 311 immediately and an outreach team will be dispatched to assist them. Code Blue Weather Emergencies includes the following options for the homeless:

**Shelters:** During a Code Blue, homeless adults can access any shelter location for single individuals. Beds are available system-wide to accommodate anyone brought in by outreach teams or walk-ins.

**Drop-in centers:** All drop-in centers are open 24 hours a day when Code Blue procedures are in effect, taking in as many people as possible for the duration of the inclement weather. Drop-in staff also can make arrangements for homeless individuals at other citywide facilities.

**Safe havens and stabilization beds:** Chronically homeless individuals may be transported to these low-threshold housing options, where they may go directly from the street to a bed.

### **Safety Tips**

- New Yorkers are also encouraged to take the following precautions:
- Drive slowly. Vehicles take longer to stop on snow and ice than on dry pavement.



- Four-wheel drive vehicles may make it easier to drive on snow-covered roads, but they do not stop quicker than other vehicles.
- Use major streets or highways for travel whenever possible.
- Know your vehicle's braking system. Vehicles with anti-lock brakes require a different braking technique than vehicles without anti-lock brakes in snowy conditions.
- If you are driving and begin to skid, ease your foot off the gas and steer in the direction you want the front of the car to go. Straighten the wheel when the car moves in the desired direction.
- If you have an anti-lock braking system (ABS), apply steady pressure to the brake pedal. Never pump the brakes on an ABS equipped vehicle.
- Try to keep your vehicle's gas tank as full as possible.
- Keep the name and phone number of at least one local towing service in your car in case you break down or become stuck.
- Exercise caution and avoid slippery surfaces; some ice may not be visible. Wear sturdy boots that provide traction to reduce slipping. Use handrails when using stairs.
- Seniors should take extra care outdoors to avoid slips and falls.

## **COASTAL FLOODING PREPARATIONS**

NYC residents living in coastal areas expected to experience minor coastal flooding should take the following preparedness steps:

- Prepare a Go Bag that you can grab in case you need to leave your home in a hurry.
- Learn the safest route from your home or workplace to safe, high ground in case you have to evacuate. This should be part of your household emergency plan.
- If you live in a flood-susceptible area, keep materials, such as sandbags, plywood, plastic sheeting, and lumber, on hand to help protect your home.
- Stay informed. Before and during an emergency, the City will send emergency alerts and updates to New Yorkers through various channels.
- If you have to walk in water, walk where the water is not moving or use a stick to check the firmness of the ground in front of you.
- Stay out of any building if it is surrounded by floodwaters.
- When outside, avoid walking and driving through flooded areas. As few as six inches of moving water can knock a person over. Six inches of water will reach the bottom of most passenger cars, causing loss of control and possible stalling. One or two feet of water can carry away a vehicle.

## **More Information**

For more safety tips, view NYC Emergency Management's public service [video announcement](#) or visit [NYC.gov/EmergencyManagement](https://www.nyc.gov/EmergencyManagement). New Yorkers are also encouraged to sign up for Notify NYC, the City's free emergency notification system. Through Notify NYC, New Yorkers can receive phone calls, text messages, and/or emails alerts about traffic and transit disruptions and other emergencies. To sign up for Notify NYC, call 311, visit [NYC.gov/notifynyc](https://www.nyc.gov/notifynyc), or follow @NotifyNYC on Twitter.

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**From:** Garcia, Elvin  
**Sent:** Thursday, June 02, 2016 3:48 PM  
**Cc:** 'bdowney@goalny.org'; georgiabrooke.guinan@fdny.nyc.gov  
**Subject:** NYPD + FDNY LGBT PRIDE EVENTS!  
**Attachments:** FDNY-LGBTQ-Pride-Event-Flyer.jpg; IMG\_6820.GIF

Hello community,

Happy Pride! Please check out and support these amazing trailblazing LGBT Pride events from New York's Finest and New Yorks Bravest – NYPD & FDNY. Flyers are attached and below and event organizer are cc'd above.





Police Commissioner William J. Bratton  
and the Gay Officers Action League present the

# 2016 NYPD PRIDE CELEBRATION

WEDNESDAY, JUNE 15, 2016



DOORS OPEN  
5:00 PM

2016 VISIBILITY AWARD & KEYNOTE SPEAKER



Host of the Nationally Syndicated "Elvis Duran and the Morning Show"

**ELVIS DURAN**



2016 Ally Award

Chief of Department

**James P. O'Neill**

ONE POLICE PLAZA, NEW YORK, NY 10038

For more information visit [www.goalny.org](http://www.goalny.org) or email [info@goalny.org](mailto:info@goalny.org)



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In solidarity,

**Elvin Garcia**

Bronx Borough Director

Office of the Mayor, Community Affairs Unit

[egarcia@cityhall.nyc.gov](mailto:egarcia@cityhall.nyc.gov)

O: 212-788-1412

CONFIDENTIALITY NOTICE: This e-mail message is intended only for the person or entity to which it is addressed and may contain CONFIDENTIAL or PRIVILEGED material. Any unauthorized review, use, disclosure or distribution is prohibited. If you are not the intended recipient, please contact the sender by reply e-mail and destroy all copies of the original message. If you are the intended recipient but do not wish to receive communications through this medium, please so advise the sender immediately.



**From:** Garcia, Elvin  
**Sent:** Monday, June 06, 2016 12:34 PM  
**Subject:** Mayor De Blasio Launches First Ever Citywide Ad Campaign Affirming Right To Use Bathrooms Consistent With Gender Identity



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

**FOR IMMEDIATE RELEASE:** June 6, 2016  
**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**MAYOR DE BLASIO LAUNCHES FIRST EVER CITYWIDE AD CAMPAIGN AFFIRMING RIGHT TO USE BATHROOMS CONSISTENT WITH GENDER IDENTITY**

*New York City first municipality to launch citywide campaign on bathroom use and gender identity*

*Ads will appear in subway cars, bus shelters, phone booths, NYC TV, ethnic and community newspapers, and on social media*



**NEW YORK**— Mayor Bill de Blasio and the New York City Commission on Human Rights today launched the nation’s first government-led citywide ad campaign affirming every New Yorkers’ right to use the bathroom consistent with their gender identity, regardless of their sex assigned at birth.

“No one deserves to be denied access to bathrooms or discriminated against for being who they are. Every New Yorker has the legal right to use the bathroom consistent with their gender identity, no questions asked – and these powerful ads affirm this right,” said **Mayor Bill de Blasio**. “New York City has long been a leader in the fight for LGBTQ equality, and these ads are further evidence of the City’s unwavering support of our diverse communities. While other cities and states are legislating intolerance and taking away individuals’ right to use

bathrooms consistent with their gender identity, we are proudly standing with our transgender and gender non-conforming New Yorkers.”

“Every New Yorker has the right to use the restroom that matches their gender identity and where they feel comfortable and safe,” said **First Lady Chirlane McCray, Honorary Chair of the Commission on Gender Equity**. “No New Yorker should have to worry about hiding their gender identity to take care of basic human needs. Others may advance hateful agendas that discriminate based on gender or gender identity, but that kind of bigotry will never be acceptable here, and we will keep fighting to root it out until no New Yorker feels discriminated against.”

The campaign, which kicks off LGBTQ Pride Month, includes ads and videos featuring transgender New Yorkers and instructs readers to “look past pink and blue” and to “use the restroom consistent with who you are.” The ads will appear in subway cars, bus shelters, phone booths, ethnic and community newspapers, and in ads in digital publications and across social media in English and Spanish. Ethnic newspaper ads will appear in Spanish, Korean, Chinese, Russian and Bengali. Later this month, the Commission will release two digital videos, also featuring transgender New Yorkers, as part of the campaign affirming the bathroom access rights of transgender and gender non-conforming New Yorkers.

The campaign ads and videos were created following audience research with transgender and cisgender New Yorkers and input from transgender community and legal advocates. The ads feature real transgender New Yorkers, including Alisha King, a Bronx resident and full-time mom; Charlie Solidum, a Brooklyn resident and health care professional; Ky Platt, a Bronx resident and technical theatre professional; and Ariel Murtagh, a transgender rights activist and rising high school student. Participants joined this campaign to raise awareness of transgender rights and the legal right to use bathrooms consistent with their identity in New York City.

“Bathroom discrimination is a regular occurrence for the transgender community,” said **Alisha King**. “So much so that many of us avoid even using public restrooms to begin with. I sincerely hope these ads help people understand that transgender people are people just like you. We just want to use the restroom safely and be treated with respect.”

"Given the recent national rhetoric threatening trans peoples' access to public spaces, I feel privileged to live in New York City, where the laws are explicit about protecting us regardless of our documentation, transition status or gender expression", said **Charles Solidum**. “Harassment and discrimination of trans people in bathrooms happen every day, especially for trans women and gender non-conforming folks. These ads help to ensure trans New Yorkers know that the city stands with us and supports our access to the same rights and opportunities as everyone else.”



## Leading the Nation

New York City continues to lead the nation in protecting the rights of the transgender and gender non-conforming community. In December 2015, the NYC Commission on Human Rights issued legal enforcement guidance defining specific gender identity protections under the City Human Rights Law, including equal

bathroom access. In March, Mayor de Blasio issued an executive order requiring City agencies to ensure that employees and members of the public are given equal access to City single-sex facilities without being required to show identification, medical documentation or any other form of proof or verification of gender. Today, New York City becomes the first municipality to launch a citywide campaign specifically affirming the right of transgender individuals to use the bathroom consistent with their gender identity or expression.

The City's campaign ads come at time when many cities and states continue to deny transgender and gender non-conforming people the right to use bathrooms consistent with their gender identity or expression. At last count, 11 states are suing the U.S. Department of Justice following a letter from the Obama administration directing schools to grant transgender students equal access to bathrooms and locker rooms. To this day, more than 200 bills have been introduced in 32 states this year that would deny LGBT individuals the same rights as everyone else, according to the [Human Rights Campaign](#).

In New York City, equal bathroom access has been policy for years, including in New York City public schools. Despite the often-cited myth that these policies encourage bathroom attacks, there has been no reported incidence in New York City. The New York City Human Rights Law has protected gender identity and expression since 2002 when then-Council Member Bill de Blasio co-sponsored an amendment to add it to the law as a protected category.

Studies show that transgender and gender nonconforming people routinely experience gender identity discrimination in the workplace, at school and in public accommodations. In a [nationwide survey](#) conducted by the National Center for Transgender Equality and the National Gay and Lesbian Task Force, 63 percent of participants said they have experienced a serious act of discrimination, including bullying, loss of job due to bias and physical or sexual assault. Roughly 90 percent reported discrimination in the workplace, including denied access to appropriate bathrooms at work, and 26 percent reported being denied access to bathrooms in an educational setting.

“Safe and equal bathrooms access is essential for everyone,” said **Human Rights Commissioner and Chair Carmelyn P. Malalis**. “And in New York City, it’s the law. We created these ads to remind every New Yorker, cis and transgender alike, that the City protects your right to live and work according to your gender identity and expression, including your right to use bathrooms consistent with their gender identity. Far too often, transgender people suffer bullying, harassment and violence for being who they are. These ads show that transgender people, like everyone else, have the right to use the restroom in peace.”

"In the 14 years that New York City has protected equal access to bathrooms, we know of no incidents where this policy has presented a public safety concern," said **Police Commissioner William J. Bratton**. "The NYPD protects the safety of all New Yorkers."

“New York City is a safe and fair City. Safety and fairness include access to bathrooms. These new ads make clear that gender fairness extends to our City facilities to improve the lives of all New Yorkers,” said **Counsel to the Mayor Maya Wiley**.

“Whether in the bathroom or elsewhere, every person – regardless of their gender identity – has the right to freedom from harassment of any kind, be it insults, bullying or assault,” said **Brooklyn Borough President Eric L. Adams**. “By affirming that all New Yorkers have the right to use the bathroom consistent with their gender identity, as the law requires, this campaign continues our City’s tradition as a leader in protecting the right of each individual to full and equal participation in our civil society.”

"All New Yorkers should have access to the bathrooms, locker rooms and other single-sex facilities they feel are most appropriate to them without the risk of shaming, baseless policing or an unjustified invasion of their



privacy," said **Manhattan Borough President Gale A. Brewer**. "Sending that message loud and clear is the right thing to do."

"New York values mean basic fairness for all," said **State Senator Daniel Squadron**. "As we continue to make progress for transgender and gender non-conforming New Yorkers throughout the state, I thank the City for this step, and continue to urge the state to pass GENDA and codify basic protections for all."

**Assembly Member Felix W. Ortiz** said, "I am proud that New York City is leading the way to ensure that everyone, regardless of their sexual identity, will have equal access to restrooms throughout the five boroughs. A successful advertising campaign will let everyone know that diversity and equality matter. There is no room in New York for the hatred or divisiveness we've seen elsewhere."

"Discrimination against transgender and gender non-conforming people has no place in our city," said **Council Member Daniel Dromm**. "As a Council Member representing one of the largest transgender communities in New York City, I applaud Mayor de Blasio for launching this historic ad campaign which affirms the right to use the bathrooms consistent with one's gender identity. I will continue to support this trailblazing campaign and work to enhance protections for all transgender and non-confirming individuals across the five boroughs."

"This campaign reaffirms our commitment to equality as New Yorkers," said **Council Member Corey Johnson**. "When civil rights are under attack around the country, we in New York emphasize the importance of inclusion and diversity. That's exactly what this campaign is all about. By bringing exposure to this important citywide policy, we are building a culture of acceptance and proclaiming our values as New Yorkers. I thank Mayor de Blasio and NYC Human Rights Commissioner and Chair Carmelyn P. Malalis for this important campaign."

"Once again, New York City continues to be a leader in ensuring rights for all people are protected and enhanced. This campaign is a clear message that our City will protect the right of transgender people to use facilities that are in line with their gender identity and expression. It is an important and visible campaign that speaks loudly to our City's values," said **Council Member Ritchie Torres**.

**Council Member Carlos Menchaca** said, "Every New Yorker deserves equal access to public accommodations. I am proud my city upholds the right of everyone to define their own identity. As the nation's leader in LGBT equality, we share an expectation of safe and equal bathroom access. Now, New York City is showing the nation how to promote equality using an ad campaign featuring authentic individuals. The transgender and gender non-conforming people who have experienced discrimination and faced danger have much to teach us about securing equality for all."

"At a time when transgender people face staggering rates of discrimination and violence, it's critical that they receive the same protections as everybody else, including the basic right to use the bathroom that matches who they are," said **GLAAD President and CEO Sarah Kate Ellis**. "With this groundbreaking ad campaign, New York City and Mayor de Blasio continue their strong legacy of support for LGBT New Yorkers."

"The Center stands firmly behind this powerful ad campaign to reinforce what Mayor de Blasio and Commissioner Malalis stated last March – that all New Yorkers deserve the same rights and protections, including our transgender and gender nonconforming community members," said **Executive Director of The Lesbian, Gay, Bisexual & Transgender Community Center Glenda Testone**. "New York has long been a proud leader in protecting our citizens' rights, and we're thrilled to see the city stepping up to ensure that every person has the freedom to use the bathroom consistent with their gender identity."

"It's so heartening that Mayor de Blasio has consistently shown true leadership in making sure that all of New York City's residents can participate fully in public life," said **Executive Director of the National Center for**

**Transgender Equality Mara Keisling.** “Many Americans still don’t know who transgender people are, which can lead them to form inaccurate conclusions. This ad campaign not only reaffirms that transgender people’s safety and well-being are a priority for the Mayor, but will also help people realize that transgender New Yorkers are just New Yorkers.”

### **Reporting Discrimination**

If a member of the public believes they have been discriminated against on the basis of gender or gender identity at work, in housing, or in public accommodations, they should call 311 and ask for the Commission on Human Rights. Individuals also have the opportunity to go to court and file a claim under the New York City Human Rights Law. For more information, please visit [nyc.gov/humanrights](http://nyc.gov/humanrights) and follow [@NYCCHR](https://twitter.com/NYCCHR) on [Twitter](https://www.facebook.com/NYCCHR), [Facebook](https://www.facebook.com/NYCCHR) and [Instagram](https://www.instagram.com/NYCCHR).

###

### **Elvin Garcia**

Bronx Borough Director

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**From:** Garcia, Elvin  
**Sent:** Monday, June 13, 2016 12:12 PM  
**Subject:** TONIGHT: Vigil for the lives lost in Orlando  
**Attachments:** vigilfb3.png



## **MEDIA ADVISORY**

**GOVERNOR ANDREW CUOMO, MAYOR BILL DE BLASIO AND LGBT LEADERS JOIN TO STAND IN SOLIDARITY WITH THE SURVIVORS AND VICTIMS OF THE ORLANDO TERRORIST ATTACK**

New York, New York: Governor Andrew Cuomo, Mayor Bill de Blasio, Stonewall Democrats, and leaders of the New York LGBT community will come together to stand in solidarity with the survivors and the victims of the senseless attack in



Orlando. The LGBT community in America and around the world is often the target of hate, but time and again has proven that love conquers hate. We will not run and hide, we will not cower to violence and we will continue to love and fight for full equality for all Americans.

**WHO:** LGBT Community Leaders and elected officials

**WHAT:** Vigil for the lives lost in Orlando

**WHEN:** Monday, June 13, 2016  
6:00 – 8:00 PM

**WHERE:** The Stonewall Inn  
53 Christopher Street  
Between Waverly Place and 7<sup>th</sup> Avenue South

**WHY:** To bring together leaders in the LGBT community to both remembers those we lost, and stand with the survivors of this senseless terrorist attack. Additionally, members of the LGBT community will call on Congress to stop standing in the way of reasonable gun control laws.

###

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**From:** Garcia, Elvin  
**Sent:** Friday, June 24, 2016 6:11 PM  
**Subject:** INVITATION: Stonewall National Monument Designation



Dear Friends:

Please join U.S. Secretary of the Interior Sally Jewell, Senior Advisor to the President of the United States Valerie Jarrett, National Park Director Jon Jarvis, Managing Director at the White House Council of Environmental Quality Christy Goldfuss, and other elected officials and Lesbian, Gay, Bisexual and Transgender (LGBT) leaders to designate the Stonewall National Monument, the first national monument that honors the history of the LGBT community in the United States.

**Monday, June 27, 2016**

**12:00PM**

**Christopher Park  
Christopher St, Grove St, W 4 St  
New York, NY 10014**

We hope you are able to join us and we encourage guests to RSVP at their earliest convenience by clicking [HERE](#).

We anticipate that a local celebration for the Stonewall National Monument will be held later this summer.

Please feel free to contact our office if you have any questions.

*\*Please note that this is an official event with the U.S. Department of the Interior. As such, no political activity may take place at the event, including the distribution of literature, placing signs at the venue or fundraising.*

Office of Intergovernmental & External Affairs

Office of the Secretary

U.S. Department of the Interior

202-208-1923

**Elvin Garcia**

Bronx Borough Director

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**From:** Garcia, Elvin  
**Sent:** Monday, June 27, 2016 2:59 PM  
**Subject:** ICYMI: Mayor Bill de Blasio Delivering for LGBT New Yorkers  
**Attachments:** 2016 LGBT Palm Card FINAL.pdf



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

### **MAYOR BILL DE BLASIO DELIVERING FOR LGBT NEW YORKERS**

**JUNE 2016:** NYC became the first city to launch a citywide media campaign to reaffirm trans and gender non-conforming individuals' right to use of single sex facilities.

**MARCH, APRIL, MAY 2016:** Mayor de Blasio banned all non-essential City travel to North Carolina, Mississippi and Indiana in support of LGBTQ communities facing discrimination at the hands of local elected officials.

**JANUARY 2016:** The City's Commission on Human Rights and the LGBT Center began leading a citywide effort to train City workers, businesses, housing providers and employers on the cultural competencies of working with the transgender communities.

**DECEMBER 2015:** The NYC Plan to End the Epidemic includes a \$23 million investment to increase HIV prevention and health care programming that will benefit nearly 200,000 New Yorkers per year by reducing the number of new annual HIV infections, part of a statewide goal of no more than 750 cases per year by 2020.

**JUNE 2015:** Mayor de Blasio created the first-ever Commission on Gender Equity to promote the economic, social, political and physical security of women and girls regardless of their race, ethnicity, class, gender identity or sexual orientation.

**JANUARY 2015:** IDNYC, now the largest municipal ID program in the country, became the first ID for many where they can designate their own gender, empowering trans and gender non-conforming New Yorkers.

**DECEMBER 2014:** Under Mayor de Blasio, the City's Board of Health approved a regulation change to remove barriers to correcting the gender marker on New York City birth certificates to protect transgender New Yorkers.

**#PrideNYC**

Regards,

**Elvin Garcia**

Bronx Borough Director

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**From:** Mayor's Press Office  
**Sent:** Sunday, September 04, 2016 3:58 PM  
**To:** Mayor's Press Office  
**Subject:** UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR SUNDAY, SEPTEMBER 4, 2016



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

**FOR IMMEDIATE RELEASE**

**CONTACT:** [pressoffice@cityhall.nyc.gov](mailto:pressoffice@cityhall.nyc.gov), (212) 788-2958

**UPDATED PUBLIC SCHEDULE FOR MAYOR BILL DE BLASIO FOR SUNDAY, SEPTEMBER 4,  
2016**

***\*\*Updated timing for the Mayor's Univision appearance\*\****

*On Sunday, Mayor de Blasio will appear live on 1010WINS and WCBS-880 to discuss Hermine.*

*Later, the Mayor will appear on Univision to discuss Hermine. This is a taped appearance, and timing is subject to change.*

**Press Schedule**

**Approximately 4:05 PM – Appears Live on 1010WINS**

**Approximately 4:09 PM – Appears Live on WCBS-880**

**Approximately 6:00 PM – Calls in to Univision**

*This is a taped appearance, and timing is subject to change.*

###

**From:** [Perez, Roberto](#)  
**To:** ["Alex Mckay"](#)  
**Subject:** MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS  
**Date:** Monday, April 06, 2015 2:42:43 PM

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## MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS

### *More Than 70 Cities & Counties Sign Texas vs. United States Appeal Urging Immediate Implementation of President Obama's Immigration Executive Action*

**NEW YORK**—New York City Mayor Bill de Blasio and Los Angeles Mayor Eric Garcetti announced today that 73 cities and counties had filed a new friend-of-the-court brief in the Fifth Circuit Court of Appeals in the *Texas vs. United States* lawsuit, urging immediate implementation of President Obama's executive actions on immigration.

“Continuing to delay implementation of the President’s executive action on immigration hurts our economy and puts families at risk,” said **Mayor Bill de Blasio**. “Cities are where immigrants live, and cities are where the President’s executive action will be successfully implemented. Our cities are united, and we will fight for the immigration reform this nation needs and deserves – whether in the courtroom, in Congress, or in our communities. Make no mistake about it: our voices will be heard.”

“Our cities cannot afford delays to immigration reforms that will strengthen our economy and help families,” said **Los Angeles Mayor Eric Garcetti**. “This isn’t a blue or red issue, but a human and economic one.”

The brief demonstrates robust support from the country’s largest cities – as well as suburbs and rural areas – for the President’s reforms, which will temporarily relieve from deportation thousands of immigrants who have longstanding ties to the U.S.

The cities and counties – representing 43 million people across the country – argue that the district court judge who temporarily blocked implementation of the programs failed to consider the significant harm to America’s local governments caused by this delay.

According to an analysis by the City, each month that the implementation of these programs is delayed, New York City and New York State will lose at least \$1.5 million in additional state and local tax revenue that would be generated if 100,000 immigrants in New York City were able to access temporary work permits through executive action.

“New York’s immigrants are vital to our economy and we must do all we can to help them grow and thrive. Mayor de Blasio is correct – instead of putting up barriers, we should be looking at ways to help immigrants climb the ladder of economic opportunity and welcome them into our communities. The New York State Assembly Majority strongly supports President Obama’s executive action on immigration, and further delay by those who would derail this important initiative is unacceptable,” said **New York State Assembly Speaker Carl Heastie**.

“Each day we wait to implement President Obama’s bold immigration reforms, millions of hard-working families remain in legal limbo. Immigrant communities built New York City,

and they are the heart and soul of urban centers across our country,” said **Public Advocate Letitia James**. “As Congress and federal courts stall meaningful progress on immigration, New York City will continue to lead the nation.”

As part of Cities United for Immigration Action, Mayors de Blasio and Garcetti led the effort to organize more than 70 cities and counties, the National League of Cities, and the U.S. Conference of Mayors in arguing that the national public interest is served clearly and overwhelmingly by implementing immigration relief by executive action without delay. Today’s brief more than doubles the number of local governments that had previously voiced opposition to the lawsuit brought by states seeking to block President Obama’s immigration reform efforts.

The brief also argues that the District Court judge’s decision to block executive action with a preliminary injunction is bad for the economy, hurts families, threatens law enforcement priorities, and will stall desperately needed changes to the federal government’s immigration policies.

The de Blasio Administration has a proven track record of spearheading initiatives that integrate immigrants into the civic and economic life of New York City. From the IDNYC municipal identification program to increasing access to federal immigration benefits, New York City is committed to championing pro-immigrant policies that promote equity and create opportunity for all residents.

This collective action to offer the Court the crucial perspective of American cities and counties is an outcome of the organizing efforts of the Cities United for Immigration Action coalition. By filing this brief, America’s mayors and county leaders are making a strong statement in support of the President’s plan to grant administrative relief to over four million undocumented children and adults.

Numerous cities and counties signed on to today’s brief are located in states that brought the lawsuit against the Obama administration or have otherwise indicated support for the lawsuit, including five cities in Texas, six localities in New Jersey, two counties in Arizona, and three municipalities in Wisconsin. Cities and counties signed on to the brief (in formation) include the following local governments:

Alexandria, VA  
Allentown, PA  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bell, CA  
Boston, MA  
Bridgeport, CT  
Buffalo, NY  
Cambridge, MA  
Central Falls, RI  
Chapel Hill, NC  
Charleston, SC  
Chicago, IL  
Coconino County, AZ



Columbia, SC  
Columbus, OH  
Dallas County, TX  
Dayton, OH  
Denver, CO  
Dolton, IL  
El Paso County, TX  
Everett, MA  
Gary, IN  
Haledon, NJ  
Hartford, CT  
Highland Park, IL  
Hoboken, NJ  
Holyoke, MA  
Houston, TX  
Jersey City, NJ  
Kansas City, MO  
Little Rock, AR  
Los Angeles, CA  
Los Angeles County, CA  
Lucas County, OH  
Madison, WI  
Milwaukee, WI  
Minneapolis, MN  
Montgomery County, MD  
Newark, NJ  
New York, NY  
Niagara Falls, NY  
North Miami, FL  
Oakland, CA  
Paterson, NJ  
Philadelphia, PA  
Pittsburgh, PA  
Plainfield, NJ  
Portland, OR  
Providence, RI  
Racine, WI  
Ramsey County, MN  
Rochester, NY  
Salt Lake City, UT  
San Francisco, CA  
San Jose, CA  
Santa Ana, CA  
Santa Cruz County, AZ  
Santa Fe, NM  
Santa Monica, CA  
Schenectady, NY  
Seattle, WA  
Skokie, IL  
St. Louis, MO

State College, PA  
Syracuse, NY  
Tacoma, WA  
Tampa, FL  
Travis County, TX  
Washington, D.C.  
West Covina, CA  
Yonkers, NY  
National League of Cities  
U.S. Conference of Mayors

“Brooklyn is what America looks like, with nearly 40 percent of our residents being foreign-born, and when it comes to embracing our immigrant population, it is what America ought to be. President Obama's executive order on immigration is the most significant and meaningful step our nation has taken toward addressing this long-standing crisis and the millions of families who have been stuck in the shadows of our society, including hundreds of thousands right here in New York City. Our diversity is our greatest strength, and I join my fellow urban leaders from coast to coast in making this call to support the President's reforms,” said **Brooklyn Borough President Eric Adams**.

“Legally and morally, the president's executive action on immigration was both within his power and the right thing to do,” said **Manhattan Borough President Gale Brewer**. “Blocking its implementation will do real harm to cities. That’s why joining with other cities and counties across the country urging its implementation is the right thing as well.”

“We stand with New York City Mayor Bill de Blasio’s and Los Angeles Mayor Eric Garcetti’s decision to file a ‘friend-of-the-court’ brief in support of President Barack Obama’s executive action on immigration,” said **Bronx Borough President Ruben Diaz Jr.** “The President’s executive action currently being blocked in the courts hurts The Bronx and New York City, with the borough losing out on potential local tax revenues that would be generated by these hard-working immigrants who just want to come out the shadows and positively contribute to our country. We are the land of opportunity, built on the ideal that we are melting pot that promotes equality for all and we must continue to strive for those ideals that make our country great.”

“President Obama's executive actions were bold and decisive steps toward fixing America's broken immigration system. The Statue of Liberty stands tall in our City, reminding us that America was built by generations of immigrants who came to its shores in search of a better life and a chance to make our country greater,” said **U.S. Representative Charles Rangel**. “I am proud to see that Mayor de Blasio is committed to keeping that promise alive for years to come.”

“The delay in the implementation of DAPA and expanded DACA threatens millions of American families with deportation, as well as the many communities, such as New York City, of which immigrants are an integral part,” said **U.S. Representative Yvette Clarke**. “No serious doubt exists that President Obama had the authority to establish DAPA and DACA. I want to commend Mayor de Blasio and the many community leaders across this nation who have raised their voices on behalf of millions of families who want to pursue the American Dream.”

“In the absence of legislative action by House Republicans, President Obama took decisive action on immigration because he knows that there are real lives at stake in our current broken system,” said **U.S. Representative Joe Crowley**. “It is deeply troubling that a Texas judge known to be hostile to immigrants is delaying the President’s executive measures, especially given the legal precedents set by previous administrations. Halting action that will help keep American families together strikes at the heart of what our country ought to be about, and I thank Mayors de Blasio, Garcetti, and many others for taking a stand and showing the widespread support for the President’s action. I’m confident the Department of Justice will succeed in its appeal of this decision and that we will move forward with this much-needed action that will make such a difference in New York City and elsewhere.”

“I applaud Mayor de Blasio for working with cities across the nation to support President Obama’s executive actions on immigration,” said **U.S. Representative Carolyn Maloney**. “With over 12 million undocumented immigrants living in our country, comprehensive immigration reform is long overdue. Unfortunately, Congress has failed to act. That is why I strongly support President Obama’s executive actions, which will help keep families together, boost our economy and generate new tax revenue. These are common sense steps that mimic similar actions by Presidents Ronald Reagan and George H.W. Bush, and it’s long past time that President Obama’s reforms are implemented.”

“We can’t continue to delay implementing President Obama’s executive action on immigration. With this friend-of-the-court brief, New York City is joined by more than 70 cities nationwide in voicing its strong support for moving ahead with providing administrative deportation relief to more than 4 million immigrants with strong ties to the U.S. As the brief argues, the District Court’s holdup only hurts our economy, harmless immigrant families, and the federal government’s ability to address our broken immigration system. I applaud Mayor de Blasio for once again putting New York City at the forefront of efforts to help the immigrant community, in New York City, and nationwide,” said **U.S. Representative José Serrano, Sr.**

“The President’s immigration reforms make badly needed changes to a broken system and will benefit thousands of our neighbors,” stated **U.S. Representative Nydia Velázquez**. “It is critical for New York City and our nation as a whole that these reforms be implemented without delay.”

“Every day we delay fixing our broken immigration system is a missed opportunity,” said **U.S. Representative Kathleen Rice**. “There’s no question that we need to keep fighting for comprehensive immigration reform at the federal level, but our local communities can’t afford to wait when there’s no sign that this Congress is willing to pass real legislative solutions. Thousands of hard-working Long Island families are ready to come out of the shadows, stop living in fear and start participating fully in our local economies, and there’s no reason to deny them that opportunity any longer. Last week I joined several fellow Members of Congress in signing an amicus brief affirming our support for the government’s appeal, and the brief filed today by Mayors de Blasio and Garcetti shows that local and federal leaders across the country are united in our commitment to implementing the President’s executive actions.”

“Immigrants move New York’s economy forward,” said **State Senator Leroy Comrie**. “I represent a district where over a third of its population is foreign-born, and where many more are the children and grandchildren of the rich immigrant legacy this city – and this

nation – is so proud of. Immigrants are innovators, business owners and job creators: they augment this City's supply of capital and ideas to diversify its narrative and keep it nationally and globally competitive. Not only is it in our best interest to immediately implement the President's platform for immigration reform, but it is the socially and morally responsible thing to do.”

“Every day the President's executive actions on immigration are blocked, is another day hundreds of thousands of young adults and parents, trying to provide for their families, are unable to work. This is not good for anyone, and the leaders of our cities and counties across the country know this first hand. I thank them for standing with undocumented immigrants and working to bring them out of the shadows,” said **State Senator Adriano Espaillat, Chair of the State Senate Puerto Rican/Latino Caucus.**

“This friend-of-the-court brief stands with immigrants in our communities against needless delay in the urgently needed Deferred Action programs. President Obama has charted a course for a more compassionate immigration system – a system that treats our friends and neighbors with the dignity they deserve. I commend this action by Mayor de Blasio and dozens of mayors across the United States in keeping with the vision President Obama outlined. I join these mayors and leaders across the country in reaffirming our commitment to America’s longstanding tradition of welcoming immigrants to our communities,” said **State Senator Jesse Hamilton.**

“It is time to stop intolerant views toward our immigrants. I am in full support of this brief, which is intended to safeguard and implement President Obama’s executive actions on immigration that are intended to keep families together,” said **State Senator Jose Peralta.** “We, as immigrants, live in all cities across our nation, and blocking the implementation of the President’s policies, hurts not just families fighting for the American Dream, but also our ongoing efforts to enrich and repair our economy.”

“I am very proud that New York City is leading the way on a collective *amicus* brief in the *Texas vs. United States* case which calls for swift and sweeping implementation of President Obama’s executive actions concerning rational immigration policy. The lives of millions of people hang in the balance, so many of them New Yorkers who share the same hopes, dreams and aspirations that each successive wave of immigrants harbored generations ago. Each of them found a true home here and it is time for our City and Country to open our arms and our hearts in the name of fundamental human rights,” said **State Senator Bill Perkins.**

“The implementation of President Obama's executive action on immigration is imperative to ensuring we support the countless immigrants that contribute to the social and economic life of our country,” said **State Senator Gustavo Rivera.** “We are a country of immigrants, and this executive action will help us strengthen and protect our diverse population, while honoring our values as Americans. I commend and thank Mayor de Blasio for having New York join cities and counties across our country in taking legal action to support an initial step towards immigration reform.”

“Here in a city and state where we pride ourselves on diversity, we can only benefit from the implementation of President Obama’s executive action on immigration,” said **State Senator James Sanders Jr.** “It will allow for a reprieve from deportation while giving the undocumented a chance to work, providing a much needed boost to the economy. Just this

past week, the state budget failed to include the DREAM Act, which would have given thousands of vibrant young people a chance at success by allowing them to continue their education and creating a pathway to citizenship. Let's not miss another opportunity to help build a stronger New York."

"Unjust deportations have continued to tear apart our families, our schools and our communities. We must act swiftly in implementing President Obama's immigration executive action in order to protect these important populations. Immigrants are the backbone of our communities, and I thank Mayors de Blasio and Garcetti for creating a united front to demonstrate our support for the swift implementation of the President's measures," said **State Senator José Serrano**.

"The delay to President Obama's executive action on immigration is intolerable and comes with a real cost to real people," said **Assembly Member Rodneyse Bichotte**. "Every day, families of aspiring Americans are destroyed by a system badly in need of reform and the President's executive action offers needed help. I join with Mayor de Blasio and Eric Garcetti in the *Texas v. United States* lawsuit to urge immediate implementation of President Obama's executive actions on immigration. As a daughter of Haitian immigrants, and as a proud citizen of the United States and elected official of New York, I have a duty to act on behalf of the social justice of our people—as well as a fiduciary responsibility to ensure our economies gain the benefits immigration brings."

"As a child of Jamaican immigrants, it is personal for me that we stand up for Immigration justice and demand immediate action. The implementation of President Obama's executive actions on immigration is a moral, social, and economic necessity. The delays are inexcusable, and we must move forward. In past years, immigrants in NYC have accounted for more than \$200 billion in economic activity to help revitalize vibrant neighborhoods including the work of Latino, Caribbean and African entrepreneurs in the South Bronx. Through hard work and tireless dedication, Immigrants embody the entrepreneurial spirit that makes our country so beautiful, and the best country in the world," said **Assembly Member Michael Blake**. "Immigrants are our neighbors, our friends, and our family, and I proudly stand with Mayor Bill de Blasio and Eric Garcetti in calling for our judicial system to do the right thing, the humane thing, the compassionate thing, and give our communities the life they deserve."

"I want to commend Mayor de Blasio and all the other mayors for supporting immigration reforms. Implementation of the President's Immigration Executive action will provide much needed relief to immigrant families suffering under our broken system and is a crucial first step on the road to treating our immigrants with the fairness and respect they deserve," said **Assembly Member Guillermo Linares**.

"Every month that goes by without President Obama's executive actions is another month that families can be ripped apart," said **Assembly Member Francisco Moya**. "For those of us who deal with the fallout from our nation's flawed immigration policies on a daily basis, we know how critical the President's executive actions truly are. Keeping families together is not only the right thing to do; it's also in our nation's best interest."

"Mayor de Blasio is taking the right step filing today's court brief," said **Assembly Member Felix Ortiz**. "Without action from the Congress and State Legislature, we must support President Obama's efforts to protect workers and their families from deportation. While we

keep the fight alive in Albany for the Dream Act, driver licenses and state-issued identification cards for non-citizens and better wages for all workers, today's action by our Mayor and by so many others across the nation is a positive step to make life better for millions. We can't wait any longer.”

“We need comprehensive immigration reform immediately,” said **Assembly Member Robert Rodriguez**. “President Obama’s Executive action is a huge step towards creating fair policies that help our growing immigrant communities of New York City thrive, any hindrance to its enactment harms us irreparably.”

“It is clear that our immigration system is broken and comprehensive reform is needed to provide long-term relief for the families who have contributed to the growth and prosperity of our nation,” said **Assembly Member Nily Rozic**. “Filing this brief is reflective of New York City's commitment to advancing immigrants' rights and I commend the Mayor for his continued advocacy and leadership on this urgent issue.

“With an estimated 100,000 undocumented immigrants in New York City who would benefit greatly from President Obama’s executive action this brief sends a strong message on the importance of implementing these reforms,” said **Assembly Member Luis Sepúlveda**. “New York has long been at the forefront of immigration reform. Mayor de Blasio has proven his commitment to immigrants throughout his first year in office and continues to through actions like this. I commend the Mayor and the many other cities and counties for supporting these initiatives, as implementing each one of them will be for the national public interest.”

“Opportunity for families in America to obtain basic rights and a better quality of life should not be dictated by political games. The partisan stalling of President Obama's Immigration Executive Action is sophomoric, and the District Court's preliminary objection undoubtedly has a deleterious effect on our national economy. New York City is, and always has been a city of immigrants, and we have this community to thank for the strength we enjoy as a City and a Nation . I am proud of New York City's participation in the amicus brief filed in Texas vs. United States, and am hopeful that the demand from such a robust list of diverse urban areas will bring us closer to real reform which has been long overdue,” said **Assembly Member Keith Wright**.

“I commend Mayor de Blasio in joining the effort to defend the President’s Administrative Relief that offers potential relief to millions of immigrants with strong ties to our nation, and who already work hard and contribute to make this a better country. While the Court stalls, and Congress fails to enact meaningful immigration reform, New York City will continue to protect the rights of immigrants and ensure that their contributions to our City are recognized—and celebrated. Our City continues to offer affirming spaces for immigrant populations, and I am hopeful that this action from our Mayor—and from his colleagues from around the country—will provide some context about the urgent need for the implementation of the President’s programs,” said **Council Member Carlos Menchaca, Chair of the Committee on Immigration**.

“I support the new friend-of-the-court brief urging immediate implementation of President Obama’s executive actions on immigration. Immigrants are in important part of the fabric of our society and economy and granting administrative relief to those immigrants in need is an act of social responsibility,” said **Council Member Inez Barron**.

“I applaud New York City Mayor Bill de Blasio for joining Los Angeles Mayor Eric Garcetti in filing a friend-of-the-court brief calling for implementation of President Obama’s executive action on immigration. As an elected official representing an area with a significant immigrant population, I join with others across the country in urging the courts to move forward on providing deportation relief. The President’s immigration policies provide a just, sensible solution for millions of immigrants who live in the U.S. and contribute to our nation’s society in myriad ways. From an economic perspective, there is no question that New York stands to benefit from implementation of these policies, as significant tax revenues would be generated by the granting of temporary work permits to our City’s population of 100,000 immigrants,” said **Council Member Fernando Cabrera**.

“President Obama’s executive action on immigration will have a profoundly positive impact on thousands of families in our city, and it must be implemented immediately,” said **Council Member Margaret Chin**. “I strongly support today’s legal action in support of the President’s reforms, and I thank Mayor de Blasio for his continued leadership on this fundamentally important issue.”

“New York City is, was, and always will be a leader in the immigrant rights movement. We stand united in support of President Obama’s Executive Order,” said **Council Member Andrew Cohen**.

“We have waited for federal immigration reform for too long,” said **Council Member Costa Constantinides**. “The current federal laws are broken and lead to families being broken up or to unwarranted detention. President Obama’s executive order will take significant steps to help ameliorate these concerns. We must ensure due process and respect for all. I stand with Mayor De Blasio, Mayor Garcetti, and with 70 other cities across the nation that support the President’s order.”

“The stand the District Court Judge has taken against immigration reform is harming the future of our country, our immigrants,” said **Council Member Daniel Dromm**. “I am glad Mayor de Blasio has signed on to an amicus brief to push back against the court’s anti-immigrant actions. In New York City we support our immigrants not hold them back by putting obstacles to citizenship in their way.”

“I applaud Mayor de Blasio and the Mayors of more than 70 cities across the country for making it clear that they are ready, willing, and able to implement the reforms proposed by President Obama’s executive action. As the son of immigrants, I know firsthand the difficulties faced by those who have come to the United States seeking a better life for themselves and their families. Our immigration system is broken and full implementation of President Obama’s executive action is necessary in order to ensure more families are not harmed by failed policies,” said **Council Member Rafael Espinal**.

“President Obama’s executive action would be a lifeline to many families in our City who only want to work hard and provide more than they had for their children,” said **Council Member Julissa Ferreras**. “The continued delay of immigration reform only hurts our cities by separating families as well as denying our local governments millions of dollars in tax revenue. I commend Mayor de Blasio, Mayor Garcetti and the chief executives of over 70 American cities for championing this issue in our courts and call on Congress to finally do the right thing and recognize that immigration reform makes sense for all.”

“For too long, cities have been trying to navigate a federal immigration policy that is in dire need of reform. The President's executive actions were an important first step toward making sense of those immigration policies. Delaying their implementation creates very real problems for the cities that are on the front lines of the immigration debate,” said **Council Member Dan Garodnick**.

“By delaying the implementation of immigration reform, the court is making a decision that hurts state and local economies and needlessly diverts law enforcement attention,” said **Council Member Vanessa Gibson**. “Spending tax dollars to prosecute otherwise law abiding residents who want to work here, raise families here, and spend money here is a policy that has never made sense and I urge the court to recognize the considerable good immigration reform will bring to our communities. I am proud to stand with legislators within New York and around the country in support of President Obama’s actions and I look forward to a favorable decision that will uphold the ordered relief of nearly 4 million undocumented adults and children.”

“Today, New York City stands with over 70 American municipalities in support of President Obama’s recent executive action on immigration,” said **Council Member Corey Johnson**. “If implemented, the plan would grant much needed administrative relief and protection from deportation to over 4 million undocumented individuals. Our country and New York City were built by immigrants and their families. Barring immigrants from fully participating in American civic and economic life is contrary to our values. It’s time to make a change.”

“We are a nation of immigrants, including my grandparents who came here to escape antisemitism, and the grandparents of so many. We must continue to accept all those 'yearning to breathe free',” said **Council Member Ben Kallos**. “The state invests resources in every person the second they set foot in our soil. By welcoming people with open arms, we guarantee a return on that investment. I applaud Mayors de Blasio and Garcetti for urging the immediate implementation of President Obama's immigration reforms.”

“President Obama has signed an Executive Order and it’s shameful and unheard of for the District Court judge to block the executive action,” said **Council Member Andy King, Co-Chair of the Black, Latino & Asian Caucus**. “New York is and has always been a city of immigrants and President Obama’s vision allows for immediate reform in our communities. I stand with the Mayor and the President and all Americans across the nation committed to justice and our voices will be heard.”

"I see every day the positive impact immigrants have on our communities, as a representative of one of the most diverse areas in the country," said **Council Member Rory Lancman**. "Immigrants start businesses, pay taxes and raise their children here. Unfortunately, current US immigration policies leave far too many of our neighbors afraid that they will be deported from the country that has been their home for years. Mayor de Blasio's brief, joined by so many other cities, sends a clear message to the Court that cities support the President's action and want our immigrants to be able to come out of the shadows."

“New York City can’t wait any longer for implementation of President Obama’s executive action on immigration,” said **Council Member Steve Levin**. “Thank you to Mayor de Blasio and cities and counties around the United States who are taking a stand for smart and needed immigration reforms.”



“Undocumented immigrants and their families have waited far too long for substantive and comprehensive immigration reform. Not only do we need these reforms to be effectuated, we also need more policies that will help bring relief to millions of immigrants, help keep their families together, while strengthening our economy. I’m proud to stand with Mayor de Blasio, my colleagues in City Council, and the cities and counties across the country, who are fighting for the rights of our immigrant communities,” said **Council Member Annabel Palma**.

“I’d like to thank Mayor de Blasio for taking leadership on this important issue. Implementation of President Obama’s executive order would have a major positive impact on the lives of our immigrant communities,” said **Council Member Antonio Reynoso**.

“I am proud to stand with Mayor De Blasio and 70 other municipalities throughout the nation in full support of President Obama’s executive action on immigration,” said **Council Member Donovan Richards**. “The history of the United States is a history of immigrants. Extending temporary relief from deportation for residents that contribute millions of dollars to our domestic economy is common sense.

“President Obama's actions will bring 5 million immigrants out of the shadows. For years these families have lived with the constant anxiety and fear of deportation. But no longer. Now undocumented immigrants can apply to receive services that they've long deserved. By receiving social security cards and work permits so many will be able to legally work towards the American Dream they came to pursue,” said **Council Member Ydanis Rodriguez**. “However, some among us want to push these families back into the shadows. Today we, the cities that drive our country's economy forward, stand united in support of the President’s actions.”

“The temporary work permits granted by President Barack Obama's executive action are essential to the daily functions of New York City and cities nationwide. We are a nation of immigrants, and delaying implementation of this program is, frankly, un-American. I stand with Mayors Bill de Blasio and Eric Garcetti and the 72 cities and counties throughout the US (list in formation), in urging immediate implementation of this executive action,” said **Council Member Helen Rosenthal**.

“Immigrants make critical contributions our local economies and civic infrastructure, but cannot continue doing so if they are living in the shadows. The growing list of municipalities and counties signed onto the brief further underscores the importance and urgency of administrative relief for millions of undocumented children and adults. The Mayor has been a tireless champion of New York’s immigrant communities and I commend him for spearheading this effort,” said **Council Member Richie Torres**.

“I support the immediate implementation of President Obama’s executive order,” said **Council Member Mark Weprin**. “Immigrants have always played a vital role in shaping our nation’s economy and continue to contribute every day to the vitality of New York City.”

“Delaying President Obama’s executive orders to implement real immigration reform only puts New York City’s efforts to provide countless families economic opportunity they need on hold,” said **New York City Council Majority Leader Jimmy Van Bramer**. “Now is the time to act and our City is prepared to. I support Mayor de Blasio and numerous other cities throughout our nation’s efforts to begin implementing much-needed reforms for the millions

of families who are looking to us for assistance to become included and engaged citizens of New York City and our great nation.”

“The time for a rational immigration policy has long been overdue. Where Congress has failed to act in the collective interest of the American people, President Obama has sought to step into the breach. The use of executive authority on this issue is with precedent, and this unfortunate maneuver by the State of Texas to stymie him ignores the greater economic, security, and familial needs of all our citizens. Mayor de Blasio recognizes these plain truths, and I support the amicus brief he and so many other municipalities, nationwide, have filed in support of the President’s action,” said **Council Member Ruben Wills**.

“In cities across the country, hard-working men and women are waiting for President Obama’s Executive Action to go into effect so they can live and work without fear of deportation and separation from their families,” said **Hector Figueroa, President of 32BJ SEIU**. “In Boston, New York, Philadelphia, Washington DC and many more cities up and down the East Coast, 32BJ members have long been part of the fight for immigration reform and we will continue to take action in Congress and on the streets until these reforms are implemented. It is the humane and just thing to do for immigrants and the right path forward for our country.”

“Immigrants are essential to local economies and industries throughout our country, especially the hospitality industry. Today’s actions show that local governments recognize that delaying the President’s Executive Action not only harms millions of working families but also jeopardizes recovering local economies,” said **Peter Ward, President of the Hotel Trades Council**.

“Workers and their families desperately need the immediate implementation of President Obama’s Executive Action for immigration reform. We commend these cities and their elected officials for submitting an amicus brief in support of President Obama’s Executive Action, the most far reaching immigration reform initiative in decades. Cities make up the backbone of the U.S. economy, much of it based on the work of immigrants. Millions of hard working immigrant families stand to benefit from this action, and they deserve this administrative relief,” said **Stuart Appelbaum, President of Retail, Wholesale and Department Store Union**.

“The AFL-CIO has made supporting real immigration reform one of our top priorities because we understand the importance of ensuring that all workers receive the wages and benefits to which they are entitled,” said **Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO**. “By allowing undocumented workers to come out of the shadows, we will be working to eradicate the tools that allow unscrupulous employers to drive down wages, and rob workers of fair pay, benefits, and workplace rights. The implementation of President Obama’s immigration recommendations is already long overdue. Let’s make this happen for New York City’s workers.”

“Immigrants, including many who would be eligible for work permits under President Obama’s Executive Action, contribute every day to the vibrancy and health of our cities. The Executive Action will keep families together, boost our economy and focus law enforcement resources. We applaud Mayor de Blasio’s advocacy on behalf of these hard-working New Yorkers and join him in calling for immediate implementation of the action,” said **Maria Castaneda, Secretary-Treasurer of 1199 SEIU**.

"We applaud Mayors de Blasio and Garcetti for leading the charge to demand immediate implementation of immigration relief to keep families together across the United States. As our communities demand action, scores of cities from coast to coast are stepping up and saying with one voice that the Court of Appeals must allow President Obama's administrative actions, which are grounded in strong legal precedent, to move forward," said **Javier H. Valdés, co-Executive Director of Make the Road New York.**

"Very much like every major city in America, New York City is a strong and vibrant city thanks to our immigrant population," said **Jonathan Westin, Executive Director of New York Communities for Change.** "Our cities are better when our immigrant brothers and sisters can thrive. Therefore, we urge the immediate implementation of the President's Immigration Executive Action. Our cities have too much to lose if action is not taken now."

"We are proud that our city's Mayor Bill de Blasio is setting a precedent by taking legal action and making it known that the delays to President Obama's executive actions are unacceptable," said **Steven Choi, executive director of the New York Immigration Coalition.** "The NYIC and our membership, along with our city and state partners including the Mayor's Office of Immigrant Affairs, continue our efforts to prepare the 100,000 plus New Yorkers who can benefit from these programs. We stand with Mayors Bill de Blasio and Eric Garcetti in the call for immediate implementation of immigration relief."

"At a time when anti-immigrant voices are using myths about immigrants and the effects of immigration to derail a constructive national policy debate, few actions are more important than local governments uniting to fight for immediate relief and implementation of President Obama's Immigration Executive Actions. In outlining the economic and fiscal benefits of deferred action policies, New York City is a key stakeholder. Mayor Bill de Blasio has underscored once again our city's courage in the fight for justice and we stand in solidarity to see administrative relief programs take full-effect immediately," said **Lucia Gomez, Executive Director of La Fuente.**

"The Asian American Federation fully supports Mayors de Blasio and Garcetti's appeal to implement President Obama's executive action without any further delay. Immigrants and their families, who have made valuable contributions to the U.S., deserve the temporary relief and protection that this immigration reform provides. We stand with our community to ensure that the President's executive action sees the light of day," said **Jo-Ann Yoo, Executive Director of the Asian American Federation.**

"Millions of lives are on hold as President Obama's legal Executive Action is being dragged through the courts. Northern Manhattan Coalition for Immigrant Rights commends Mayors de Blasio and Garcetti for supporting legal action urging immediate implementation of Executive Action," said **Angela Fernandez, Executive Director of Northern Manhattan Coalition for Immigrant Rights.**

"Immigration reform is vital for New York's African immigrant communities," said **Amaha Kassa, Executive Director of African Communities Together.** "All of our members have heard about President Obama's executive actions, many are qualified and ready to apply for relief, and none of them can understand why progress has been put on hold. This filing sends an important message that New York City has immigrants' backs, even if some states have chosen to send the opposite message."

“President Obama’s November, 2014 Deferred Action programs – both the DACA extension and DAPA – should be implemented now. With each passing day, families continue to be torn apart, leaving behind American children to fend for themselves. Hard-working immigrant parents live in fear and are preyed upon, and cannot become full members of our society. As the child of Mexican immigrant parents whose life dramatically changed after they received legal status via IRCA, the benefits of immigration relief to are society are clear to me. My parents became homeowners and were able to support three college graduates. I applaud Mayors De Blasio and Garcetti, along with the 70 cities and counties who have signed on, for their leadership and for lending their voice to challenge the Texas vs. United States lawsuit, said **Aracelis Lucero, Executive Director of Masa, Inc.**

“Chicago has always been a city of immigrants, and for us to stay true to our history and our values, we must ensure that immigrants can fully participate in all aspects of our economic and cultural life,” said **Chicago Mayor Rahm Emanuel**. “We are proud to join numerous cities in filing this amicus brief to support President Obama’s executive actions on immigration. They will help keep families together, increase safety in our communities, and maximize the contributions that immigrants make every day in every part of our city.”

“Cities are strongly affected by immigration. The old, dysfunctional immigration policies hurt our economies, our neighborhoods, our businesses and our residents. The President is attempting to interject common sense and humanity. We are grateful for his efforts and we stand with him,” said **Portland Mayor Charlie Hales**.

“I am signing onto this brief because as a nation of immigrants, I believe ensuring access to a fair and legal process for people to come to this country and pursue their dreams reflects our highest values,” said **Chapel Hill Mayor Mark Kleinschmidt**.

“We must do better to honor our country's proud immigration tradition. Too many immigrants live in fear, afraid to become members of our society, while Congress fails to take any meaningful action to fix a broken immigration system. Their inaction has real consequences for our communities, which is why I fully support President Obama's leadership and common sense executive actions. I thank Mayor de Blasio for initiating this brief and building this important coalition of leaders,” said **Hoboken Mayor Dawn Zimmer**.

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**From:** [Perez, Roberto](#)  
**To:** "[Andy McDonald](#)"  
**Subject:** MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS  
**Date:** Monday, April 06, 2015 2:43:05 PM

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## **MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS**

### ***More Than 70 Cities & Counties Sign Texas vs. United States Appeal Urging Immediate Implementation of President Obama's Immigration Executive Action***

**NEW YORK**—New York City Mayor Bill de Blasio and Los Angeles Mayor Eric Garcetti announced today that 73 cities and counties had filed a new friend-of-the-court brief in the Fifth Circuit Court of Appeals in the *Texas vs. United States* lawsuit, urging immediate implementation of President Obama's executive actions on immigration.

“Continuing to delay implementation of the President’s executive action on immigration hurts our economy and puts families at risk,” said **Mayor Bill de Blasio**. “Cities are where immigrants live, and cities are where the President’s executive action will be successfully implemented. Our cities are united, and we will fight for the immigration reform this nation needs and deserves – whether in the courtroom, in Congress, or in our communities. Make no mistake about it: our voices will be heard.”

“Our cities cannot afford delays to immigration reforms that will strengthen our economy and help families,” said **Los Angeles Mayor Eric Garcetti**. “This isn’t a blue or red issue, but a human and economic one.”

The brief demonstrates robust support from the country’s largest cities – as well as suburbs and rural areas – for the President’s reforms, which will temporarily relieve from deportation thousands of immigrants who have longstanding ties to the U.S.

The cities and counties – representing 43 million people across the country – argue that the district court judge who temporarily blocked implementation of the programs failed to consider the significant harm to America’s local governments caused by this delay.

According to an analysis by the City, each month that the implementation of these programs is delayed, New York City and New York State will lose at least \$1.5 million in additional state and local tax revenue that would be generated if 100,000 immigrants in New York City were able to access temporary work permits through executive action.

“New York’s immigrants are vital to our economy and we must do all we can to help them grow and thrive. Mayor de Blasio is correct – instead of putting up barriers, we should be looking at ways to help immigrants climb the ladder of economic opportunity and welcome them into our communities. The New York State Assembly Majority strongly supports President Obama’s executive action on immigration, and further delay by those who would derail this important initiative is unacceptable,” said **New York State Assembly Speaker Carl Heastie**.

“Each day we wait to implement President Obama’s bold immigration reforms, millions of hard-working families remain in legal limbo. Immigrant communities built New York City,

and they are the heart and soul of urban centers across our country,” said **Public Advocate Letitia James**. “As Congress and federal courts stall meaningful progress on immigration, New York City will continue to lead the nation.”

As part of Cities United for Immigration Action, Mayors de Blasio and Garcetti led the effort to organize more than 70 cities and counties, the National League of Cities, and the U.S. Conference of Mayors in arguing that the national public interest is served clearly and overwhelmingly by implementing immigration relief by executive action without delay. Today’s brief more than doubles the number of local governments that had previously voiced opposition to the lawsuit brought by states seeking to block President Obama’s immigration reform efforts.

The brief also argues that the District Court judge’s decision to block executive action with a preliminary injunction is bad for the economy, hurts families, threatens law enforcement priorities, and will stall desperately needed changes to the federal government’s immigration policies.

The de Blasio Administration has a proven track record of spearheading initiatives that integrate immigrants into the civic and economic life of New York City. From the IDNYC municipal identification program to increasing access to federal immigration benefits, New York City is committed to championing pro-immigrant policies that promote equity and create opportunity for all residents.

This collective action to offer the Court the crucial perspective of American cities and counties is an outcome of the organizing efforts of the Cities United for Immigration Action coalition. By filing this brief, America’s mayors and county leaders are making a strong statement in support of the President’s plan to grant administrative relief to over four million undocumented children and adults.

Numerous cities and counties signed on to today’s brief are located in states that brought the lawsuit against the Obama administration or have otherwise indicated support for the lawsuit, including five cities in Texas, six localities in New Jersey, two counties in Arizona, and three municipalities in Wisconsin. Cities and counties signed on to the brief (in formation) include the following local governments:

Alexandria, VA  
Allentown, PA  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bell, CA  
Boston, MA  
Bridgeport, CT  
Buffalo, NY  
Cambridge, MA  
Central Falls, RI  
Chapel Hill, NC  
Charleston, SC  
Chicago, IL  
Coconino County, AZ

Columbia, SC  
Columbus, OH  
Dallas County, TX  
Dayton, OH  
Denver, CO  
Dolton, IL  
El Paso County, TX  
Everett, MA  
Gary, IN  
Haledon, NJ  
Hartford, CT  
Highland Park, IL  
Hoboken, NJ  
Holyoke, MA  
Houston, TX  
Jersey City, NJ  
Kansas City, MO  
Little Rock, AR  
Los Angeles, CA  
Los Angeles County, CA  
Lucas County, OH  
Madison, WI  
Milwaukee, WI  
Minneapolis, MN  
Montgomery County, MD  
Newark, NJ  
New York, NY  
Niagara Falls, NY  
North Miami, FL  
Oakland, CA  
Paterson, NJ  
Philadelphia, PA  
Pittsburgh, PA  
Plainfield, NJ  
Portland, OR  
Providence, RI  
Racine, WI  
Ramsey County, MN  
Rochester, NY  
Salt Lake City, UT  
San Francisco, CA  
San Jose, CA  
Santa Ana, CA  
Santa Cruz County, AZ  
Santa Fe, NM  
Santa Monica, CA  
Schenectady, NY  
Seattle, WA  
Skokie, IL  
St. Louis, MO

State College, PA  
Syracuse, NY  
Tacoma, WA  
Tampa, FL  
Travis County, TX  
Washington, D.C.  
West Covina, CA  
Yonkers, NY  
National League of Cities  
U.S. Conference of Mayors

“Brooklyn is what America looks like, with nearly 40 percent of our residents being foreign-born, and when it comes to embracing our immigrant population, it is what America ought to be. President Obama's executive order on immigration is the most significant and meaningful step our nation has taken toward addressing this long-standing crisis and the millions of families who have been stuck in the shadows of our society, including hundreds of thousands right here in New York City. Our diversity is our greatest strength, and I join my fellow urban leaders from coast to coast in making this call to support the President's reforms,” said **Brooklyn Borough President Eric Adams**.

“Legally and morally, the president's executive action on immigration was both within his power and the right thing to do,” said **Manhattan Borough President Gale Brewer**. “Blocking its implementation will do real harm to cities. That’s why joining with other cities and counties across the country urging its implementation is the right thing as well.”

“We stand with New York City Mayor Bill de Blasio’s and Los Angeles Mayor Eric Garcetti’s decision to file a ‘friend-of-the-court’ brief in support of President Barack Obama’s executive action on immigration,” said **Bronx Borough President Ruben Diaz Jr.** “The President’s executive action currently being blocked in the courts hurts The Bronx and New York City, with the borough losing out on potential local tax revenues that would be generated by these hard-working immigrants who just want to come out the shadows and positively contribute to our country. We are the land of opportunity, built on the ideal that we are melting pot that promotes equality for all and we must continue to strive for those ideals that make our country great.”

“President Obama's executive actions were bold and decisive steps toward fixing America's broken immigration system. The Statue of Liberty stands tall in our City, reminding us that America was built by generations of immigrants who came to its shores in search of a better life and a chance to make our country greater,” said **U.S. Representative Charles Rangel**. “I am proud to see that Mayor de Blasio is committed to keeping that promise alive for years to come.”

“The delay in the implementation of DAPA and expanded DACA threatens millions of American families with deportation, as well as the many communities, such as New York City, of which immigrants are an integral part,” said **U.S. Representative Yvette Clarke**. “No serious doubt exists that President Obama had the authority to establish DAPA and DACA. I want to commend Mayor de Blasio and the many community leaders across this nation who have raised their voices on behalf of millions of families who want to pursue the American Dream.”



“In the absence of legislative action by House Republicans, President Obama took decisive action on immigration because he knows that there are real lives at stake in our current broken system,” said **U.S. Representative Joe Crowley**. “It is deeply troubling that a Texas judge known to be hostile to immigrants is delaying the President’s executive measures, especially given the legal precedents set by previous administrations. Halting action that will help keep American families together strikes at the heart of what our country ought to be about, and I thank Mayors de Blasio, Garcetti, and many others for taking a stand and showing the widespread support for the President’s action. I’m confident the Department of Justice will succeed in its appeal of this decision and that we will move forward with this much-needed action that will make such a difference in New York City and elsewhere.”

“I applaud Mayor de Blasio for working with cities across the nation to support President Obama’s executive actions on immigration,” said **U.S. Representative Carolyn Maloney**. “With over 12 million undocumented immigrants living in our country, comprehensive immigration reform is long overdue. Unfortunately, Congress has failed to act. That is why I strongly support President Obama’s executive actions, which will help keep families together, boost our economy and generate new tax revenue. These are common sense steps that mimic similar actions by Presidents Ronald Reagan and George H.W. Bush, and it’s long past time that President Obama’s reforms are implemented.”

“We can’t continue to delay implementing President Obama’s executive action on immigration. With this friend-of-the-court brief, New York City is joined by more than 70 cities nationwide in voicing its strong support for moving ahead with providing administrative deportation relief to more than 4 million immigrants with strong ties to the U.S. As the brief argues, the District Court’s holdup only hurts our economy, harmless immigrant families, and the federal government’s ability to address our broken immigration system. I applaud Mayor de Blasio for once again putting New York City at the forefront of efforts to help the immigrant community, in New York City, and nationwide,” said **U.S. Representative José Serrano, Sr.**

“The President’s immigration reforms make badly needed changes to a broken system and will benefit thousands of our neighbors,” stated **U.S. Representative Nydia Velázquez**. “It is critical for New York City and our nation as a whole that these reforms be implemented without delay.”

“Every day we delay fixing our broken immigration system is a missed opportunity,” said **U.S. Representative Kathleen Rice**. “There’s no question that we need to keep fighting for comprehensive immigration reform at the federal level, but our local communities can’t afford to wait when there’s no sign that this Congress is willing to pass real legislative solutions. Thousands of hard-working Long Island families are ready to come out of the shadows, stop living in fear and start participating fully in our local economies, and there’s no reason to deny them that opportunity any longer. Last week I joined several fellow Members of Congress in signing an amicus brief affirming our support for the government’s appeal, and the brief filed today by Mayors de Blasio and Garcetti shows that local and federal leaders across the country are united in our commitment to implementing the President’s executive actions.”

“Immigrants move New York’s economy forward,” said **State Senator Leroy Comrie**. “I represent a district where over a third of its population is foreign-born, and where many more are the children and grandchildren of the rich immigrant legacy this city – and this

nation – is so proud of. Immigrants are innovators, business owners and job creators: they augment this City's supply of capital and ideas to diversify its narrative and keep it nationally and globally competitive. Not only is it in our best interest to immediately implement the President's platform for immigration reform, but it is the socially and morally responsible thing to do.”

“Every day the President's executive actions on immigration are blocked, is another day hundreds of thousands of young adults and parents, trying to provide for their families, are unable to work. This is not good for anyone, and the leaders of our cities and counties across the country know this first hand. I thank them for standing with undocumented immigrants and working to bring them out of the shadows,” said **State Senator Adriano Espaillat, Chair of the State Senate Puerto Rican/Latino Caucus.**

“This friend-of-the-court brief stands with immigrants in our communities against needless delay in the urgently needed Deferred Action programs. President Obama has charted a course for a more compassionate immigration system – a system that treats our friends and neighbors with the dignity they deserve. I commend this action by Mayor de Blasio and dozens of mayors across the United States in keeping with the vision President Obama outlined. I join these mayors and leaders across the country in reaffirming our commitment to America’s longstanding tradition of welcoming immigrants to our communities,” said **State Senator Jesse Hamilton.**

“It is time to stop intolerant views toward our immigrants. I am in full support of this brief, which is intended to safeguard and implement President Obama’s executive actions on immigration that are intended to keep families together,” said **State Senator Jose Peralta.** “We, as immigrants, live in all cities across our nation, and blocking the implementation of the President’s policies, hurts not just families fighting for the American Dream, but also our ongoing efforts to enrich and repair our economy.”

“I am very proud that New York City is leading the way on a collective *amicus* brief in the *Texas vs. United States* case which calls for swift and sweeping implementation of President Obama’s executive actions concerning rational immigration policy. The lives of millions of people hang in the balance, so many of them New Yorkers who share the same hopes, dreams and aspirations that each successive wave of immigrants harbored generations ago. Each of them found a true home here and it is time for our City and Country to open our arms and our hearts in the name of fundamental human rights,” said **State Senator Bill Perkins.**

“The implementation of President Obama's executive action on immigration is imperative to ensuring we support the countless immigrants that contribute to the social and economic life of our country,” said **State Senator Gustavo Rivera.** “We are a country of immigrants, and this executive action will help us strengthen and protect our diverse population, while honoring our values as Americans. I commend and thank Mayor de Blasio for having New York join cities and counties across our country in taking legal action to support an initial step towards immigration reform.”

“Here in a city and state where we pride ourselves on diversity, we can only benefit from the implementation of President Obama’s executive action on immigration,” said **State Senator James Sanders Jr.** “It will allow for a reprieve from deportation while giving the undocumented a chance to work, providing a much needed boost to the economy. Just this

past week, the state budget failed to include the DREAM Act, which would have given thousands of vibrant young people a chance at success by allowing them to continue their education and creating a pathway to citizenship. Let's not miss another opportunity to help build a stronger New York."

"Unjust deportations have continued to tear apart our families, our schools and our communities. We must act swiftly in implementing President Obama's immigration executive action in order to protect these important populations. Immigrants are the backbone of our communities, and I thank Mayors de Blasio and Garcetti for creating a united front to demonstrate our support for the swift implementation of the President's measures," said **State Senator José Serrano**.

"The delay to President Obama's executive action on immigration is intolerable and comes with a real cost to real people," said **Assembly Member Rodneyse Bichotte**. "Every day, families of aspiring Americans are destroyed by a system badly in need of reform and the President's executive action offers needed help. I join with Mayor de Blasio and Eric Garcetti in the *Texas v. United States* lawsuit to urge immediate implementation of President Obama's executive actions on immigration. As a daughter of Haitian immigrants, and as a proud citizen of the United States and elected official of New York, I have a duty to act on behalf of the social justice of our people—as well as a fiduciary responsibility to ensure our economies gain the benefits immigration brings."

"As a child of Jamaican immigrants, it is personal for me that we stand up for Immigration justice and demand immediate action. The implementation of President Obama's executive actions on immigration is a moral, social, and economic necessity. The delays are inexcusable, and we must move forward. In past years, immigrants in NYC have accounted for more than \$200 billion in economic activity to help revitalize vibrant neighborhoods including the work of Latino, Caribbean and African entrepreneurs in the South Bronx. Through hard work and tireless dedication, Immigrants embody the entrepreneurial spirit that makes our country so beautiful, and the best country in the world," said **Assembly Member Michael Blake**. "Immigrants are our neighbors, our friends, and our family, and I proudly stand with Mayor Bill de Blasio and Eric Garcetti in calling for our judicial system to do the right thing, the humane thing, the compassionate thing, and give our communities the life they deserve."

"I want to commend Mayor de Blasio and all the other mayors for supporting immigration reforms. Implementation of the President's Immigration Executive action will provide much needed relief to immigrant families suffering under our broken system and is a crucial first step on the road to treating our immigrants with the fairness and respect they deserve," said **Assembly Member Guillermo Linares**.

"Every month that goes by without President Obama's executive actions is another month that families can be ripped apart," said **Assembly Member Francisco Moya**. "For those of us who deal with the fallout from our nation's flawed immigration policies on a daily basis, we know how critical the President's executive actions truly are. Keeping families together is not only the right thing to do; it's also in our nation's best interest."

"Mayor de Blasio is taking the right step filing today's court brief," said **Assembly Member Felix Ortiz**. "Without action from the Congress and State Legislature, we must support President Obama's efforts to protect workers and their families from deportation. While we

keep the fight alive in Albany for the Dream Act, driver licenses and state-issued identification cards for non-citizens and better wages for all workers, today's action by our Mayor and by so many others across the nation is a positive step to make life better for millions. We can't wait any longer.”

“We need comprehensive immigration reform immediately,” said **Assembly Member Robert Rodriguez**. “President Obama’s Executive action is a huge step towards creating fair policies that help our growing immigrant communities of New York City thrive, any hindrance to its enactment harms us irreparably.”

“It is clear that our immigration system is broken and comprehensive reform is needed to provide long-term relief for the families who have contributed to the growth and prosperity of our nation,” said **Assembly Member Nily Rozic**. “Filing this brief is reflective of New York City's commitment to advancing immigrants' rights and I commend the Mayor for his continued advocacy and leadership on this urgent issue.

“With an estimated 100,000 undocumented immigrants in New York City who would benefit greatly from President Obama’s executive action this brief sends a strong message on the importance of implementing these reforms,” said **Assembly Member Luis Sepúlveda**. “New York has long been at the forefront of immigration reform. Mayor de Blasio has proven his commitment to immigrants throughout his first year in office and continues to through actions like this. I commend the Mayor and the many other cities and counties for supporting these initiatives, as implementing each one of them will be for the national public interest.”

“Opportunity for families in America to obtain basic rights and a better quality of life should not be dictated by political games. The partisan stalling of President Obama's Immigration Executive Action is sophomoric, and the District Court's preliminary objection undoubtedly has a deleterious effect on our national economy. New York City is, and always has been a city of immigrants, and we have this community to thank for the strength we enjoy as a City and a Nation . I am proud of New York City's participation in the amicus brief filed in Texas vs. United States, and am hopeful that the demand from such a robust list of diverse urban areas will bring us closer to real reform which has been long overdue,” said **Assembly Member Keith Wright**.

“I commend Mayor de Blasio in joining the effort to defend the President’s Administrative Relief that offers potential relief to millions of immigrants with strong ties to our nation, and who already work hard and contribute to make this a better country. While the Court stalls, and Congress fails to enact meaningful immigration reform, New York City will continue to protect the rights of immigrants and ensure that their contributions to our City are recognized—and celebrated. Our City continues to offer affirming spaces for immigrant populations, and I am hopeful that this action from our Mayor—and from his colleagues from around the country—will provide some context about the urgent need for the implementation of the President’s programs,” said **Council Member Carlos Menchaca, Chair of the Committee on Immigration**.

“I support the new friend-of-the-court brief urging immediate implementation of President Obama’s executive actions on immigration. Immigrants are in important part of the fabric of our society and economy and granting administrative relief to those immigrants in need is an act of social responsibility,” said **Council Member Inez Barron**.

“I applaud New York City Mayor Bill de Blasio for joining Los Angeles Mayor Eric Garcetti in filing a friend-of-the-court brief calling for implementation of President Obama’s executive action on immigration. As an elected official representing an area with a significant immigrant population, I join with others across the country in urging the courts to move forward on providing deportation relief. The President’s immigration policies provide a just, sensible solution for millions of immigrants who live in the U.S. and contribute to our nation’s society in myriad ways. From an economic perspective, there is no question that New York stands to benefit from implementation of these policies, as significant tax revenues would be generated by the granting of temporary work permits to our City’s population of 100,000 immigrants,” said **Council Member Fernando Cabrera**.

“President Obama’s executive action on immigration will have a profoundly positive impact on thousands of families in our city, and it must be implemented immediately,” said **Council Member Margaret Chin**. “I strongly support today’s legal action in support of the President’s reforms, and I thank Mayor de Blasio for his continued leadership on this fundamentally important issue.”

“New York City is, was, and always will be a leader in the immigrant rights movement. We stand united in support of President Obama’s Executive Order,” said **Council Member Andrew Cohen**.

“We have waited for federal immigration reform for too long,” said **Council Member Costa Constantinides**. “The current federal laws are broken and lead to families being broken up or to unwarranted detention. President Obama’s executive order will take significant steps to help ameliorate these concerns. We must ensure due process and respect for all. I stand with Mayor De Blasio, Mayor Garcetti, and with 70 other cities across the nation that support the President’s order.”

“The stand the District Court Judge has taken against immigration reform is harming the future of our country, our immigrants,” said **Council Member Daniel Dromm**. “I am glad Mayor de Blasio has signed on to an amicus brief to push back against the court’s anti-immigrant actions. In New York City we support our immigrants not hold them back by putting obstacles to citizenship in their way.”

“I applaud Mayor de Blasio and the Mayors of more than 70 cities across the country for making it clear that they are ready, willing, and able to implement the reforms proposed by President Obama’s executive action. As the son of immigrants, I know firsthand the difficulties faced by those who have come to the United States seeking a better life for themselves and their families. Our immigration system is broken and full implementation of President Obama’s executive action is necessary in order to ensure more families are not harmed by failed policies,” said **Council Member Rafael Espinal**.

“President Obama’s executive action would be a lifeline to many families in our City who only want to work hard and provide more than they had for their children,” said **Council Member Julissa Ferreras**. “The continued delay of immigration reform only hurts our cities by separating families as well as denying our local governments millions of dollars in tax revenue. I commend Mayor de Blasio, Mayor Garcetti and the chief executives of over 70 American cities for championing this issue in our courts and call on Congress to finally do the right thing and recognize that immigration reform makes sense for all.”

“For too long, cities have been trying to navigate a federal immigration policy that is in dire need of reform. The President's executive actions were an important first step toward making sense of those immigration policies. Delaying their implementation creates very real problems for the cities that are on the front lines of the immigration debate,” said **Council Member Dan Garodnick**.

“By delaying the implementation of immigration reform, the court is making a decision that hurts state and local economies and needlessly diverts law enforcement attention,” said **Council Member Vanessa Gibson**. “Spending tax dollars to prosecute otherwise law abiding residents who want to work here, raise families here, and spend money here is a policy that has never made sense and I urge the court to recognize the considerable good immigration reform will bring to our communities. I am proud to stand with legislators within New York and around the country in support of President Obama’s actions and I look forward to a favorable decision that will uphold the ordered relief of nearly 4 million undocumented adults and children.”

“Today, New York City stands with over 70 American municipalities in support of President Obama’s recent executive action on immigration,” said **Council Member Corey Johnson**. “If implemented, the plan would grant much needed administrative relief and protection from deportation to over 4 million undocumented individuals. Our country and New York City were built by immigrants and their families. Barring immigrants from fully participating in American civic and economic life is contrary to our values. It’s time to make a change.”

“We are a nation of immigrants, including my grandparents who came here to escape antisemitism, and the grandparents of so many. We must continue to accept all those 'yearning to breathe free',” said **Council Member Ben Kallos**. “The state invests resources in every person the second they set foot in our soil. By welcoming people with open arms, we guarantee a return on that investment. I applaud Mayors de Blasio and Garcetti for urging the immediate implementation of President Obama's immigration reforms.”

“President Obama has signed an Executive Order and it’s shameful and unheard of for the District Court judge to block the executive action,” said **Council Member Andy King, Co-Chair of the Black, Latino & Asian Caucus**. “New York is and has always been a city of immigrants and President Obama’s vision allows for immediate reform in our communities. I stand with the Mayor and the President and all Americans across the nation committed to justice and our voices will be heard.”

"I see every day the positive impact immigrants have on our communities, as a representative of one of the most diverse areas in the country," said **Council Member Rory Lancman**. "Immigrants start businesses, pay taxes and raise their children here. Unfortunately, current US immigration policies leave far too many of our neighbors afraid that they will be deported from the country that has been their home for years. Mayor de Blasio's brief, joined by so many other cities, sends a clear message to the Court that cities support the President's action and want our immigrants to be able to come out of the shadows."

“New York City can’t wait any longer for implementation of President Obama’s executive action on immigration,” said **Council Member Steve Levin**. “Thank you to Mayor de Blasio and cities and counties around the United States who are taking a stand for smart and needed immigration reforms.”

“Undocumented immigrants and their families have waited far too long for substantive and comprehensive immigration reform. Not only do we need these reforms to be effectuated, we also need more policies that will help bring relief to millions of immigrants, help keep their families together, while strengthening our economy. I’m proud to stand with Mayor de Blasio, my colleagues in City Council, and the cities and counties across the country, who are fighting for the rights of our immigrant communities,” said **Council Member Annabel Palma**.

“I’d like to thank Mayor de Blasio for taking leadership on this important issue. Implementation of President Obama’s executive order would have a major positive impact on the lives of our immigrant communities,” said **Council Member Antonio Reynoso**.

“I am proud to stand with Mayor De Blasio and 70 other municipalities throughout the nation in full support of President Obama’s executive action on immigration,” said **Council Member Donovan Richards**. “The history of the United States is a history of immigrants. Extending temporary relief from deportation for residents that contribute millions of dollars to our domestic economy is common sense.

“President Obama's actions will bring 5 million immigrants out of the shadows. For years these families have lived with the constant anxiety and fear of deportation. But no longer. Now undocumented immigrants can apply to receive services that they've long deserved. By receiving social security cards and work permits so many will be able to legally work towards the American Dream they came to pursue,” said **Council Member Ydanis Rodriguez**. “However, some among us want to push these families back into the shadows. Today we, the cities that drive our country's economy forward, stand united in support of the President’s actions.”

“The temporary work permits granted by President Barack Obama's executive action are essential to the daily functions of New York City and cities nationwide. We are a nation of immigrants, and delaying implementation of this program is, frankly, un-American. I stand with Mayors Bill de Blasio and Eric Garcetti and the 72 cities and counties throughout the US (list in formation), in urging immediate implementation of this executive action,” said **Council Member Helen Rosenthal**.

“Immigrants make critical contributions our local economies and civic infrastructure, but cannot continue doing so if they are living in the shadows. The growing list of municipalities and counties signed onto the brief further underscores the importance and urgency of administrative relief for millions of undocumented children and adults. The Mayor has been a tireless champion of New York’s immigrant communities and I commend him for spearheading this effort,” said **Council Member Richie Torres**.

“I support the immediate implementation of President Obama’s executive order,” said **Council Member Mark Weprin**. “Immigrants have always played a vital role in shaping our nation’s economy and continue to contribute every day to the vitality of New York City.”

“Delaying President Obama’s executive orders to implement real immigration reform only puts New York City’s efforts to provide countless families economic opportunity they need on hold,” said **New York City Council Majority Leader Jimmy Van Bramer**. “Now is the time to act and our City is prepared to. I support Mayor de Blasio and numerous other cities throughout our nation’s efforts to begin implementing much-needed reforms for the millions

of families who are looking to us for assistance to become included and engaged citizens of New York City and our great nation.”

“The time for a rational immigration policy has long been overdue. Where Congress has failed to act in the collective interest of the American people, President Obama has sought to step into the breach. The use of executive authority on this issue is with precedent, and this unfortunate maneuver by the State of Texas to stymie him ignores the greater economic, security, and familial needs of all our citizens. Mayor de Blasio recognizes these plain truths, and I support the amicus brief he and so many other municipalities, nationwide, have filed in support of the President’s action,” said **Council Member Ruben Wills**.

“In cities across the country, hard-working men and women are waiting for President Obama’s Executive Action to go into effect so they can live and work without fear of deportation and separation from their families,” said **Hector Figueroa, President of 32BJ SEIU**. “In Boston, New York, Philadelphia, Washington DC and many more cities up and down the East Coast, 32BJ members have long been part of the fight for immigration reform and we will continue to take action in Congress and on the streets until these reforms are implemented. It is the humane and just thing to do for immigrants and the right path forward for our country.”

“Immigrants are essential to local economies and industries throughout our country, especially the hospitality industry. Today’s actions show that local governments recognize that delaying the President’s Executive Action not only harms millions of working families but also jeopardizes recovering local economies,” said **Peter Ward, President of the Hotel Trades Council**.

“Workers and their families desperately need the immediate implementation of President Obama’s Executive Action for immigration reform. We commend these cities and their elected officials for submitting an amicus brief in support of President Obama’s Executive Action, the most far reaching immigration reform initiative in decades. Cities make up the backbone of the U.S. economy, much of it based on the work of immigrants. Millions of hard working immigrant families stand to benefit from this action, and they deserve this administrative relief,” said **Stuart Appelbaum, President of Retail, Wholesale and Department Store Union**.

“The AFL-CIO has made supporting real immigration reform one of our top priorities because we understand the importance of ensuring that all workers receive the wages and benefits to which they are entitled,” said **Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO**. “By allowing undocumented workers to come out of the shadows, we will be working to eradicate the tools that allow unscrupulous employers to drive down wages, and rob workers of fair pay, benefits, and workplace rights. The implementation of President Obama’s immigration recommendations is already long overdue. Let’s make this happen for New York City’s workers.”

“Immigrants, including many who would be eligible for work permits under President Obama’s Executive Action, contribute every day to the vibrancy and health of our cities. The Executive Action will keep families together, boost our economy and focus law enforcement resources. We applaud Mayor de Blasio’s advocacy on behalf of these hard-working New Yorkers and join him in calling for immediate implementation of the action,” said **Maria Castaneda, Secretary-Treasurer of 1199 SEIU**.



"We applaud Mayors de Blasio and Garcetti for leading the charge to demand immediate implementation of immigration relief to keep families together across the United States. As our communities demand action, scores of cities from coast to coast are stepping up and saying with one voice that the Court of Appeals must allow President Obama's administrative actions, which are grounded in strong legal precedent, to move forward," said **Javier H. Valdés, co-Executive Director of Make the Road New York.**

"Very much like every major city in America, New York City is a strong and vibrant city thanks to our immigrant population," said **Jonathan Westin, Executive Director of New York Communities for Change.** "Our cities are better when our immigrant brothers and sisters can thrive. Therefore, we urge the immediate implementation of the President's Immigration Executive Action. Our cities have too much to lose if action is not taken now."

"We are proud that our city's Mayor Bill de Blasio is setting a precedent by taking legal action and making it known that the delays to President Obama's executive actions are unacceptable," said **Steven Choi, executive director of the New York Immigration Coalition.** "The NYIC and our membership, along with our city and state partners including the Mayor's Office of Immigrant Affairs, continue our efforts to prepare the 100,000 plus New Yorkers who can benefit from these programs. We stand with Mayors Bill de Blasio and Eric Garcetti in the call for immediate implementation of immigration relief."

"At a time when anti-immigrant voices are using myths about immigrants and the effects of immigration to derail a constructive national policy debate, few actions are more important than local governments uniting to fight for immediate relief and implementation of President Obama's Immigration Executive Actions. In outlining the economic and fiscal benefits of deferred action policies, New York City is a key stakeholder. Mayor Bill de Blasio has underscored once again our city's courage in the fight for justice and we stand in solidarity to see administrative relief programs take full-effect immediately," said **Lucia Gomez, Executive Director of La Fuente.**

"The Asian American Federation fully supports Mayors de Blasio and Garcetti's appeal to implement President Obama's executive action without any further delay. Immigrants and their families, who have made valuable contributions to the U.S., deserve the temporary relief and protection that this immigration reform provides. We stand with our community to ensure that the President's executive action sees the light of day," said **Jo-Ann Yoo, Executive Director of the Asian American Federation.**

"Millions of lives are on hold as President Obama's legal Executive Action is being dragged through the courts. Northern Manhattan Coalition for Immigrant Rights commends Mayors de Blasio and Garcetti for supporting legal action urging immediate implementation of Executive Action," said **Angela Fernandez, Executive Director of Northern Manhattan Coalition for Immigrant Rights.**

"Immigration reform is vital for New York's African immigrant communities," said **Amaha Kassa, Executive Director of African Communities Together.** "All of our members have heard about President Obama's executive actions, many are qualified and ready to apply for relief, and none of them can understand why progress has been put on hold. This filing sends an important message that New York City has immigrants' backs, even if some states have chosen to send the opposite message."

“President Obama’s November, 2014 Deferred Action programs – both the DACA extension and DAPA – should be implemented now. With each passing day, families continue to be torn apart, leaving behind American children to fend for themselves. Hard-working immigrant parents live in fear and are preyed upon, and cannot become full members of our society. As the child of Mexican immigrant parents whose life dramatically changed after they received legal status via IRCA, the benefits of immigration relief to are society are clear to me. My parents became homeowners and were able to support three college graduates. I applaud Mayors De Blasio and Garcetti, along with the 70 cities and counties who have signed on, for their leadership and for lending their voice to challenge the Texas vs. United States lawsuit, said **Aracelis Lucero, Executive Director of Masa, Inc.**

“Chicago has always been a city of immigrants, and for us to stay true to our history and our values, we must ensure that immigrants can fully participate in all aspects of our economic and cultural life,” said **Chicago Mayor Rahm Emanuel**. “We are proud to join numerous cities in filing this amicus brief to support President Obama’s executive actions on immigration. They will help keep families together, increase safety in our communities, and maximize the contributions that immigrants make every day in every part of our city.”

“Cities are strongly affected by immigration. The old, dysfunctional immigration policies hurt our economies, our neighborhoods, our businesses and our residents. The President is attempting to interject common sense and humanity. We are grateful for his efforts and we stand with him,” said **Portland Mayor Charlie Hales**.

“I am signing onto this brief because as a nation of immigrants, I believe ensuring access to a fair and legal process for people to come to this country and pursue their dreams reflects our highest values,” said **Chapel Hill Mayor Mark Kleinschmidt**.

“We must do better to honor our country's proud immigration tradition. Too many immigrants live in fear, afraid to become members of our society, while Congress fails to take any meaningful action to fix a broken immigration system. Their inaction has real consequences for our communities, which is why I fully support President Obama's leadership and common sense executive actions. I thank Mayor de Blasio for initiating this brief and building this important coalition of leaders,” said **Hoboken Mayor Dawn Zimmer**.

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**From:** [Perez, Roberto](#)  
**To:** "[Jonathan Rosen](#)"  
**Subject:** MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS  
**Date:** Monday, April 06, 2015 2:46:25 PM

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## **MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS**

### ***More Than 70 Cities & Counties Sign Texas vs. United States Appeal Urging Immediate Implementation of President Obama's Immigration Executive Action***

**NEW YORK**—New York City Mayor Bill de Blasio and Los Angeles Mayor Eric Garcetti announced today that 73 cities and counties had filed a new friend-of-the-court brief in the Fifth Circuit Court of Appeals in the *Texas vs. United States* lawsuit, urging immediate implementation of President Obama's executive actions on immigration.

“Continuing to delay implementation of the President’s executive action on immigration hurts our economy and puts families at risk,” said **Mayor Bill de Blasio**. “Cities are where immigrants live, and cities are where the President’s executive action will be successfully implemented. Our cities are united, and we will fight for the immigration reform this nation needs and deserves – whether in the courtroom, in Congress, or in our communities. Make no mistake about it: our voices will be heard.”

“Our cities cannot afford delays to immigration reforms that will strengthen our economy and help families,” said **Los Angeles Mayor Eric Garcetti**. “This isn’t a blue or red issue, but a human and economic one.”

The brief demonstrates robust support from the country’s largest cities – as well as suburbs and rural areas – for the President’s reforms, which will temporarily relieve from deportation thousands of immigrants who have longstanding ties to the U.S.

The cities and counties – representing 43 million people across the country – argue that the district court judge who temporarily blocked implementation of the programs failed to consider the significant harm to America’s local governments caused by this delay.

According to an analysis by the City, each month that the implementation of these programs is delayed, New York City and New York State will lose at least \$1.5 million in additional state and local tax revenue that would be generated if 100,000 immigrants in New York City were able to access temporary work permits through executive action.

“New York’s immigrants are vital to our economy and we must do all we can to help them grow and thrive. Mayor de Blasio is correct – instead of putting up barriers, we should be looking at ways to help immigrants climb the ladder of economic opportunity and welcome them into our communities. The New York State Assembly Majority strongly supports President Obama’s executive action on immigration, and further delay by those who would derail this important initiative is unacceptable,” said **New York State Assembly Speaker Carl Heastie**.

“Each day we wait to implement President Obama’s bold immigration reforms, millions of hard-working families remain in legal limbo. Immigrant communities built New York City,

and they are the heart and soul of urban centers across our country,” said **Public Advocate Letitia James**. “As Congress and federal courts stall meaningful progress on immigration, New York City will continue to lead the nation.”

As part of Cities United for Immigration Action, Mayors de Blasio and Garcetti led the effort to organize more than 70 cities and counties, the National League of Cities, and the U.S. Conference of Mayors in arguing that the national public interest is served clearly and overwhelmingly by implementing immigration relief by executive action without delay. Today’s brief more than doubles the number of local governments that had previously voiced opposition to the lawsuit brought by states seeking to block President Obama’s immigration reform efforts.

The brief also argues that the District Court judge’s decision to block executive action with a preliminary injunction is bad for the economy, hurts families, threatens law enforcement priorities, and will stall desperately needed changes to the federal government’s immigration policies.

The de Blasio Administration has a proven track record of spearheading initiatives that integrate immigrants into the civic and economic life of New York City. From the IDNYC municipal identification program to increasing access to federal immigration benefits, New York City is committed to championing pro-immigrant policies that promote equity and create opportunity for all residents.

This collective action to offer the Court the crucial perspective of American cities and counties is an outcome of the organizing efforts of the Cities United for Immigration Action coalition. By filing this brief, America’s mayors and county leaders are making a strong statement in support of the President’s plan to grant administrative relief to over four million undocumented children and adults.

Numerous cities and counties signed on to today’s brief are located in states that brought the lawsuit against the Obama administration or have otherwise indicated support for the lawsuit, including five cities in Texas, six localities in New Jersey, two counties in Arizona, and three municipalities in Wisconsin. Cities and counties signed on to the brief (in formation) include the following local governments:

Alexandria, VA  
Allentown, PA  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bell, CA  
Boston, MA  
Bridgeport, CT  
Buffalo, NY  
Cambridge, MA  
Central Falls, RI  
Chapel Hill, NC  
Charleston, SC  
Chicago, IL  
Coconino County, AZ

Columbia, SC  
Columbus, OH  
Dallas County, TX  
Dayton, OH  
Denver, CO  
Dolton, IL  
El Paso County, TX  
Everett, MA  
Gary, IN  
Haledon, NJ  
Hartford, CT  
Highland Park, IL  
Hoboken, NJ  
Holyoke, MA  
Houston, TX  
Jersey City, NJ  
Kansas City, MO  
Little Rock, AR  
Los Angeles, CA  
Los Angeles County, CA  
Lucas County, OH  
Madison, WI  
Milwaukee, WI  
Minneapolis, MN  
Montgomery County, MD  
Newark, NJ  
New York, NY  
Niagara Falls, NY  
North Miami, FL  
Oakland, CA  
Paterson, NJ  
Philadelphia, PA  
Pittsburgh, PA  
Plainfield, NJ  
Portland, OR  
Providence, RI  
Racine, WI  
Ramsey County, MN  
Rochester, NY  
Salt Lake City, UT  
San Francisco, CA  
San Jose, CA  
Santa Ana, CA  
Santa Cruz County, AZ  
Santa Fe, NM  
Santa Monica, CA  
Schenectady, NY  
Seattle, WA  
Skokie, IL  
St. Louis, MO

State College, PA  
Syracuse, NY  
Tacoma, WA  
Tampa, FL  
Travis County, TX  
Washington, D.C.  
West Covina, CA  
Yonkers, NY  
National League of Cities  
U.S. Conference of Mayors

“Brooklyn is what America looks like, with nearly 40 percent of our residents being foreign-born, and when it comes to embracing our immigrant population, it is what America ought to be. President Obama's executive order on immigration is the most significant and meaningful step our nation has taken toward addressing this long-standing crisis and the millions of families who have been stuck in the shadows of our society, including hundreds of thousands right here in New York City. Our diversity is our greatest strength, and I join my fellow urban leaders from coast to coast in making this call to support the President's reforms,” said **Brooklyn Borough President Eric Adams**.

“Legally and morally, the president's executive action on immigration was both within his power and the right thing to do,” said **Manhattan Borough President Gale Brewer**. “Blocking its implementation will do real harm to cities. That’s why joining with other cities and counties across the country urging its implementation is the right thing as well.”

“We stand with New York City Mayor Bill de Blasio’s and Los Angeles Mayor Eric Garcetti’s decision to file a ‘friend-of-the-court’ brief in support of President Barack Obama’s executive action on immigration,” said **Bronx Borough President Ruben Diaz Jr.** “The President’s executive action currently being blocked in the courts hurts The Bronx and New York City, with the borough losing out on potential local tax revenues that would be generated by these hard-working immigrants who just want to come out the shadows and positively contribute to our country. We are the land of opportunity, built on the ideal that we are melting pot that promotes equality for all and we must continue to strive for those ideals that make our country great.”

“President Obama's executive actions were bold and decisive steps toward fixing America's broken immigration system. The Statue of Liberty stands tall in our City, reminding us that America was built by generations of immigrants who came to its shores in search of a better life and a chance to make our country greater,” said **U.S. Representative Charles Rangel**. “I am proud to see that Mayor de Blasio is committed to keeping that promise alive for years to come.”

“The delay in the implementation of DAPA and expanded DACA threatens millions of American families with deportation, as well as the many communities, such as New York City, of which immigrants are an integral part,” said **U.S. Representative Yvette Clarke**. “No serious doubt exists that President Obama had the authority to establish DAPA and DACA. I want to commend Mayor de Blasio and the many community leaders across this nation who have raised their voices on behalf of millions of families who want to pursue the American Dream.”

“In the absence of legislative action by House Republicans, President Obama took decisive action on immigration because he knows that there are real lives at stake in our current broken system,” said **U.S. Representative Joe Crowley**. “It is deeply troubling that a Texas judge known to be hostile to immigrants is delaying the President’s executive measures, especially given the legal precedents set by previous administrations. Halting action that will help keep American families together strikes at the heart of what our country ought to be about, and I thank Mayors de Blasio, Garcetti, and many others for taking a stand and showing the widespread support for the President’s action. I’m confident the Department of Justice will succeed in its appeal of this decision and that we will move forward with this much-needed action that will make such a difference in New York City and elsewhere.”

“I applaud Mayor de Blasio for working with cities across the nation to support President Obama’s executive actions on immigration,” said **U.S. Representative Carolyn Maloney**. “With over 12 million undocumented immigrants living in our country, comprehensive immigration reform is long overdue. Unfortunately, Congress has failed to act. That is why I strongly support President Obama’s executive actions, which will help keep families together, boost our economy and generate new tax revenue. These are common sense steps that mimic similar actions by Presidents Ronald Reagan and George H.W. Bush, and it’s long past time that President Obama’s reforms are implemented.”

“We can’t continue to delay implementing President Obama’s executive action on immigration. With this friend-of-the-court brief, New York City is joined by more than 70 cities nationwide in voicing its strong support for moving ahead with providing administrative deportation relief to more than 4 million immigrants with strong ties to the U.S. As the brief argues, the District Court’s holdup only hurts our economy, harmless immigrant families, and the federal government’s ability to address our broken immigration system. I applaud Mayor de Blasio for once again putting New York City at the forefront of efforts to help the immigrant community, in New York City, and nationwide,” said **U.S. Representative José Serrano, Sr.**

“The President’s immigration reforms make badly needed changes to a broken system and will benefit thousands of our neighbors,” stated **U.S. Representative Nydia Velázquez**. “It is critical for New York City and our nation as a whole that these reforms be implemented without delay.”

“Every day we delay fixing our broken immigration system is a missed opportunity,” said **U.S. Representative Kathleen Rice**. “There’s no question that we need to keep fighting for comprehensive immigration reform at the federal level, but our local communities can’t afford to wait when there’s no sign that this Congress is willing to pass real legislative solutions. Thousands of hard-working Long Island families are ready to come out of the shadows, stop living in fear and start participating fully in our local economies, and there’s no reason to deny them that opportunity any longer. Last week I joined several fellow Members of Congress in signing an amicus brief affirming our support for the government’s appeal, and the brief filed today by Mayors de Blasio and Garcetti shows that local and federal leaders across the country are united in our commitment to implementing the President’s executive actions.”

“Immigrants move New York’s economy forward,” said **State Senator Leroy Comrie**. “I represent a district where over a third of its population is foreign-born, and where many more are the children and grandchildren of the rich immigrant legacy this city – and this

nation – is so proud of. Immigrants are innovators, business owners and job creators: they augment this City's supply of capital and ideas to diversify its narrative and keep it nationally and globally competitive. Not only is it in our best interest to immediately implement the President's platform for immigration reform, but it is the socially and morally responsible thing to do.”

“Every day the President's executive actions on immigration are blocked, is another day hundreds of thousands of young adults and parents, trying to provide for their families, are unable to work. This is not good for anyone, and the leaders of our cities and counties across the country know this first hand. I thank them for standing with undocumented immigrants and working to bring them out of the shadows,” said **State Senator Adriano Espaillat, Chair of the State Senate Puerto Rican/Latino Caucus.**

“This friend-of-the-court brief stands with immigrants in our communities against needless delay in the urgently needed Deferred Action programs. President Obama has charted a course for a more compassionate immigration system – a system that treats our friends and neighbors with the dignity they deserve. I commend this action by Mayor de Blasio and dozens of mayors across the United States in keeping with the vision President Obama outlined. I join these mayors and leaders across the country in reaffirming our commitment to America’s longstanding tradition of welcoming immigrants to our communities,” said **State Senator Jesse Hamilton.**

“It is time to stop intolerant views toward our immigrants. I am in full support of this brief, which is intended to safeguard and implement President Obama’s executive actions on immigration that are intended to keep families together,” said **State Senator Jose Peralta.** “We, as immigrants, live in all cities across our nation, and blocking the implementation of the President’s policies, hurts not just families fighting for the American Dream, but also our ongoing efforts to enrich and repair our economy.”

“I am very proud that New York City is leading the way on a collective *amicus* brief in the *Texas vs. United States* case which calls for swift and sweeping implementation of President Obama’s executive actions concerning rational immigration policy. The lives of millions of people hang in the balance, so many of them New Yorkers who share the same hopes, dreams and aspirations that each successive wave of immigrants harbored generations ago. Each of them found a true home here and it is time for our City and Country to open our arms and our hearts in the name of fundamental human rights,” said **State Senator Bill Perkins.**

“The implementation of President Obama's executive action on immigration is imperative to ensuring we support the countless immigrants that contribute to the social and economic life of our country,” said **State Senator Gustavo Rivera.** “We are a country of immigrants, and this executive action will help us strengthen and protect our diverse population, while honoring our values as Americans. I commend and thank Mayor de Blasio for having New York join cities and counties across our country in taking legal action to support an initial step towards immigration reform.”

“Here in a city and state where we pride ourselves on diversity, we can only benefit from the implementation of President Obama’s executive action on immigration,” said **State Senator James Sanders Jr.** “It will allow for a reprieve from deportation while giving the undocumented a chance to work, providing a much needed boost to the economy. Just this



past week, the state budget failed to include the DREAM Act, which would have given thousands of vibrant young people a chance at success by allowing them to continue their education and creating a pathway to citizenship. Let's not miss another opportunity to help build a stronger New York."

"Unjust deportations have continued to tear apart our families, our schools and our communities. We must act swiftly in implementing President Obama's immigration executive action in order to protect these important populations. Immigrants are the backbone of our communities, and I thank Mayors de Blasio and Garcetti for creating a united front to demonstrate our support for the swift implementation of the President's measures," said **State Senator José Serrano**.

"The delay to President Obama's executive action on immigration is intolerable and comes with a real cost to real people," said **Assembly Member Rodneyse Bichotte**. "Every day, families of aspiring Americans are destroyed by a system badly in need of reform and the President's executive action offers needed help. I join with Mayor de Blasio and Eric Garcetti in the *Texas v. United States* lawsuit to urge immediate implementation of President Obama's executive actions on immigration. As a daughter of Haitian immigrants, and as a proud citizen of the United States and elected official of New York, I have a duty to act on behalf of the social justice of our people—as well as a fiduciary responsibility to ensure our economies gain the benefits immigration brings."

"As a child of Jamaican immigrants, it is personal for me that we stand up for Immigration justice and demand immediate action. The implementation of President Obama's executive actions on immigration is a moral, social, and economic necessity. The delays are inexcusable, and we must move forward. In past years, immigrants in NYC have accounted for more than \$200 billion in economic activity to help revitalize vibrant neighborhoods including the work of Latino, Caribbean and African entrepreneurs in the South Bronx. Through hard work and tireless dedication, Immigrants embody the entrepreneurial spirit that makes our country so beautiful, and the best country in the world," said **Assembly Member Michael Blake**. "Immigrants are our neighbors, our friends, and our family, and I proudly stand with Mayor Bill de Blasio and Eric Garcetti in calling for our judicial system to do the right thing, the humane thing, the compassionate thing, and give our communities the life they deserve."

"I want to commend Mayor de Blasio and all the other mayors for supporting immigration reforms. Implementation of the President's Immigration Executive action will provide much needed relief to immigrant families suffering under our broken system and is a crucial first step on the road to treating our immigrants with the fairness and respect they deserve," said **Assembly Member Guillermo Linares**.

"Every month that goes by without President Obama's executive actions is another month that families can be ripped apart," said **Assembly Member Francisco Moya**. "For those of us who deal with the fallout from our nation's flawed immigration policies on a daily basis, we know how critical the President's executive actions truly are. Keeping families together is not only the right thing to do; it's also in our nation's best interest."

"Mayor de Blasio is taking the right step filing today's court brief," said **Assembly Member Felix Ortiz**. "Without action from the Congress and State Legislature, we must support President Obama's efforts to protect workers and their families from deportation. While we

keep the fight alive in Albany for the Dream Act, driver licenses and state-issued identification cards for non-citizens and better wages for all workers, today's action by our Mayor and by so many others across the nation is a positive step to make life better for millions. We can't wait any longer.”

“We need comprehensive immigration reform immediately,” said **Assembly Member Robert Rodriguez**. “President Obama’s Executive action is a huge step towards creating fair policies that help our growing immigrant communities of New York City thrive, any hindrance to its enactment harms us irreparably.”

“It is clear that our immigration system is broken and comprehensive reform is needed to provide long-term relief for the families who have contributed to the growth and prosperity of our nation,” said **Assembly Member Nily Rozic**. “Filing this brief is reflective of New York City's commitment to advancing immigrants' rights and I commend the Mayor for his continued advocacy and leadership on this urgent issue.

“With an estimated 100,000 undocumented immigrants in New York City who would benefit greatly from President Obama’s executive action this brief sends a strong message on the importance of implementing these reforms,” said **Assembly Member Luis Sepúlveda**. “New York has long been at the forefront of immigration reform. Mayor de Blasio has proven his commitment to immigrants throughout his first year in office and continues to through actions like this. I commend the Mayor and the many other cities and counties for supporting these initiatives, as implementing each one of them will be for the national public interest.”

“Opportunity for families in America to obtain basic rights and a better quality of life should not be dictated by political games. The partisan stalling of President Obama's Immigration Executive Action is sophomoric, and the District Court's preliminary objection undoubtedly has a deleterious effect on our national economy. New York City is, and always has been a city of immigrants, and we have this community to thank for the strength we enjoy as a City and a Nation . I am proud of New York City's participation in the amicus brief filed in Texas vs. United States, and am hopeful that the demand from such a robust list of diverse urban areas will bring us closer to real reform which has been long overdue,” said **Assembly Member Keith Wright**.

“I commend Mayor de Blasio in joining the effort to defend the President’s Administrative Relief that offers potential relief to millions of immigrants with strong ties to our nation, and who already work hard and contribute to make this a better country. While the Court stalls, and Congress fails to enact meaningful immigration reform, New York City will continue to protect the rights of immigrants and ensure that their contributions to our City are recognized—and celebrated. Our City continues to offer affirming spaces for immigrant populations, and I am hopeful that this action from our Mayor—and from his colleagues from around the country—will provide some context about the urgent need for the implementation of the President’s programs,” said **Council Member Carlos Menchaca, Chair of the Committee on Immigration**.

“I support the new friend-of-the-court brief urging immediate implementation of President Obama’s executive actions on immigration. Immigrants are in important part of the fabric of our society and economy and granting administrative relief to those immigrants in need is an act of social responsibility,” said **Council Member Inez Barron**.

“I applaud New York City Mayor Bill de Blasio for joining Los Angeles Mayor Eric Garcetti in filing a friend-of-the-court brief calling for implementation of President Obama’s executive action on immigration. As an elected official representing an area with a significant immigrant population, I join with others across the country in urging the courts to move forward on providing deportation relief. The President’s immigration policies provide a just, sensible solution for millions of immigrants who live in the U.S. and contribute to our nation’s society in myriad ways. From an economic perspective, there is no question that New York stands to benefit from implementation of these policies, as significant tax revenues would be generated by the granting of temporary work permits to our City’s population of 100,000 immigrants,” said **Council Member Fernando Cabrera**.

“President Obama’s executive action on immigration will have a profoundly positive impact on thousands of families in our city, and it must be implemented immediately,” said **Council Member Margaret Chin**. “I strongly support today’s legal action in support of the President’s reforms, and I thank Mayor de Blasio for his continued leadership on this fundamentally important issue.”

“New York City is, was, and always will be a leader in the immigrant rights movement. We stand united in support of President Obama’s Executive Order,” said **Council Member Andrew Cohen**.

“We have waited for federal immigration reform for too long,” said **Council Member Costa Constantinides**. “The current federal laws are broken and lead to families being broken up or to unwarranted detention. President Obama’s executive order will take significant steps to help ameliorate these concerns. We must ensure due process and respect for all. I stand with Mayor De Blasio, Mayor Garcetti, and with 70 other cities across the nation that support the President’s order.”

“The stand the District Court Judge has taken against immigration reform is harming the future of our country, our immigrants,” said **Council Member Daniel Dromm**. “I am glad Mayor de Blasio has signed on to an amicus brief to push back against the court’s anti-immigrant actions. In New York City we support our immigrants not hold them back by putting obstacles to citizenship in their way.”

“I applaud Mayor de Blasio and the Mayors of more than 70 cities across the country for making it clear that they are ready, willing, and able to implement the reforms proposed by President Obama’s executive action. As the son of immigrants, I know firsthand the difficulties faced by those who have come to the United States seeking a better life for themselves and their families. Our immigration system is broken and full implementation of President Obama’s executive action is necessary in order to ensure more families are not harmed by failed policies,” said **Council Member Rafael Espinal**.

“President Obama’s executive action would be a lifeline to many families in our City who only want to work hard and provide more than they had for their children,” said **Council Member Julissa Ferreras**. “The continued delay of immigration reform only hurts our cities by separating families as well as denying our local governments millions of dollars in tax revenue. I commend Mayor de Blasio, Mayor Garcetti and the chief executives of over 70 American cities for championing this issue in our courts and call on Congress to finally do the right thing and recognize that immigration reform makes sense for all.”

“For too long, cities have been trying to navigate a federal immigration policy that is in dire need of reform. The President's executive actions were an important first step toward making sense of those immigration policies. Delaying their implementation creates very real problems for the cities that are on the front lines of the immigration debate,” said **Council Member Dan Garodnick**.

“By delaying the implementation of immigration reform, the court is making a decision that hurts state and local economies and needlessly diverts law enforcement attention,” said **Council Member Vanessa Gibson**. “Spending tax dollars to prosecute otherwise law abiding residents who want to work here, raise families here, and spend money here is a policy that has never made sense and I urge the court to recognize the considerable good immigration reform will bring to our communities. I am proud to stand with legislators within New York and around the country in support of President Obama’s actions and I look forward to a favorable decision that will uphold the ordered relief of nearly 4 million undocumented adults and children.”

“Today, New York City stands with over 70 American municipalities in support of President Obama’s recent executive action on immigration,” said **Council Member Corey Johnson**. “If implemented, the plan would grant much needed administrative relief and protection from deportation to over 4 million undocumented individuals. Our country and New York City were built by immigrants and their families. Barring immigrants from fully participating in American civic and economic life is contrary to our values. It’s time to make a change.”

“We are a nation of immigrants, including my grandparents who came here to escape antisemitism, and the grandparents of so many. We must continue to accept all those 'yearning to breathe free',” said **Council Member Ben Kallos**. “The state invests resources in every person the second they set foot in our soil. By welcoming people with open arms, we guarantee a return on that investment. I applaud Mayors de Blasio and Garcetti for urging the immediate implementation of President Obama's immigration reforms.”

“President Obama has signed an Executive Order and it’s shameful and unheard of for the District Court judge to block the executive action,” said **Council Member Andy King, Co-Chair of the Black, Latino & Asian Caucus**. “New York is and has always been a city of immigrants and President Obama’s vision allows for immediate reform in our communities. I stand with the Mayor and the President and all Americans across the nation committed to justice and our voices will be heard.”

"I see every day the positive impact immigrants have on our communities, as a representative of one of the most diverse areas in the country," said **Council Member Rory Lancman**. "Immigrants start businesses, pay taxes and raise their children here. Unfortunately, current US immigration policies leave far too many of our neighbors afraid that they will be deported from the country that has been their home for years. Mayor de Blasio's brief, joined by so many other cities, sends a clear message to the Court that cities support the President's action and want our immigrants to be able to come out of the shadows."

“New York City can’t wait any longer for implementation of President Obama’s executive action on immigration,” said **Council Member Steve Levin**. “Thank you to Mayor de Blasio and cities and counties around the United States who are taking a stand for smart and needed immigration reforms.”

“Undocumented immigrants and their families have waited far too long for substantive and comprehensive immigration reform. Not only do we need these reforms to be effectuated, we also need more policies that will help bring relief to millions of immigrants, help keep their families together, while strengthening our economy. I’m proud to stand with Mayor de Blasio, my colleagues in City Council, and the cities and counties across the country, who are fighting for the rights of our immigrant communities,” said **Council Member Annabel Palma**.

“I’d like to thank Mayor de Blasio for taking leadership on this important issue. Implementation of President Obama’s executive order would have a major positive impact on the lives of our immigrant communities,” said **Council Member Antonio Reynoso**.

“I am proud to stand with Mayor De Blasio and 70 other municipalities throughout the nation in full support of President Obama’s executive action on immigration,” said **Council Member Donovan Richards**. “The history of the United States is a history of immigrants. Extending temporary relief from deportation for residents that contribute millions of dollars to our domestic economy is common sense.

“President Obama’s actions will bring 5 million immigrants out of the shadows. For years these families have lived with the constant anxiety and fear of deportation. But no longer. Now undocumented immigrants can apply to receive services that they’ve long deserved. By receiving social security cards and work permits so many will be able to legally work towards the American Dream they came to pursue,” said **Council Member Ydanis Rodriguez**. “However, some among us want to push these families back into the shadows. Today we, the cities that drive our country’s economy forward, stand united in support of the President’s actions.”

“The temporary work permits granted by President Barack Obama’s executive action are essential to the daily functions of New York City and cities nationwide. We are a nation of immigrants, and delaying implementation of this program is, frankly, un-American. I stand with Mayors Bill de Blasio and Eric Garcetti and the 72 cities and counties throughout the US (list in formation), in urging immediate implementation of this executive action,” said **Council Member Helen Rosenthal**.

“Immigrants make critical contributions our local economies and civic infrastructure, but cannot continue doing so if they are living in the shadows. The growing list of municipalities and counties signed onto the brief further underscores the importance and urgency of administrative relief for millions of undocumented children and adults. The Mayor has been a tireless champion of New York’s immigrant communities and I commend him for spearheading this effort,” said **Council Member Richie Torres**.

“I support the immediate implementation of President Obama’s executive order,” said **Council Member Mark Weprin**. “Immigrants have always played a vital role in shaping our nation’s economy and continue to contribute every day to the vitality of New York City.”

“Delaying President Obama’s executive orders to implement real immigration reform only puts New York City’s efforts to provide countless families economic opportunity they need on hold,” said **New York City Council Majority Leader Jimmy Van Bramer**. “Now is the time to act and our City is prepared to. I support Mayor de Blasio and numerous other cities throughout our nation’s efforts to begin implementing much-needed reforms for the millions

of families who are looking to us for assistance to become included and engaged citizens of New York City and our great nation.”

“The time for a rational immigration policy has long been overdue. Where Congress has failed to act in the collective interest of the American people, President Obama has sought to step into the breach. The use of executive authority on this issue is with precedent, and this unfortunate maneuver by the State of Texas to stymie him ignores the greater economic, security, and familial needs of all our citizens. Mayor de Blasio recognizes these plain truths, and I support the amicus brief he and so many other municipalities, nationwide, have filed in support of the President’s action,” said **Council Member Ruben Wills**.

“In cities across the country, hard-working men and women are waiting for President Obama’s Executive Action to go into effect so they can live and work without fear of deportation and separation from their families,” said **Hector Figueroa, President of 32BJ SEIU**. “In Boston, New York, Philadelphia, Washington DC and many more cities up and down the East Coast, 32BJ members have long been part of the fight for immigration reform and we will continue to take action in Congress and on the streets until these reforms are implemented. It is the humane and just thing to do for immigrants and the right path forward for our country.”

“Immigrants are essential to local economies and industries throughout our country, especially the hospitality industry. Today’s actions show that local governments recognize that delaying the President’s Executive Action not only harms millions of working families but also jeopardizes recovering local economies,” said **Peter Ward, President of the Hotel Trades Council**.

“Workers and their families desperately need the immediate implementation of President Obama’s Executive Action for immigration reform. We commend these cities and their elected officials for submitting an amicus brief in support of President Obama’s Executive Action, the most far reaching immigration reform initiative in decades. Cities make up the backbone of the U.S. economy, much of it based on the work of immigrants. Millions of hard working immigrant families stand to benefit from this action, and they deserve this administrative relief,” said **Stuart Appelbaum, President of Retail, Wholesale and Department Store Union**.

“The AFL-CIO has made supporting real immigration reform one of our top priorities because we understand the importance of ensuring that all workers receive the wages and benefits to which they are entitled,” said **Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO**. “By allowing undocumented workers to come out of the shadows, we will be working to eradicate the tools that allow unscrupulous employers to drive down wages, and rob workers of fair pay, benefits, and workplace rights. The implementation of President Obama’s immigration recommendations is already long overdue. Let’s make this happen for New York City’s workers.”

“Immigrants, including many who would be eligible for work permits under President Obama’s Executive Action, contribute every day to the vibrancy and health of our cities. The Executive Action will keep families together, boost our economy and focus law enforcement resources. We applaud Mayor de Blasio’s advocacy on behalf of these hard-working New Yorkers and join him in calling for immediate implementation of the action,” said **Maria Castaneda, Secretary-Treasurer of 1199 SEIU**.

"We applaud Mayors de Blasio and Garcetti for leading the charge to demand immediate implementation of immigration relief to keep families together across the United States. As our communities demand action, scores of cities from coast to coast are stepping up and saying with one voice that the Court of Appeals must allow President Obama's administrative actions, which are grounded in strong legal precedent, to move forward," said **Javier H. Valdés, co-Executive Director of Make the Road New York.**

"Very much like every major city in America, New York City is a strong and vibrant city thanks to our immigrant population," said **Jonathan Westin, Executive Director of New York Communities for Change.** "Our cities are better when our immigrant brothers and sisters can thrive. Therefore, we urge the immediate implementation of the President's Immigration Executive Action. Our cities have too much to lose if action is not taken now."

"We are proud that our city's Mayor Bill de Blasio is setting a precedent by taking legal action and making it known that the delays to President Obama's executive actions are unacceptable," said **Steven Choi, executive director of the New York Immigration Coalition.** "The NYIC and our membership, along with our city and state partners including the Mayor's Office of Immigrant Affairs, continue our efforts to prepare the 100,000 plus New Yorkers who can benefit from these programs. We stand with Mayors Bill de Blasio and Eric Garcetti in the call for immediate implementation of immigration relief."

"At a time when anti-immigrant voices are using myths about immigrants and the effects of immigration to derail a constructive national policy debate, few actions are more important than local governments uniting to fight for immediate relief and implementation of President Obama's Immigration Executive Actions. In outlining the economic and fiscal benefits of deferred action policies, New York City is a key stakeholder. Mayor Bill de Blasio has underscored once again our city's courage in the fight for justice and we stand in solidarity to see administrative relief programs take full-effect immediately," said **Lucia Gomez, Executive Director of La Fuente.**

"The Asian American Federation fully supports Mayors de Blasio and Garcetti's appeal to implement President Obama's executive action without any further delay. Immigrants and their families, who have made valuable contributions to the U.S., deserve the temporary relief and protection that this immigration reform provides. We stand with our community to ensure that the President's executive action sees the light of day," said **Jo-Ann Yoo, Executive Director of the Asian American Federation.**

"Millions of lives are on hold as President Obama's legal Executive Action is being dragged through the courts. Northern Manhattan Coalition for Immigrant Rights commends Mayors de Blasio and Garcetti for supporting legal action urging immediate implementation of Executive Action," said **Angela Fernandez, Executive Director of Northern Manhattan Coalition for Immigrant Rights.**

"Immigration reform is vital for New York's African immigrant communities," said **Amaha Kassa, Executive Director of African Communities Together.** "All of our members have heard about President Obama's executive actions, many are qualified and ready to apply for relief, and none of them can understand why progress has been put on hold. This filing sends an important message that New York City has immigrants' backs, even if some states have chosen to send the opposite message."

“President Obama’s November, 2014 Deferred Action programs – both the DACA extension and DAPA – should be implemented now. With each passing day, families continue to be torn apart, leaving behind American children to fend for themselves. Hard-working immigrant parents live in fear and are preyed upon, and cannot become full members of our society. As the child of Mexican immigrant parents whose life dramatically changed after they received legal status via IRCA, the benefits of immigration relief to are society are clear to me. My parents became homeowners and were able to support three college graduates. I applaud Mayors De Blasio and Garcetti, along with the 70 cities and counties who have signed on, for their leadership and for lending their voice to challenge the Texas vs. United States lawsuit, said **Aracelis Lucero, Executive Director of Masa, Inc.**

“Chicago has always been a city of immigrants, and for us to stay true to our history and our values, we must ensure that immigrants can fully participate in all aspects of our economic and cultural life,” said **Chicago Mayor Rahm Emanuel**. “We are proud to join numerous cities in filing this amicus brief to support President Obama’s executive actions on immigration. They will help keep families together, increase safety in our communities, and maximize the contributions that immigrants make every day in every part of our city.”

“Cities are strongly affected by immigration. The old, dysfunctional immigration policies hurt our economies, our neighborhoods, our businesses and our residents. The President is attempting to interject common sense and humanity. We are grateful for his efforts and we stand with him,” said **Portland Mayor Charlie Hales**.

“I am signing onto this brief because as a nation of immigrants, I believe ensuring access to a fair and legal process for people to come to this country and pursue their dreams reflects our highest values,” said **Chapel Hill Mayor Mark Kleinschmidt**.

“We must do better to honor our country's proud immigration tradition. Too many immigrants live in fear, afraid to become members of our society, while Congress fails to take any meaningful action to fix a broken immigration system. Their inaction has real consequences for our communities, which is why I fully support President Obama's leadership and common sense executive actions. I thank Mayor de Blasio for initiating this brief and building this important coalition of leaders,” said **Hoboken Mayor Dawn Zimmer**.

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**From:** [Perez, Roberto](#)  
**To:** "[Lynsey Kryzwick](#)"  
**Subject:** MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS  
**Date:** Monday, April 06, 2015 2:47:56 PM

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## MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS

### *More Than 70 Cities & Counties Sign Texas vs. United States Appeal Urging Immediate Implementation of President Obama's Immigration Executive Action*

**NEW YORK**—New York City Mayor Bill de Blasio and Los Angeles Mayor Eric Garcetti announced today that 73 cities and counties had filed a new friend-of-the-court brief in the Fifth Circuit Court of Appeals in the *Texas vs. United States* lawsuit, urging immediate implementation of President Obama's executive actions on immigration.

“Continuing to delay implementation of the President’s executive action on immigration hurts our economy and puts families at risk,” said **Mayor Bill de Blasio**. “Cities are where immigrants live, and cities are where the President’s executive action will be successfully implemented. Our cities are united, and we will fight for the immigration reform this nation needs and deserves – whether in the courtroom, in Congress, or in our communities. Make no mistake about it: our voices will be heard.”

“Our cities cannot afford delays to immigration reforms that will strengthen our economy and help families,” said **Los Angeles Mayor Eric Garcetti**. “This isn’t a blue or red issue, but a human and economic one.”

The brief demonstrates robust support from the country’s largest cities – as well as suburbs and rural areas – for the President’s reforms, which will temporarily relieve from deportation thousands of immigrants who have longstanding ties to the U.S.

The cities and counties – representing 43 million people across the country – argue that the district court judge who temporarily blocked implementation of the programs failed to consider the significant harm to America’s local governments caused by this delay.

According to an analysis by the City, each month that the implementation of these programs is delayed, New York City and New York State will lose at least \$1.5 million in additional state and local tax revenue that would be generated if 100,000 immigrants in New York City were able to access temporary work permits through executive action.

“New York’s immigrants are vital to our economy and we must do all we can to help them grow and thrive. Mayor de Blasio is correct – instead of putting up barriers, we should be looking at ways to help immigrants climb the ladder of economic opportunity and welcome them into our communities. The New York State Assembly Majority strongly supports President Obama’s executive action on immigration, and further delay by those who would derail this important initiative is unacceptable,” said **New York State Assembly Speaker Carl Heastie**.

“Each day we wait to implement President Obama’s bold immigration reforms, millions of hard-working families remain in legal limbo. Immigrant communities built New York City,

and they are the heart and soul of urban centers across our country,” said **Public Advocate Letitia James**. “As Congress and federal courts stall meaningful progress on immigration, New York City will continue to lead the nation.”

As part of Cities United for Immigration Action, Mayors de Blasio and Garcetti led the effort to organize more than 70 cities and counties, the National League of Cities, and the U.S. Conference of Mayors in arguing that the national public interest is served clearly and overwhelmingly by implementing immigration relief by executive action without delay. Today’s brief more than doubles the number of local governments that had previously voiced opposition to the lawsuit brought by states seeking to block President Obama’s immigration reform efforts.

The brief also argues that the District Court judge’s decision to block executive action with a preliminary injunction is bad for the economy, hurts families, threatens law enforcement priorities, and will stall desperately needed changes to the federal government’s immigration policies.

The de Blasio Administration has a proven track record of spearheading initiatives that integrate immigrants into the civic and economic life of New York City. From the IDNYC municipal identification program to increasing access to federal immigration benefits, New York City is committed to championing pro-immigrant policies that promote equity and create opportunity for all residents.

This collective action to offer the Court the crucial perspective of American cities and counties is an outcome of the organizing efforts of the Cities United for Immigration Action coalition. By filing this brief, America’s mayors and county leaders are making a strong statement in support of the President’s plan to grant administrative relief to over four million undocumented children and adults.

Numerous cities and counties signed on to today’s brief are located in states that brought the lawsuit against the Obama administration or have otherwise indicated support for the lawsuit, including five cities in Texas, six localities in New Jersey, two counties in Arizona, and three municipalities in Wisconsin. Cities and counties signed on to the brief (in formation) include the following local governments:

Alexandria, VA  
Allentown, PA  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bell, CA  
Boston, MA  
Bridgeport, CT  
Buffalo, NY  
Cambridge, MA  
Central Falls, RI  
Chapel Hill, NC  
Charleston, SC  
Chicago, IL  
Coconino County, AZ

Columbia, SC  
Columbus, OH  
Dallas County, TX  
Dayton, OH  
Denver, CO  
Dolton, IL  
El Paso County, TX  
Everett, MA  
Gary, IN  
Haledon, NJ  
Hartford, CT  
Highland Park, IL  
Hoboken, NJ  
Holyoke, MA  
Houston, TX  
Jersey City, NJ  
Kansas City, MO  
Little Rock, AR  
Los Angeles, CA  
Los Angeles County, CA  
Lucas County, OH  
Madison, WI  
Milwaukee, WI  
Minneapolis, MN  
Montgomery County, MD  
Newark, NJ  
New York, NY  
Niagara Falls, NY  
North Miami, FL  
Oakland, CA  
Paterson, NJ  
Philadelphia, PA  
Pittsburgh, PA  
Plainfield, NJ  
Portland, OR  
Providence, RI  
Racine, WI  
Ramsey County, MN  
Rochester, NY  
Salt Lake City, UT  
San Francisco, CA  
San Jose, CA  
Santa Ana, CA  
Santa Cruz County, AZ  
Santa Fe, NM  
Santa Monica, CA  
Schenectady, NY  
Seattle, WA  
Skokie, IL  
St. Louis, MO

State College, PA  
Syracuse, NY  
Tacoma, WA  
Tampa, FL  
Travis County, TX  
Washington, D.C.  
West Covina, CA  
Yonkers, NY  
National League of Cities  
U.S. Conference of Mayors

“Brooklyn is what America looks like, with nearly 40 percent of our residents being foreign-born, and when it comes to embracing our immigrant population, it is what America ought to be. President Obama's executive order on immigration is the most significant and meaningful step our nation has taken toward addressing this long-standing crisis and the millions of families who have been stuck in the shadows of our society, including hundreds of thousands right here in New York City. Our diversity is our greatest strength, and I join my fellow urban leaders from coast to coast in making this call to support the President's reforms,” said **Brooklyn Borough President Eric Adams**.

“Legally and morally, the president's executive action on immigration was both within his power and the right thing to do,” said **Manhattan Borough President Gale Brewer**. “Blocking its implementation will do real harm to cities. That’s why joining with other cities and counties across the country urging its implementation is the right thing as well.”

“We stand with New York City Mayor Bill de Blasio’s and Los Angeles Mayor Eric Garcetti’s decision to file a ‘friend-of-the-court’ brief in support of President Barack Obama’s executive action on immigration,” said **Bronx Borough President Ruben Diaz Jr.** “The President’s executive action currently being blocked in the courts hurts The Bronx and New York City, with the borough losing out on potential local tax revenues that would be generated by these hard-working immigrants who just want to come out the shadows and positively contribute to our country. We are the land of opportunity, built on the ideal that we are melting pot that promotes equality for all and we must continue to strive for those ideals that make our country great.”

“President Obama's executive actions were bold and decisive steps toward fixing America's broken immigration system. The Statue of Liberty stands tall in our City, reminding us that America was built by generations of immigrants who came to its shores in search of a better life and a chance to make our country greater,” said **U.S. Representative Charles Rangel**. “I am proud to see that Mayor de Blasio is committed to keeping that promise alive for years to come.”

“The delay in the implementation of DAPA and expanded DACA threatens millions of American families with deportation, as well as the many communities, such as New York City, of which immigrants are an integral part,” said **U.S. Representative Yvette Clarke**. “No serious doubt exists that President Obama had the authority to establish DAPA and DACA. I want to commend Mayor de Blasio and the many community leaders across this nation who have raised their voices on behalf of millions of families who want to pursue the American Dream.”

“In the absence of legislative action by House Republicans, President Obama took decisive action on immigration because he knows that there are real lives at stake in our current broken system,” said **U.S. Representative Joe Crowley**. “It is deeply troubling that a Texas judge known to be hostile to immigrants is delaying the President’s executive measures, especially given the legal precedents set by previous administrations. Halting action that will help keep American families together strikes at the heart of what our country ought to be about, and I thank Mayors de Blasio, Garcetti, and many others for taking a stand and showing the widespread support for the President’s action. I’m confident the Department of Justice will succeed in its appeal of this decision and that we will move forward with this much-needed action that will make such a difference in New York City and elsewhere.”

“I applaud Mayor de Blasio for working with cities across the nation to support President Obama’s executive actions on immigration,” said **U.S. Representative Carolyn Maloney**. “With over 12 million undocumented immigrants living in our country, comprehensive immigration reform is long overdue. Unfortunately, Congress has failed to act. That is why I strongly support President Obama’s executive actions, which will help keep families together, boost our economy and generate new tax revenue. These are common sense steps that mimic similar actions by Presidents Ronald Reagan and George H.W. Bush, and it’s long past time that President Obama’s reforms are implemented.”

“We can’t continue to delay implementing President Obama’s executive action on immigration. With this friend-of-the-court brief, New York City is joined by more than 70 cities nationwide in voicing its strong support for moving ahead with providing administrative deportation relief to more than 4 million immigrants with strong ties to the U.S. As the brief argues, the District Court’s holdup only hurts our economy, harmless immigrant families, and the federal government’s ability to address our broken immigration system. I applaud Mayor de Blasio for once again putting New York City at the forefront of efforts to help the immigrant community, in New York City, and nationwide,” said **U.S. Representative José Serrano, Sr.**

“The President’s immigration reforms make badly needed changes to a broken system and will benefit thousands of our neighbors,” stated **U.S. Representative Nydia Velázquez**. “It is critical for New York City and our nation as a whole that these reforms be implemented without delay.”

“Every day we delay fixing our broken immigration system is a missed opportunity,” said **U.S. Representative Kathleen Rice**. “There’s no question that we need to keep fighting for comprehensive immigration reform at the federal level, but our local communities can’t afford to wait when there’s no sign that this Congress is willing to pass real legislative solutions. Thousands of hard-working Long Island families are ready to come out of the shadows, stop living in fear and start participating fully in our local economies, and there’s no reason to deny them that opportunity any longer. Last week I joined several fellow Members of Congress in signing an amicus brief affirming our support for the government’s appeal, and the brief filed today by Mayors de Blasio and Garcetti shows that local and federal leaders across the country are united in our commitment to implementing the President’s executive actions.”

“Immigrants move New York’s economy forward,” said **State Senator Leroy Comrie**. “I represent a district where over a third of its population is foreign-born, and where many more are the children and grandchildren of the rich immigrant legacy this city – and this

nation – is so proud of. Immigrants are innovators, business owners and job creators: they augment this City's supply of capital and ideas to diversify its narrative and keep it nationally and globally competitive. Not only is it in our best interest to immediately implement the President's platform for immigration reform, but it is the socially and morally responsible thing to do.”

“Every day the President's executive actions on immigration are blocked, is another day hundreds of thousands of young adults and parents, trying to provide for their families, are unable to work. This is not good for anyone, and the leaders of our cities and counties across the country know this first hand. I thank them for standing with undocumented immigrants and working to bring them out of the shadows,” said **State Senator Adriano Espaillat, Chair of the State Senate Puerto Rican/Latino Caucus.**

“This friend-of-the-court brief stands with immigrants in our communities against needless delay in the urgently needed Deferred Action programs. President Obama has charted a course for a more compassionate immigration system – a system that treats our friends and neighbors with the dignity they deserve. I commend this action by Mayor de Blasio and dozens of mayors across the United States in keeping with the vision President Obama outlined. I join these mayors and leaders across the country in reaffirming our commitment to America’s longstanding tradition of welcoming immigrants to our communities,” said **State Senator Jesse Hamilton.**

“It is time to stop intolerant views toward our immigrants. I am in full support of this brief, which is intended to safeguard and implement President Obama’s executive actions on immigration that are intended to keep families together,” said **State Senator Jose Peralta.** “We, as immigrants, live in all cities across our nation, and blocking the implementation of the President’s policies, hurts not just families fighting for the American Dream, but also our ongoing efforts to enrich and repair our economy.”

“I am very proud that New York City is leading the way on a collective *amicus* brief in the *Texas vs. United States* case which calls for swift and sweeping implementation of President Obama’s executive actions concerning rational immigration policy. The lives of millions of people hang in the balance, so many of them New Yorkers who share the same hopes, dreams and aspirations that each successive wave of immigrants harbored generations ago. Each of them found a true home here and it is time for our City and Country to open our arms and our hearts in the name of fundamental human rights,” said **State Senator Bill Perkins.**

“The implementation of President Obama's executive action on immigration is imperative to ensuring we support the countless immigrants that contribute to the social and economic life of our country,” said **State Senator Gustavo Rivera.** “We are a country of immigrants, and this executive action will help us strengthen and protect our diverse population, while honoring our values as Americans. I commend and thank Mayor de Blasio for having New York join cities and counties across our country in taking legal action to support an initial step towards immigration reform.”

“Here in a city and state where we pride ourselves on diversity, we can only benefit from the implementation of President Obama’s executive action on immigration,” said **State Senator James Sanders Jr.** “It will allow for a reprieve from deportation while giving the undocumented a chance to work, providing a much needed boost to the economy. Just this

past week, the state budget failed to include the DREAM Act, which would have given thousands of vibrant young people a chance at success by allowing them to continue their education and creating a pathway to citizenship. Let's not miss another opportunity to help build a stronger New York."

"Unjust deportations have continued to tear apart our families, our schools and our communities. We must act swiftly in implementing President Obama's immigration executive action in order to protect these important populations. Immigrants are the backbone of our communities, and I thank Mayors de Blasio and Garcetti for creating a united front to demonstrate our support for the swift implementation of the President's measures," said **State Senator José Serrano**.

"The delay to President Obama's executive action on immigration is intolerable and comes with a real cost to real people," said **Assembly Member Rodneyse Bichotte**. "Every day, families of aspiring Americans are destroyed by a system badly in need of reform and the President's executive action offers needed help. I join with Mayor de Blasio and Eric Garcetti in the *Texas v. United States* lawsuit to urge immediate implementation of President Obama's executive actions on immigration. As a daughter of Haitian immigrants, and as a proud citizen of the United States and elected official of New York, I have a duty to act on behalf of the social justice of our people—as well as a fiduciary responsibility to ensure our economies gain the benefits immigration brings."

"As a child of Jamaican immigrants, it is personal for me that we stand up for Immigration justice and demand immediate action. The implementation of President Obama's executive actions on immigration is a moral, social, and economic necessity. The delays are inexcusable, and we must move forward. In past years, immigrants in NYC have accounted for more than \$200 billion in economic activity to help revitalize vibrant neighborhoods including the work of Latino, Caribbean and African entrepreneurs in the South Bronx. Through hard work and tireless dedication, Immigrants embody the entrepreneurial spirit that makes our country so beautiful, and the best country in the world," said **Assembly Member Michael Blake**. "Immigrants are our neighbors, our friends, and our family, and I proudly stand with Mayor Bill de Blasio and Eric Garcetti in calling for our judicial system to do the right thing, the humane thing, the compassionate thing, and give our communities the life they deserve."

"I want to commend Mayor de Blasio and all the other mayors for supporting immigration reforms. Implementation of the President's Immigration Executive action will provide much needed relief to immigrant families suffering under our broken system and is a crucial first step on the road to treating our immigrants with the fairness and respect they deserve," said **Assembly Member Guillermo Linares**.

"Every month that goes by without President Obama's executive actions is another month that families can be ripped apart," said **Assembly Member Francisco Moya**. "For those of us who deal with the fallout from our nation's flawed immigration policies on a daily basis, we know how critical the President's executive actions truly are. Keeping families together is not only the right thing to do; it's also in our nation's best interest."

"Mayor de Blasio is taking the right step filing today's court brief," said **Assembly Member Felix Ortiz**. "Without action from the Congress and State Legislature, we must support President Obama's efforts to protect workers and their families from deportation. While we

keep the fight alive in Albany for the Dream Act, driver licenses and state-issued identification cards for non-citizens and better wages for all workers, today's action by our Mayor and by so many others across the nation is a positive step to make life better for millions. We can't wait any longer.”

“We need comprehensive immigration reform immediately,” said **Assembly Member Robert Rodriguez**. “President Obama’s Executive action is a huge step towards creating fair policies that help our growing immigrant communities of New York City thrive, any hindrance to its enactment harms us irreparably.”

“It is clear that our immigration system is broken and comprehensive reform is needed to provide long-term relief for the families who have contributed to the growth and prosperity of our nation,” said **Assembly Member Nily Rozic**. “Filing this brief is reflective of New York City's commitment to advancing immigrants' rights and I commend the Mayor for his continued advocacy and leadership on this urgent issue.

“With an estimated 100,000 undocumented immigrants in New York City who would benefit greatly from President Obama’s executive action this brief sends a strong message on the importance of implementing these reforms,” said **Assembly Member Luis Sepúlveda**. “New York has long been at the forefront of immigration reform. Mayor de Blasio has proven his commitment to immigrants throughout his first year in office and continues to through actions like this. I commend the Mayor and the many other cities and counties for supporting these initiatives, as implementing each one of them will be for the national public interest.”

“Opportunity for families in America to obtain basic rights and a better quality of life should not be dictated by political games. The partisan stalling of President Obama's Immigration Executive Action is sophomoric, and the District Court's preliminary objection undoubtedly has a deleterious effect on our national economy. New York City is, and always has been a city of immigrants, and we have this community to thank for the strength we enjoy as a City and a Nation . I am proud of New York City's participation in the amicus brief filed in Texas vs. United States, and am hopeful that the demand from such a robust list of diverse urban areas will bring us closer to real reform which has been long overdue,” said **Assembly Member Keith Wright**.

“I commend Mayor de Blasio in joining the effort to defend the President’s Administrative Relief that offers potential relief to millions of immigrants with strong ties to our nation, and who already work hard and contribute to make this a better country. While the Court stalls, and Congress fails to enact meaningful immigration reform, New York City will continue to protect the rights of immigrants and ensure that their contributions to our City are recognized—and celebrated. Our City continues to offer affirming spaces for immigrant populations, and I am hopeful that this action from our Mayor—and from his colleagues from around the country—will provide some context about the urgent need for the implementation of the President’s programs,” said **Council Member Carlos Menchaca, Chair of the Committee on Immigration**.

“I support the new friend-of-the-court brief urging immediate implementation of President Obama’s executive actions on immigration. Immigrants are in important part of the fabric of our society and economy and granting administrative relief to those immigrants in need is an act of social responsibility,” said **Council Member Inez Barron**.



“I applaud New York City Mayor Bill de Blasio for joining Los Angeles Mayor Eric Garcetti in filing a friend-of-the-court brief calling for implementation of President Obama’s executive action on immigration. As an elected official representing an area with a significant immigrant population, I join with others across the country in urging the courts to move forward on providing deportation relief. The President’s immigration policies provide a just, sensible solution for millions of immigrants who live in the U.S. and contribute to our nation’s society in myriad ways. From an economic perspective, there is no question that New York stands to benefit from implementation of these policies, as significant tax revenues would be generated by the granting of temporary work permits to our City’s population of 100,000 immigrants,” said **Council Member Fernando Cabrera**.

“President Obama’s executive action on immigration will have a profoundly positive impact on thousands of families in our city, and it must be implemented immediately,” said **Council Member Margaret Chin**. “I strongly support today’s legal action in support of the President’s reforms, and I thank Mayor de Blasio for his continued leadership on this fundamentally important issue.”

“New York City is, was, and always will be a leader in the immigrant rights movement. We stand united in support of President Obama's Executive Order,” said **Council Member Andrew Cohen**.

“We have waited for federal immigration reform for too long,” said **Council Member Costa Constantinides**. “The current federal laws are broken and lead to families being broken up or to unwarranted detention. President Obama’s executive order will take significant steps to help ameliorate these concerns. We must ensure due process and respect for all. I stand with Mayor De Blasio, Mayor Garcetti, and with 70 other cities across the nation that support the President’s order.”

“The stand the District Court Judge has taken against immigration reform is harming the future of our country, our immigrants,” said **Council Member Daniel Dromm**. “I am glad Mayor de Blasio has signed on to an amicus brief to push back against the court’s anti-immigrant actions. In New York City we support our immigrants not hold them back by putting obstacles to citizenship in their way.”

“I applaud Mayor de Blasio and the Mayors of more than 70 cities across the country for making it clear that they are ready, willing, and able to implement the reforms proposed by President Obama’s executive action. As the son of immigrants, I know firsthand the difficulties faced by those who have come to the United States seeking a better life for themselves and their families. Our immigration system is broken and full implementation of President Obama’s executive action is necessary in order to ensure more families are not harmed by failed policies,” said **Council Member Rafael Espinal**.

“President Obama’s executive action would be a lifeline to many families in our City who only want to work hard and provide more than they had for their children,” said **Council Member Julissa Ferreras**. “The continued delay of immigration reform only hurts our cities by separating families as well as denying our local governments millions of dollars in tax revenue. I commend Mayor de Blasio, Mayor Garcetti and the chief executives of over 70 American cities for championing this issue in our courts and call on Congress to finally do the right thing and recognize that immigration reform makes sense for all.”

“For too long, cities have been trying to navigate a federal immigration policy that is in dire need of reform. The President's executive actions were an important first step toward making sense of those immigration policies. Delaying their implementation creates very real problems for the cities that are on the front lines of the immigration debate,” said **Council Member Dan Garodnick**.

“By delaying the implementation of immigration reform, the court is making a decision that hurts state and local economies and needlessly diverts law enforcement attention,” said **Council Member Vanessa Gibson**. “Spending tax dollars to prosecute otherwise law abiding residents who want to work here, raise families here, and spend money here is a policy that has never made sense and I urge the court to recognize the considerable good immigration reform will bring to our communities. I am proud to stand with legislators within New York and around the country in support of President Obama’s actions and I look forward to a favorable decision that will uphold the ordered relief of nearly 4 million undocumented adults and children.”

“Today, New York City stands with over 70 American municipalities in support of President Obama’s recent executive action on immigration,” said **Council Member Corey Johnson**. “If implemented, the plan would grant much needed administrative relief and protection from deportation to over 4 million undocumented individuals. Our country and New York City were built by immigrants and their families. Barring immigrants from fully participating in American civic and economic life is contrary to our values. It’s time to make a change.”

“We are a nation of immigrants, including my grandparents who came here to escape antisemitism, and the grandparents of so many. We must continue to accept all those 'yearning to breathe free',” said **Council Member Ben Kallos**. “The state invests resources in every person the second they set foot in our soil. By welcoming people with open arms, we guarantee a return on that investment. I applaud Mayors de Blasio and Garcetti for urging the immediate implementation of President Obama's immigration reforms.”

“President Obama has signed an Executive Order and it’s shameful and unheard of for the District Court judge to block the executive action,” said **Council Member Andy King, Co-Chair of the Black, Latino & Asian Caucus**. “New York is and has always been a city of immigrants and President Obama’s vision allows for immediate reform in our communities. I stand with the Mayor and the President and all Americans across the nation committed to justice and our voices will be heard.”

"I see every day the positive impact immigrants have on our communities, as a representative of one of the most diverse areas in the country," said **Council Member Rory Lancman**. "Immigrants start businesses, pay taxes and raise their children here. Unfortunately, current US immigration policies leave far too many of our neighbors afraid that they will be deported from the country that has been their home for years. Mayor de Blasio's brief, joined by so many other cities, sends a clear message to the Court that cities support the President's action and want our immigrants to be able to come out of the shadows."

“New York City can’t wait any longer for implementation of President Obama’s executive action on immigration,” said **Council Member Steve Levin**. “Thank you to Mayor de Blasio and cities and counties around the United States who are taking a stand for smart and needed immigration reforms.”

“Undocumented immigrants and their families have waited far too long for substantive and comprehensive immigration reform. Not only do we need these reforms to be effectuated, we also need more policies that will help bring relief to millions of immigrants, help keep their families together, while strengthening our economy. I’m proud to stand with Mayor de Blasio, my colleagues in City Council, and the cities and counties across the country, who are fighting for the rights of our immigrant communities,” said **Council Member Annabel Palma**.

“I’d like to thank Mayor de Blasio for taking leadership on this important issue. Implementation of President Obama’s executive order would have a major positive impact on the lives of our immigrant communities,” said **Council Member Antonio Reynoso**.

“I am proud to stand with Mayor De Blasio and 70 other municipalities throughout the nation in full support of President Obama’s executive action on immigration,” said **Council Member Donovan Richards**. “The history of the United States is a history of immigrants. Extending temporary relief from deportation for residents that contribute millions of dollars to our domestic economy is common sense.

“President Obama’s actions will bring 5 million immigrants out of the shadows. For years these families have lived with the constant anxiety and fear of deportation. But no longer. Now undocumented immigrants can apply to receive services that they’ve long deserved. By receiving social security cards and work permits so many will be able to legally work towards the American Dream they came to pursue,” said **Council Member Ydanis Rodriguez**. “However, some among us want to push these families back into the shadows. Today we, the cities that drive our country’s economy forward, stand united in support of the President’s actions.”

“The temporary work permits granted by President Barack Obama’s executive action are essential to the daily functions of New York City and cities nationwide. We are a nation of immigrants, and delaying implementation of this program is, frankly, un-American. I stand with Mayors Bill de Blasio and Eric Garcetti and the 72 cities and counties throughout the US (list in formation), in urging immediate implementation of this executive action,” said **Council Member Helen Rosenthal**.

“Immigrants make critical contributions our local economies and civic infrastructure, but cannot continue doing so if they are living in the shadows. The growing list of municipalities and counties signed onto the brief further underscores the importance and urgency of administrative relief for millions of undocumented children and adults. The Mayor has been a tireless champion of New York’s immigrant communities and I commend him for spearheading this effort,” said **Council Member Richie Torres**.

“I support the immediate implementation of President Obama’s executive order,” said **Council Member Mark Weprin**. “Immigrants have always played a vital role in shaping our nation’s economy and continue to contribute every day to the vitality of New York City.”

“Delaying President Obama’s executive orders to implement real immigration reform only puts New York City’s efforts to provide countless families economic opportunity they need on hold,” said **New York City Council Majority Leader Jimmy Van Bramer**. “Now is the time to act and our City is prepared to. I support Mayor de Blasio and numerous other cities throughout our nation’s efforts to begin implementing much-needed reforms for the millions

of families who are looking to us for assistance to become included and engaged citizens of New York City and our great nation.”

“The time for a rational immigration policy has long been overdue. Where Congress has failed to act in the collective interest of the American people, President Obama has sought to step into the breach. The use of executive authority on this issue is with precedent, and this unfortunate maneuver by the State of Texas to stymie him ignores the greater economic, security, and familial needs of all our citizens. Mayor de Blasio recognizes these plain truths, and I support the amicus brief he and so many other municipalities, nationwide, have filed in support of the President’s action,” said **Council Member Ruben Wills**.

“In cities across the country, hard-working men and women are waiting for President Obama’s Executive Action to go into effect so they can live and work without fear of deportation and separation from their families,” said **Hector Figueroa, President of 32BJ SEIU**. “In Boston, New York, Philadelphia, Washington DC and many more cities up and down the East Coast, 32BJ members have long been part of the fight for immigration reform and we will continue to take action in Congress and on the streets until these reforms are implemented. It is the humane and just thing to do for immigrants and the right path forward for our country.”

“Immigrants are essential to local economies and industries throughout our country, especially the hospitality industry. Today’s actions show that local governments recognize that delaying the President’s Executive Action not only harms millions of working families but also jeopardizes recovering local economies,” said **Peter Ward, President of the Hotel Trades Council**.

“Workers and their families desperately need the immediate implementation of President Obama’s Executive Action for immigration reform. We commend these cities and their elected officials for submitting an amicus brief in support of President Obama’s Executive Action, the most far reaching immigration reform initiative in decades. Cities make up the backbone of the U.S. economy, much of it based on the work of immigrants. Millions of hard working immigrant families stand to benefit from this action, and they deserve this administrative relief,” said **Stuart Appelbaum, President of Retail, Wholesale and Department Store Union**.

“The AFL-CIO has made supporting real immigration reform one of our top priorities because we understand the importance of ensuring that all workers receive the wages and benefits to which they are entitled,” said **Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO**. “By allowing undocumented workers to come out of the shadows, we will be working to eradicate the tools that allow unscrupulous employers to drive down wages, and rob workers of fair pay, benefits, and workplace rights. The implementation of President Obama’s immigration recommendations is already long overdue. Let’s make this happen for New York City’s workers.”

“Immigrants, including many who would be eligible for work permits under President Obama’s Executive Action, contribute every day to the vibrancy and health of our cities. The Executive Action will keep families together, boost our economy and focus law enforcement resources. We applaud Mayor de Blasio’s advocacy on behalf of these hard-working New Yorkers and join him in calling for immediate implementation of the action,” said **Maria Castaneda, Secretary-Treasurer of 1199 SEIU**.

"We applaud Mayors de Blasio and Garcetti for leading the charge to demand immediate implementation of immigration relief to keep families together across the United States. As our communities demand action, scores of cities from coast to coast are stepping up and saying with one voice that the Court of Appeals must allow President Obama's administrative actions, which are grounded in strong legal precedent, to move forward," said **Javier H. Valdés, co-Executive Director of Make the Road New York.**

"Very much like every major city in America, New York City is a strong and vibrant city thanks to our immigrant population," said **Jonathan Westin, Executive Director of New York Communities for Change.** "Our cities are better when our immigrant brothers and sisters can thrive. Therefore, we urge the immediate implementation of the President's Immigration Executive Action. Our cities have too much to lose if action is not taken now."

"We are proud that our city's Mayor Bill de Blasio is setting a precedent by taking legal action and making it known that the delays to President Obama's executive actions are unacceptable," said **Steven Choi, executive director of the New York Immigration Coalition.** "The NYIC and our membership, along with our city and state partners including the Mayor's Office of Immigrant Affairs, continue our efforts to prepare the 100,000 plus New Yorkers who can benefit from these programs. We stand with Mayors Bill de Blasio and Eric Garcetti in the call for immediate implementation of immigration relief."

"At a time when anti-immigrant voices are using myths about immigrants and the effects of immigration to derail a constructive national policy debate, few actions are more important than local governments uniting to fight for immediate relief and implementation of President Obama's Immigration Executive Actions. In outlining the economic and fiscal benefits of deferred action policies, New York City is a key stakeholder. Mayor Bill de Blasio has underscored once again our city's courage in the fight for justice and we stand in solidarity to see administrative relief programs take full-effect immediately," said **Lucia Gomez, Executive Director of La Fuente.**

"The Asian American Federation fully supports Mayors de Blasio and Garcetti's appeal to implement President Obama's executive action without any further delay. Immigrants and their families, who have made valuable contributions to the U.S., deserve the temporary relief and protection that this immigration reform provides. We stand with our community to ensure that the President's executive action sees the light of day," said **Jo-Ann Yoo, Executive Director of the Asian American Federation.**

"Millions of lives are on hold as President Obama's legal Executive Action is being dragged through the courts. Northern Manhattan Coalition for Immigrant Rights commends Mayors de Blasio and Garcetti for supporting legal action urging immediate implementation of Executive Action," said **Angela Fernandez, Executive Director of Northern Manhattan Coalition for Immigrant Rights.**

"Immigration reform is vital for New York's African immigrant communities," said **Amaha Kassa, Executive Director of African Communities Together.** "All of our members have heard about President Obama's executive actions, many are qualified and ready to apply for relief, and none of them can understand why progress has been put on hold. This filing sends an important message that New York City has immigrants' backs, even if some states have chosen to send the opposite message."

“President Obama’s November, 2014 Deferred Action programs – both the DACA extension and DAPA – should be implemented now. With each passing day, families continue to be torn apart, leaving behind American children to fend for themselves. Hard-working immigrant parents live in fear and are preyed upon, and cannot become full members of our society. As the child of Mexican immigrant parents whose life dramatically changed after they received legal status via IRCA, the benefits of immigration relief to are society are clear to me. My parents became homeowners and were able to support three college graduates. I applaud Mayors De Blasio and Garcetti, along with the 70 cities and counties who have signed on, for their leadership and for lending their voice to challenge the Texas vs. United States lawsuit, said **Aracelis Lucero, Executive Director of Masa, Inc.**

“Chicago has always been a city of immigrants, and for us to stay true to our history and our values, we must ensure that immigrants can fully participate in all aspects of our economic and cultural life,” said **Chicago Mayor Rahm Emanuel**. “We are proud to join numerous cities in filing this amicus brief to support President Obama’s executive actions on immigration. They will help keep families together, increase safety in our communities, and maximize the contributions that immigrants make every day in every part of our city.”

“Cities are strongly affected by immigration. The old, dysfunctional immigration policies hurt our economies, our neighborhoods, our businesses and our residents. The President is attempting to interject common sense and humanity. We are grateful for his efforts and we stand with him,” said **Portland Mayor Charlie Hales**.

“I am signing onto this brief because as a nation of immigrants, I believe ensuring access to a fair and legal process for people to come to this country and pursue their dreams reflects our highest values,” said **Chapel Hill Mayor Mark Kleinschmidt**.

“We must do better to honor our country's proud immigration tradition. Too many immigrants live in fear, afraid to become members of our society, while Congress fails to take any meaningful action to fix a broken immigration system. Their inaction has real consequences for our communities, which is why I fully support President Obama's leadership and common sense executive actions. I thank Mayor de Blasio for initiating this brief and building this important coalition of leaders,” said **Hoboken Mayor Dawn Zimmer**.

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**From:** [Perez, Roberto](#)  
**To:** "Michael Rabinowitz"  
**Subject:** MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS  
**Date:** Monday, April 06, 2015 2:48:42 PM

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## MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS

### *More Than 70 Cities & Counties Sign Texas vs. United States Appeal Urging Immediate Implementation of President Obama's Immigration Executive Action*

**NEW YORK**—New York City Mayor Bill de Blasio and Los Angeles Mayor Eric Garcetti announced today that 73 cities and counties had filed a new friend-of-the-court brief in the Fifth Circuit Court of Appeals in the *Texas vs. United States* lawsuit, urging immediate implementation of President Obama's executive actions on immigration.

"Continuing to delay implementation of the President's executive action on immigration hurts our economy and puts families at risk," said **Mayor Bill de Blasio**. "Cities are where immigrants live, and cities are where the President's executive action will be successfully implemented. Our cities are united, and we will fight for the immigration reform this nation needs and deserves – whether in the courtroom, in Congress, or in our communities. Make no mistake about it: our voices will be heard."

"Our cities cannot afford delays to immigration reforms that will strengthen our economy and help families," said **Los Angeles Mayor Eric Garcetti**. "This isn't a blue or red issue, but a human and economic one."

The brief demonstrates robust support from the country's largest cities – as well as suburbs and rural areas – for the President's reforms, which will temporarily relieve from deportation thousands of immigrants who have longstanding ties to the U.S.

The cities and counties – representing 43 million people across the country – argue that the district court judge who temporarily blocked implementation of the programs failed to consider the significant harm to America's local governments caused by this delay.

According to an analysis by the City, each month that the implementation of these programs is delayed, New York City and New York State will lose at least \$1.5 million in additional state and local tax revenue that would be generated if 100,000 immigrants in New York City were able to access temporary work permits through executive action.

"New York's immigrants are vital to our economy and we must do all we can to help them grow and thrive. Mayor de Blasio is correct – instead of putting up barriers, we should be looking at ways to help immigrants climb the ladder of economic opportunity and welcome them into our communities. The New York State Assembly Majority strongly supports President Obama's executive action on immigration, and further delay by those who would derail this important initiative is unacceptable," said **New York State Assembly Speaker Carl Heastie**.

"Each day we wait to implement President Obama's bold immigration reforms, millions of hard-working families remain in legal limbo. Immigrant communities built New York City,

and they are the heart and soul of urban centers across our country,” said **Public Advocate Letitia James**. “As Congress and federal courts stall meaningful progress on immigration, New York City will continue to lead the nation.”

As part of Cities United for Immigration Action, Mayors de Blasio and Garcetti led the effort to organize more than 70 cities and counties, the National League of Cities, and the U.S. Conference of Mayors in arguing that the national public interest is served clearly and overwhelmingly by implementing immigration relief by executive action without delay. Today’s brief more than doubles the number of local governments that had previously voiced opposition to the lawsuit brought by states seeking to block President Obama’s immigration reform efforts.

The brief also argues that the District Court judge’s decision to block executive action with a preliminary injunction is bad for the economy, hurts families, threatens law enforcement priorities, and will stall desperately needed changes to the federal government’s immigration policies.

The de Blasio Administration has a proven track record of spearheading initiatives that integrate immigrants into the civic and economic life of New York City. From the IDNYC municipal identification program to increasing access to federal immigration benefits, New York City is committed to championing pro-immigrant policies that promote equity and create opportunity for all residents.

This collective action to offer the Court the crucial perspective of American cities and counties is an outcome of the organizing efforts of the Cities United for Immigration Action coalition. By filing this brief, America’s mayors and county leaders are making a strong statement in support of the President’s plan to grant administrative relief to over four million undocumented children and adults.

Numerous cities and counties signed on to today’s brief are located in states that brought the lawsuit against the Obama administration or have otherwise indicated support for the lawsuit, including five cities in Texas, six localities in New Jersey, two counties in Arizona, and three municipalities in Wisconsin. Cities and counties signed on to the brief (in formation) include the following local governments:

Alexandria, VA  
Allentown, PA  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bell, CA  
Boston, MA  
Bridgeport, CT  
Buffalo, NY  
Cambridge, MA  
Central Falls, RI  
Chapel Hill, NC  
Charleston, SC  
Chicago, IL  
Coconino County, AZ



Columbia, SC  
Columbus, OH  
Dallas County, TX  
Dayton, OH  
Denver, CO  
Dolton, IL  
El Paso County, TX  
Everett, MA  
Gary, IN  
Haledon, NJ  
Hartford, CT  
Highland Park, IL  
Hoboken, NJ  
Holyoke, MA  
Houston, TX  
Jersey City, NJ  
Kansas City, MO  
Little Rock, AR  
Los Angeles, CA  
Los Angeles County, CA  
Lucas County, OH  
Madison, WI  
Milwaukee, WI  
Minneapolis, MN  
Montgomery County, MD  
Newark, NJ  
New York, NY  
Niagara Falls, NY  
North Miami, FL  
Oakland, CA  
Paterson, NJ  
Philadelphia, PA  
Pittsburgh, PA  
Plainfield, NJ  
Portland, OR  
Providence, RI  
Racine, WI  
Ramsey County, MN  
Rochester, NY  
Salt Lake City, UT  
San Francisco, CA  
San Jose, CA  
Santa Ana, CA  
Santa Cruz County, AZ  
Santa Fe, NM  
Santa Monica, CA  
Schenectady, NY  
Seattle, WA  
Skokie, IL  
St. Louis, MO

State College, PA  
Syracuse, NY  
Tacoma, WA  
Tampa, FL  
Travis County, TX  
Washington, D.C.  
West Covina, CA  
Yonkers, NY  
National League of Cities  
U.S. Conference of Mayors

“Brooklyn is what America looks like, with nearly 40 percent of our residents being foreign-born, and when it comes to embracing our immigrant population, it is what America ought to be. President Obama's executive order on immigration is the most significant and meaningful step our nation has taken toward addressing this long-standing crisis and the millions of families who have been stuck in the shadows of our society, including hundreds of thousands right here in New York City. Our diversity is our greatest strength, and I join my fellow urban leaders from coast to coast in making this call to support the President's reforms,” said **Brooklyn Borough President Eric Adams**.

“Legally and morally, the president's executive action on immigration was both within his power and the right thing to do,” said **Manhattan Borough President Gale Brewer**. “Blocking its implementation will do real harm to cities. That’s why joining with other cities and counties across the country urging its implementation is the right thing as well.”

“We stand with New York City Mayor Bill de Blasio’s and Los Angeles Mayor Eric Garcetti’s decision to file a ‘friend-of-the-court’ brief in support of President Barack Obama’s executive action on immigration,” said **Bronx Borough President Ruben Diaz Jr.** “The President’s executive action currently being blocked in the courts hurts The Bronx and New York City, with the borough losing out on potential local tax revenues that would be generated by these hard-working immigrants who just want to come out the shadows and positively contribute to our country. We are the land of opportunity, built on the ideal that we are melting pot that promotes equality for all and we must continue to strive for those ideals that make our country great.”

“President Obama's executive actions were bold and decisive steps toward fixing America's broken immigration system. The Statue of Liberty stands tall in our City, reminding us that America was built by generations of immigrants who came to its shores in search of a better life and a chance to make our country greater,” said **U.S. Representative Charles Rangel**. “I am proud to see that Mayor de Blasio is committed to keeping that promise alive for years to come.”

“The delay in the implementation of DAPA and expanded DACA threatens millions of American families with deportation, as well as the many communities, such as New York City, of which immigrants are an integral part,” said **U.S. Representative Yvette Clarke**. “No serious doubt exists that President Obama had the authority to establish DAPA and DACA. I want to commend Mayor de Blasio and the many community leaders across this nation who have raised their voices on behalf of millions of families who want to pursue the American Dream.”

“In the absence of legislative action by House Republicans, President Obama took decisive action on immigration because he knows that there are real lives at stake in our current broken system,” said **U.S. Representative Joe Crowley**. “It is deeply troubling that a Texas judge known to be hostile to immigrants is delaying the President’s executive measures, especially given the legal precedents set by previous administrations. Halting action that will help keep American families together strikes at the heart of what our country ought to be about, and I thank Mayors de Blasio, Garcetti, and many others for taking a stand and showing the widespread support for the President’s action. I’m confident the Department of Justice will succeed in its appeal of this decision and that we will move forward with this much-needed action that will make such a difference in New York City and elsewhere.”

“I applaud Mayor de Blasio for working with cities across the nation to support President Obama’s executive actions on immigration,” said **U.S. Representative Carolyn Maloney**. “With over 12 million undocumented immigrants living in our country, comprehensive immigration reform is long overdue. Unfortunately, Congress has failed to act. That is why I strongly support President Obama’s executive actions, which will help keep families together, boost our economy and generate new tax revenue. These are common sense steps that mimic similar actions by Presidents Ronald Reagan and George H.W. Bush, and it’s long past time that President Obama’s reforms are implemented.”

“We can’t continue to delay implementing President Obama’s executive action on immigration. With this friend-of-the-court brief, New York City is joined by more than 70 cities nationwide in voicing its strong support for moving ahead with providing administrative deportation relief to more than 4 million immigrants with strong ties to the U.S. As the brief argues, the District Court’s holdup only hurts our economy, harmless immigrant families, and the federal government’s ability to address our broken immigration system. I applaud Mayor de Blasio for once again putting New York City at the forefront of efforts to help the immigrant community, in New York City, and nationwide,” said **U.S. Representative José Serrano, Sr.**

“The President’s immigration reforms make badly needed changes to a broken system and will benefit thousands of our neighbors,” stated **U.S. Representative Nydia Velázquez**. “It is critical for New York City and our nation as a whole that these reforms be implemented without delay.”

“Every day we delay fixing our broken immigration system is a missed opportunity,” said **U.S. Representative Kathleen Rice**. “There’s no question that we need to keep fighting for comprehensive immigration reform at the federal level, but our local communities can’t afford to wait when there’s no sign that this Congress is willing to pass real legislative solutions. Thousands of hard-working Long Island families are ready to come out of the shadows, stop living in fear and start participating fully in our local economies, and there’s no reason to deny them that opportunity any longer. Last week I joined several fellow Members of Congress in signing an amicus brief affirming our support for the government’s appeal, and the brief filed today by Mayors de Blasio and Garcetti shows that local and federal leaders across the country are united in our commitment to implementing the President’s executive actions.”

“Immigrants move New York’s economy forward,” said **State Senator Leroy Comrie**. “I represent a district where over a third of its population is foreign-born, and where many more are the children and grandchildren of the rich immigrant legacy this city – and this

nation – is so proud of. Immigrants are innovators, business owners and job creators: they augment this City's supply of capital and ideas to diversify its narrative and keep it nationally and globally competitive. Not only is it in our best interest to immediately implement the President's platform for immigration reform, but it is the socially and morally responsible thing to do.”

“Every day the President's executive actions on immigration are blocked, is another day hundreds of thousands of young adults and parents, trying to provide for their families, are unable to work. This is not good for anyone, and the leaders of our cities and counties across the country know this first hand. I thank them for standing with undocumented immigrants and working to bring them out of the shadows,” said **State Senator Adriano Espaillat, Chair of the State Senate Puerto Rican/Latino Caucus.**

“This friend-of-the-court brief stands with immigrants in our communities against needless delay in the urgently needed Deferred Action programs. President Obama has charted a course for a more compassionate immigration system – a system that treats our friends and neighbors with the dignity they deserve. I commend this action by Mayor de Blasio and dozens of mayors across the United States in keeping with the vision President Obama outlined. I join these mayors and leaders across the country in reaffirming our commitment to America’s longstanding tradition of welcoming immigrants to our communities,” said **State Senator Jesse Hamilton.**

“It is time to stop intolerant views toward our immigrants. I am in full support of this brief, which is intended to safeguard and implement President Obama’s executive actions on immigration that are intended to keep families together,” said **State Senator Jose Peralta.** “We, as immigrants, live in all cities across our nation, and blocking the implementation of the President’s policies, hurts not just families fighting for the American Dream, but also our ongoing efforts to enrich and repair our economy.”

“I am very proud that New York City is leading the way on a collective *amicus* brief in the *Texas vs. United States* case which calls for swift and sweeping implementation of President Obama’s executive actions concerning rational immigration policy. The lives of millions of people hang in the balance, so many of them New Yorkers who share the same hopes, dreams and aspirations that each successive wave of immigrants harbored generations ago. Each of them found a true home here and it is time for our City and Country to open our arms and our hearts in the name of fundamental human rights,” said **State Senator Bill Perkins.**

“The implementation of President Obama's executive action on immigration is imperative to ensuring we support the countless immigrants that contribute to the social and economic life of our country,” said **State Senator Gustavo Rivera.** “We are a country of immigrants, and this executive action will help us strengthen and protect our diverse population, while honoring our values as Americans. I commend and thank Mayor de Blasio for having New York join cities and counties across our country in taking legal action to support an initial step towards immigration reform.”

“Here in a city and state where we pride ourselves on diversity, we can only benefit from the implementation of President Obama’s executive action on immigration,” said **State Senator James Sanders Jr.** “It will allow for a reprieve from deportation while giving the undocumented a chance to work, providing a much needed boost to the economy. Just this

past week, the state budget failed to include the DREAM Act, which would have given thousands of vibrant young people a chance at success by allowing them to continue their education and creating a pathway to citizenship. Let's not miss another opportunity to help build a stronger New York."

"Unjust deportations have continued to tear apart our families, our schools and our communities. We must act swiftly in implementing President Obama's immigration executive action in order to protect these important populations. Immigrants are the backbone of our communities, and I thank Mayors de Blasio and Garcetti for creating a united front to demonstrate our support for the swift implementation of the President's measures," said **State Senator José Serrano**.

"The delay to President Obama's executive action on immigration is intolerable and comes with a real cost to real people," said **Assembly Member Rodneyse Bichotte**. "Every day, families of aspiring Americans are destroyed by a system badly in need of reform and the President's executive action offers needed help. I join with Mayor de Blasio and Eric Garcetti in the *Texas v. United States* lawsuit to urge immediate implementation of President Obama's executive actions on immigration. As a daughter of Haitian immigrants, and as a proud citizen of the United States and elected official of New York, I have a duty to act on behalf of the social justice of our people—as well as a fiduciary responsibility to ensure our economies gain the benefits immigration brings."

"As a child of Jamaican immigrants, it is personal for me that we stand up for Immigration justice and demand immediate action. The implementation of President Obama's executive actions on immigration is a moral, social, and economic necessity. The delays are inexcusable, and we must move forward. In past years, immigrants in NYC have accounted for more than \$200 billion in economic activity to help revitalize vibrant neighborhoods including the work of Latino, Caribbean and African entrepreneurs in the South Bronx. Through hard work and tireless dedication, Immigrants embody the entrepreneurial spirit that makes our country so beautiful, and the best country in the world," said **Assembly Member Michael Blake**. "Immigrants are our neighbors, our friends, and our family, and I proudly stand with Mayor Bill de Blasio and Eric Garcetti in calling for our judicial system to do the right thing, the humane thing, the compassionate thing, and give our communities the life they deserve."

"I want to commend Mayor de Blasio and all the other mayors for supporting immigration reforms. Implementation of the President's Immigration Executive action will provide much needed relief to immigrant families suffering under our broken system and is a crucial first step on the road to treating our immigrants with the fairness and respect they deserve," said **Assembly Member Guillermo Linares**.

"Every month that goes by without President Obama's executive actions is another month that families can be ripped apart," said **Assembly Member Francisco Moya**. "For those of us who deal with the fallout from our nation's flawed immigration policies on a daily basis, we know how critical the President's executive actions truly are. Keeping families together is not only the right thing to do; it's also in our nation's best interest."

"Mayor de Blasio is taking the right step filing today's court brief," said **Assembly Member Felix Ortiz**. "Without action from the Congress and State Legislature, we must support President Obama's efforts to protect workers and their families from deportation. While we

keep the fight alive in Albany for the Dream Act, driver licenses and state-issued identification cards for non-citizens and better wages for all workers, today's action by our Mayor and by so many others across the nation is a positive step to make life better for millions. We can't wait any longer.”

“We need comprehensive immigration reform immediately,” said **Assembly Member Robert Rodriguez**. “President Obama’s Executive action is a huge step towards creating fair policies that help our growing immigrant communities of New York City thrive, any hindrance to its enactment harms us irreparably.”

“It is clear that our immigration system is broken and comprehensive reform is needed to provide long-term relief for the families who have contributed to the growth and prosperity of our nation,” said **Assembly Member Nily Rozic**. “Filing this brief is reflective of New York City's commitment to advancing immigrants' rights and I commend the Mayor for his continued advocacy and leadership on this urgent issue.

“With an estimated 100,000 undocumented immigrants in New York City who would benefit greatly from President Obama’s executive action this brief sends a strong message on the importance of implementing these reforms,” said **Assembly Member Luis Sepúlveda**. “New York has long been at the forefront of immigration reform. Mayor de Blasio has proven his commitment to immigrants throughout his first year in office and continues to through actions like this. I commend the Mayor and the many other cities and counties for supporting these initiatives, as implementing each one of them will be for the national public interest.”

“Opportunity for families in America to obtain basic rights and a better quality of life should not be dictated by political games. The partisan stalling of President Obama's Immigration Executive Action is sophomoric, and the District Court's preliminary objection undoubtedly has a deleterious effect on our national economy. New York City is, and always has been a city of immigrants, and we have this community to thank for the strength we enjoy as a City and a Nation . I am proud of New York City's participation in the amicus brief filed in Texas vs. United States, and am hopeful that the demand from such a robust list of diverse urban areas will bring us closer to real reform which has been long overdue,” said **Assembly Member Keith Wright**.

“I commend Mayor de Blasio in joining the effort to defend the President’s Administrative Relief that offers potential relief to millions of immigrants with strong ties to our nation, and who already work hard and contribute to make this a better country. While the Court stalls, and Congress fails to enact meaningful immigration reform, New York City will continue to protect the rights of immigrants and ensure that their contributions to our City are recognized—and celebrated. Our City continues to offer affirming spaces for immigrant populations, and I am hopeful that this action from our Mayor—and from his colleagues from around the country—will provide some context about the urgent need for the implementation of the President’s programs,” said **Council Member Carlos Menchaca, Chair of the Committee on Immigration**.

“I support the new friend-of-the-court brief urging immediate implementation of President Obama’s executive actions on immigration. Immigrants are in important part of the fabric of our society and economy and granting administrative relief to those immigrants in need is an act of social responsibility,” said **Council Member Inez Barron**.

“I applaud New York City Mayor Bill de Blasio for joining Los Angeles Mayor Eric Garcetti in filing a friend-of-the-court brief calling for implementation of President Obama’s executive action on immigration. As an elected official representing an area with a significant immigrant population, I join with others across the country in urging the courts to move forward on providing deportation relief. The President’s immigration policies provide a just, sensible solution for millions of immigrants who live in the U.S. and contribute to our nation’s society in myriad ways. From an economic perspective, there is no question that New York stands to benefit from implementation of these policies, as significant tax revenues would be generated by the granting of temporary work permits to our City’s population of 100,000 immigrants,” said **Council Member Fernando Cabrera**.

“President Obama’s executive action on immigration will have a profoundly positive impact on thousands of families in our city, and it must be implemented immediately,” said **Council Member Margaret Chin**. “I strongly support today’s legal action in support of the President’s reforms, and I thank Mayor de Blasio for his continued leadership on this fundamentally important issue.”

“New York City is, was, and always will be a leader in the immigrant rights movement. We stand united in support of President Obama’s Executive Order,” said **Council Member Andrew Cohen**.

“We have waited for federal immigration reform for too long,” said **Council Member Costa Constantinides**. “The current federal laws are broken and lead to families being broken up or to unwarranted detention. President Obama’s executive order will take significant steps to help ameliorate these concerns. We must ensure due process and respect for all. I stand with Mayor De Blasio, Mayor Garcetti, and with 70 other cities across the nation that support the President’s order.”

“The stand the District Court Judge has taken against immigration reform is harming the future of our country, our immigrants,” said **Council Member Daniel Dromm**. “I am glad Mayor de Blasio has signed on to an amicus brief to push back against the court’s anti-immigrant actions. In New York City we support our immigrants not hold them back by putting obstacles to citizenship in their way.”

“I applaud Mayor de Blasio and the Mayors of more than 70 cities across the country for making it clear that they are ready, willing, and able to implement the reforms proposed by President Obama’s executive action. As the son of immigrants, I know firsthand the difficulties faced by those who have come to the United States seeking a better life for themselves and their families. Our immigration system is broken and full implementation of President Obama’s executive action is necessary in order to ensure more families are not harmed by failed policies,” said **Council Member Rafael Espinal**.

“President Obama’s executive action would be a lifeline to many families in our City who only want to work hard and provide more than they had for their children,” said **Council Member Julissa Ferreras**. “The continued delay of immigration reform only hurts our cities by separating families as well as denying our local governments millions of dollars in tax revenue. I commend Mayor de Blasio, Mayor Garcetti and the chief executives of over 70 American cities for championing this issue in our courts and call on Congress to finally do the right thing and recognize that immigration reform makes sense for all.”

“For too long, cities have been trying to navigate a federal immigration policy that is in dire need of reform. The President's executive actions were an important first step toward making sense of those immigration policies. Delaying their implementation creates very real problems for the cities that are on the front lines of the immigration debate,” said **Council Member Dan Garodnick**.

“By delaying the implementation of immigration reform, the court is making a decision that hurts state and local economies and needlessly diverts law enforcement attention,” said **Council Member Vanessa Gibson**. “Spending tax dollars to prosecute otherwise law abiding residents who want to work here, raise families here, and spend money here is a policy that has never made sense and I urge the court to recognize the considerable good immigration reform will bring to our communities. I am proud to stand with legislators within New York and around the country in support of President Obama’s actions and I look forward to a favorable decision that will uphold the ordered relief of nearly 4 million undocumented adults and children.”

“Today, New York City stands with over 70 American municipalities in support of President Obama’s recent executive action on immigration,” said **Council Member Corey Johnson**. “If implemented, the plan would grant much needed administrative relief and protection from deportation to over 4 million undocumented individuals. Our country and New York City were built by immigrants and their families. Barring immigrants from fully participating in American civic and economic life is contrary to our values. It’s time to make a change.”

“We are a nation of immigrants, including my grandparents who came here to escape antisemitism, and the grandparents of so many. We must continue to accept all those 'yearning to breathe free',” said **Council Member Ben Kallos**. “The state invests resources in every person the second they set foot in our soil. By welcoming people with open arms, we guarantee a return on that investment. I applaud Mayors de Blasio and Garcetti for urging the immediate implementation of President Obama's immigration reforms.”

“President Obama has signed an Executive Order and it’s shameful and unheard of for the District Court judge to block the executive action,” said **Council Member Andy King, Co-Chair of the Black, Latino & Asian Caucus**. “New York is and has always been a city of immigrants and President Obama’s vision allows for immediate reform in our communities. I stand with the Mayor and the President and all Americans across the nation committed to justice and our voices will be heard.”

"I see every day the positive impact immigrants have on our communities, as a representative of one of the most diverse areas in the country," said **Council Member Rory Lancman**. "Immigrants start businesses, pay taxes and raise their children here. Unfortunately, current US immigration policies leave far too many of our neighbors afraid that they will be deported from the country that has been their home for years. Mayor de Blasio's brief, joined by so many other cities, sends a clear message to the Court that cities support the President's action and want our immigrants to be able to come out of the shadows."

“New York City can’t wait any longer for implementation of President Obama’s executive action on immigration,” said **Council Member Steve Levin**. “Thank you to Mayor de Blasio and cities and counties around the United States who are taking a stand for smart and needed immigration reforms.”



“Undocumented immigrants and their families have waited far too long for substantive and comprehensive immigration reform. Not only do we need these reforms to be effectuated, we also need more policies that will help bring relief to millions of immigrants, help keep their families together, while strengthening our economy. I’m proud to stand with Mayor de Blasio, my colleagues in City Council, and the cities and counties across the country, who are fighting for the rights of our immigrant communities,” said **Council Member Annabel Palma**.

“I’d like to thank Mayor de Blasio for taking leadership on this important issue. Implementation of President Obama’s executive order would have a major positive impact on the lives of our immigrant communities,” said **Council Member Antonio Reynoso**.

“I am proud to stand with Mayor De Blasio and 70 other municipalities throughout the nation in full support of President Obama’s executive action on immigration,” said **Council Member Donovan Richards**. “The history of the United States is a history of immigrants. Extending temporary relief from deportation for residents that contribute millions of dollars to our domestic economy is common sense.

“President Obama’s actions will bring 5 million immigrants out of the shadows. For years these families have lived with the constant anxiety and fear of deportation. But no longer. Now undocumented immigrants can apply to receive services that they’ve long deserved. By receiving social security cards and work permits so many will be able to legally work towards the American Dream they came to pursue,” said **Council Member Ydanis Rodriguez**. “However, some among us want to push these families back into the shadows. Today we, the cities that drive our country’s economy forward, stand united in support of the President’s actions.”

“The temporary work permits granted by President Barack Obama’s executive action are essential to the daily functions of New York City and cities nationwide. We are a nation of immigrants, and delaying implementation of this program is, frankly, un-American. I stand with Mayors Bill de Blasio and Eric Garcetti and the 72 cities and counties throughout the US (list in formation), in urging immediate implementation of this executive action,” said **Council Member Helen Rosenthal**.

“Immigrants make critical contributions our local economies and civic infrastructure, but cannot continue doing so if they are living in the shadows. The growing list of municipalities and counties signed onto the brief further underscores the importance and urgency of administrative relief for millions of undocumented children and adults. The Mayor has been a tireless champion of New York’s immigrant communities and I commend him for spearheading this effort,” said **Council Member Richie Torres**.

“I support the immediate implementation of President Obama’s executive order,” said **Council Member Mark Weprin**. “Immigrants have always played a vital role in shaping our nation’s economy and continue to contribute every day to the vitality of New York City.”

“Delaying President Obama’s executive orders to implement real immigration reform only puts New York City’s efforts to provide countless families economic opportunity they need on hold,” said **New York City Council Majority Leader Jimmy Van Bramer**. “Now is the time to act and our City is prepared to. I support Mayor de Blasio and numerous other cities throughout our nation’s efforts to begin implementing much-needed reforms for the millions

of families who are looking to us for assistance to become included and engaged citizens of New York City and our great nation.”

“The time for a rational immigration policy has long been overdue. Where Congress has failed to act in the collective interest of the American people, President Obama has sought to step into the breach. The use of executive authority on this issue is with precedent, and this unfortunate maneuver by the State of Texas to stymie him ignores the greater economic, security, and familial needs of all our citizens. Mayor de Blasio recognizes these plain truths, and I support the amicus brief he and so many other municipalities, nationwide, have filed in support of the President’s action,” said **Council Member Ruben Wills**.

“In cities across the country, hard-working men and women are waiting for President Obama’s Executive Action to go into effect so they can live and work without fear of deportation and separation from their families,” said **Hector Figueroa, President of 32BJ SEIU**. “In Boston, New York, Philadelphia, Washington DC and many more cities up and down the East Coast, 32BJ members have long been part of the fight for immigration reform and we will continue to take action in Congress and on the streets until these reforms are implemented. It is the humane and just thing to do for immigrants and the right path forward for our country.”

“Immigrants are essential to local economies and industries throughout our country, especially the hospitality industry. Today’s actions show that local governments recognize that delaying the President’s Executive Action not only harms millions of working families but also jeopardizes recovering local economies,” said **Peter Ward, President of the Hotel Trades Council**.

“Workers and their families desperately need the immediate implementation of President Obama’s Executive Action for immigration reform. We commend these cities and their elected officials for submitting an amicus brief in support of President Obama’s Executive Action, the most far reaching immigration reform initiative in decades. Cities make up the backbone of the U.S. economy, much of it based on the work of immigrants. Millions of hard working immigrant families stand to benefit from this action, and they deserve this administrative relief,” said **Stuart Appelbaum, President of Retail, Wholesale and Department Store Union**.

“The AFL-CIO has made supporting real immigration reform one of our top priorities because we understand the importance of ensuring that all workers receive the wages and benefits to which they are entitled,” said **Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO**. “By allowing undocumented workers to come out of the shadows, we will be working to eradicate the tools that allow unscrupulous employers to drive down wages, and rob workers of fair pay, benefits, and workplace rights. The implementation of President Obama’s immigration recommendations is already long overdue. Let’s make this happen for New York City’s workers.”

“Immigrants, including many who would be eligible for work permits under President Obama’s Executive Action, contribute every day to the vibrancy and health of our cities. The Executive Action will keep families together, boost our economy and focus law enforcement resources. We applaud Mayor de Blasio’s advocacy on behalf of these hard-working New Yorkers and join him in calling for immediate implementation of the action,” said **Maria Castaneda, Secretary-Treasurer of 1199 SEIU**.

"We applaud Mayors de Blasio and Garcetti for leading the charge to demand immediate implementation of immigration relief to keep families together across the United States. As our communities demand action, scores of cities from coast to coast are stepping up and saying with one voice that the Court of Appeals must allow President Obama's administrative actions, which are grounded in strong legal precedent, to move forward," said **Javier H. Valdés, co-Executive Director of Make the Road New York.**

"Very much like every major city in America, New York City is a strong and vibrant city thanks to our immigrant population," said **Jonathan Westin, Executive Director of New York Communities for Change.** "Our cities are better when our immigrant brothers and sisters can thrive. Therefore, we urge the immediate implementation of the President's Immigration Executive Action. Our cities have too much to lose if action is not taken now."

"We are proud that our city's Mayor Bill de Blasio is setting a precedent by taking legal action and making it known that the delays to President Obama's executive actions are unacceptable," said **Steven Choi, executive director of the New York Immigration Coalition.** "The NYIC and our membership, along with our city and state partners including the Mayor's Office of Immigrant Affairs, continue our efforts to prepare the 100,000 plus New Yorkers who can benefit from these programs. We stand with Mayors Bill de Blasio and Eric Garcetti in the call for immediate implementation of immigration relief."

"At a time when anti-immigrant voices are using myths about immigrants and the effects of immigration to derail a constructive national policy debate, few actions are more important than local governments uniting to fight for immediate relief and implementation of President Obama's Immigration Executive Actions. In outlining the economic and fiscal benefits of deferred action policies, New York City is a key stakeholder. Mayor Bill de Blasio has underscored once again our city's courage in the fight for justice and we stand in solidarity to see administrative relief programs take full-effect immediately," said **Lucia Gomez, Executive Director of La Fuente.**

"The Asian American Federation fully supports Mayors de Blasio and Garcetti's appeal to implement President Obama's executive action without any further delay. Immigrants and their families, who have made valuable contributions to the U.S., deserve the temporary relief and protection that this immigration reform provides. We stand with our community to ensure that the President's executive action sees the light of day," said **Jo-Ann Yoo, Executive Director of the Asian American Federation.**

"Millions of lives are on hold as President Obama's legal Executive Action is being dragged through the courts. Northern Manhattan Coalition for Immigrant Rights commends Mayors de Blasio and Garcetti for supporting legal action urging immediate implementation of Executive Action," said **Angela Fernandez, Executive Director of Northern Manhattan Coalition for Immigrant Rights.**

"Immigration reform is vital for New York's African immigrant communities," said **Amaha Kassa, Executive Director of African Communities Together.** "All of our members have heard about President Obama's executive actions, many are qualified and ready to apply for relief, and none of them can understand why progress has been put on hold. This filing sends an important message that New York City has immigrants' backs, even if some states have chosen to send the opposite message."

“President Obama’s November, 2014 Deferred Action programs – both the DACA extension and DAPA – should be implemented now. With each passing day, families continue to be torn apart, leaving behind American children to fend for themselves. Hard-working immigrant parents live in fear and are preyed upon, and cannot become full members of our society. As the child of Mexican immigrant parents whose life dramatically changed after they received legal status via IRCA, the benefits of immigration relief to are society are clear to me. My parents became homeowners and were able to support three college graduates. I applaud Mayors De Blasio and Garcetti, along with the 70 cities and counties who have signed on, for their leadership and for lending their voice to challenge the Texas vs. United States lawsuit, said **Aracelis Lucero, Executive Director of Masa, Inc.**

“Chicago has always been a city of immigrants, and for us to stay true to our history and our values, we must ensure that immigrants can fully participate in all aspects of our economic and cultural life,” said **Chicago Mayor Rahm Emanuel**. “We are proud to join numerous cities in filing this amicus brief to support President Obama’s executive actions on immigration. They will help keep families together, increase safety in our communities, and maximize the contributions that immigrants make every day in every part of our city.”

“Cities are strongly affected by immigration. The old, dysfunctional immigration policies hurt our economies, our neighborhoods, our businesses and our residents. The President is attempting to interject common sense and humanity. We are grateful for his efforts and we stand with him,” said **Portland Mayor Charlie Hales**.

“I am signing onto this brief because as a nation of immigrants, I believe ensuring access to a fair and legal process for people to come to this country and pursue their dreams reflects our highest values,” said **Chapel Hill Mayor Mark Kleinschmidt**.

“We must do better to honor our country's proud immigration tradition. Too many immigrants live in fear, afraid to become members of our society, while Congress fails to take any meaningful action to fix a broken immigration system. Their inaction has real consequences for our communities, which is why I fully support President Obama's leadership and common sense executive actions. I thank Mayor de Blasio for initiating this brief and building this important coalition of leaders,” said **Hoboken Mayor Dawn Zimmer**.

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**Subject:** MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS  
**Date:** Monday, April 06, 2015 2:50:17 PM

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## MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS

### *More Than 70 Cities & Counties Sign Texas vs. United States Appeal Urging Immediate Implementation of President Obama's Immigration Executive Action*

**NEW YORK**—New York City Mayor Bill de Blasio and Los Angeles Mayor Eric Garcetti announced today that 73 cities and counties had filed a new friend-of-the-court brief in the Fifth Circuit Court of Appeals in the *Texas vs. United States* lawsuit, urging immediate implementation of President Obama's executive actions on immigration.

“Continuing to delay implementation of the President’s executive action on immigration hurts our economy and puts families at risk,” said **Mayor Bill de Blasio**. “Cities are where immigrants live, and cities are where the President’s executive action will be successfully implemented. Our cities are united, and we will fight for the immigration reform this nation needs and deserves – whether in the courtroom, in Congress, or in our communities. Make no mistake about it: our voices will be heard.”

“Our cities cannot afford delays to immigration reforms that will strengthen our economy and help families,” said **Los Angeles Mayor Eric Garcetti**. “This isn’t a blue or red issue, but a human and economic one.”

The brief demonstrates robust support from the country’s largest cities – as well as suburbs and rural areas – for the President’s reforms, which will temporarily relieve from deportation thousands of immigrants who have longstanding ties to the U.S.

The cities and counties – representing 43 million people across the country – argue that the district court judge who temporarily blocked implementation of the programs failed to consider the significant harm to America’s local governments caused by this delay.

According to an analysis by the City, each month that the implementation of these programs is delayed, New York City and New York State will lose at least \$1.5 million in additional state and local tax revenue that would be generated if 100,000 immigrants in New York City were able to access temporary work permits through executive action.

“New York’s immigrants are vital to our economy and we must do all we can to help them grow and thrive. Mayor de Blasio is correct – instead of putting up barriers, we should be looking at ways to help immigrants climb the ladder of economic opportunity and welcome them into our communities. The New York State Assembly Majority strongly supports President Obama’s executive action on immigration, and further delay by those who would derail this important initiative is unacceptable,” said **New York State Assembly Speaker Carl Heastie**.

“Each day we wait to implement President Obama’s bold immigration reforms, millions of hard-working families remain in legal limbo. Immigrant communities built New York City,

and they are the heart and soul of urban centers across our country,” said **Public Advocate Letitia James**. “As Congress and federal courts stall meaningful progress on immigration, New York City will continue to lead the nation.”

As part of Cities United for Immigration Action, Mayors de Blasio and Garcetti led the effort to organize more than 70 cities and counties, the National League of Cities, and the U.S. Conference of Mayors in arguing that the national public interest is served clearly and overwhelmingly by implementing immigration relief by executive action without delay. Today’s brief more than doubles the number of local governments that had previously voiced opposition to the lawsuit brought by states seeking to block President Obama’s immigration reform efforts.

The brief also argues that the District Court judge’s decision to block executive action with a preliminary injunction is bad for the economy, hurts families, threatens law enforcement priorities, and will stall desperately needed changes to the federal government’s immigration policies.

The de Blasio Administration has a proven track record of spearheading initiatives that integrate immigrants into the civic and economic life of New York City. From the IDNYC municipal identification program to increasing access to federal immigration benefits, New York City is committed to championing pro-immigrant policies that promote equity and create opportunity for all residents.

This collective action to offer the Court the crucial perspective of American cities and counties is an outcome of the organizing efforts of the Cities United for Immigration Action coalition. By filing this brief, America’s mayors and county leaders are making a strong statement in support of the President’s plan to grant administrative relief to over four million undocumented children and adults.

Numerous cities and counties signed on to today’s brief are located in states that brought the lawsuit against the Obama administration or have otherwise indicated support for the lawsuit, including five cities in Texas, six localities in New Jersey, two counties in Arizona, and three municipalities in Wisconsin. Cities and counties signed on to the brief (in formation) include the following local governments:

Alexandria, VA  
Allentown, PA  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bell, CA  
Boston, MA  
Bridgeport, CT  
Buffalo, NY  
Cambridge, MA  
Central Falls, RI  
Chapel Hill, NC  
Charleston, SC  
Chicago, IL  
Coconino County, AZ

Columbia, SC  
Columbus, OH  
Dallas County, TX  
Dayton, OH  
Denver, CO  
Dolton, IL  
El Paso County, TX  
Everett, MA  
Gary, IN  
Haledon, NJ  
Hartford, CT  
Highland Park, IL  
Hoboken, NJ  
Holyoke, MA  
Houston, TX  
Jersey City, NJ  
Kansas City, MO  
Little Rock, AR  
Los Angeles, CA  
Los Angeles County, CA  
Lucas County, OH  
Madison, WI  
Milwaukee, WI  
Minneapolis, MN  
Montgomery County, MD  
Newark, NJ  
New York, NY  
Niagara Falls, NY  
North Miami, FL  
Oakland, CA  
Paterson, NJ  
Philadelphia, PA  
Pittsburgh, PA  
Plainfield, NJ  
Portland, OR  
Providence, RI  
Racine, WI  
Ramsey County, MN  
Rochester, NY  
Salt Lake City, UT  
San Francisco, CA  
San Jose, CA  
Santa Ana, CA  
Santa Cruz County, AZ  
Santa Fe, NM  
Santa Monica, CA  
Schenectady, NY  
Seattle, WA  
Skokie, IL  
St. Louis, MO

State College, PA  
Syracuse, NY  
Tacoma, WA  
Tampa, FL  
Travis County, TX  
Washington, D.C.  
West Covina, CA  
Yonkers, NY  
National League of Cities  
U.S. Conference of Mayors

“Brooklyn is what America looks like, with nearly 40 percent of our residents being foreign-born, and when it comes to embracing our immigrant population, it is what America ought to be. President Obama's executive order on immigration is the most significant and meaningful step our nation has taken toward addressing this long-standing crisis and the millions of families who have been stuck in the shadows of our society, including hundreds of thousands right here in New York City. Our diversity is our greatest strength, and I join my fellow urban leaders from coast to coast in making this call to support the President's reforms,” said **Brooklyn Borough President Eric Adams**.

“Legally and morally, the president's executive action on immigration was both within his power and the right thing to do,” said **Manhattan Borough President Gale Brewer**. “Blocking its implementation will do real harm to cities. That’s why joining with other cities and counties across the country urging its implementation is the right thing as well.”

“We stand with New York City Mayor Bill de Blasio’s and Los Angeles Mayor Eric Garcetti’s decision to file a ‘friend-of-the-court’ brief in support of President Barack Obama’s executive action on immigration,” said **Bronx Borough President Ruben Diaz Jr.** “The President’s executive action currently being blocked in the courts hurts The Bronx and New York City, with the borough losing out on potential local tax revenues that would be generated by these hard-working immigrants who just want to come out the shadows and positively contribute to our country. We are the land of opportunity, built on the ideal that we are melting pot that promotes equality for all and we must continue to strive for those ideals that make our country great.”

“President Obama's executive actions were bold and decisive steps toward fixing America's broken immigration system. The Statue of Liberty stands tall in our City, reminding us that America was built by generations of immigrants who came to its shores in search of a better life and a chance to make our country greater,” said **U.S. Representative Charles Rangel**. “I am proud to see that Mayor de Blasio is committed to keeping that promise alive for years to come.”

“The delay in the implementation of DAPA and expanded DACA threatens millions of American families with deportation, as well as the many communities, such as New York City, of which immigrants are an integral part,” said **U.S. Representative Yvette Clarke**. “No serious doubt exists that President Obama had the authority to establish DAPA and DACA. I want to commend Mayor de Blasio and the many community leaders across this nation who have raised their voices on behalf of millions of families who want to pursue the American Dream.”



“In the absence of legislative action by House Republicans, President Obama took decisive action on immigration because he knows that there are real lives at stake in our current broken system,” said **U.S. Representative Joe Crowley**. “It is deeply troubling that a Texas judge known to be hostile to immigrants is delaying the President’s executive measures, especially given the legal precedents set by previous administrations. Halting action that will help keep American families together strikes at the heart of what our country ought to be about, and I thank Mayors de Blasio, Garcetti, and many others for taking a stand and showing the widespread support for the President’s action. I’m confident the Department of Justice will succeed in its appeal of this decision and that we will move forward with this much-needed action that will make such a difference in New York City and elsewhere.”

“I applaud Mayor de Blasio for working with cities across the nation to support President Obama’s executive actions on immigration,” said **U.S. Representative Carolyn Maloney**. “With over 12 million undocumented immigrants living in our country, comprehensive immigration reform is long overdue. Unfortunately, Congress has failed to act. That is why I strongly support President Obama’s executive actions, which will help keep families together, boost our economy and generate new tax revenue. These are common sense steps that mimic similar actions by Presidents Ronald Reagan and George H.W. Bush, and it’s long past time that President Obama’s reforms are implemented.”

“We can’t continue to delay implementing President Obama’s executive action on immigration. With this friend-of-the-court brief, New York City is joined by more than 70 cities nationwide in voicing its strong support for moving ahead with providing administrative deportation relief to more than 4 million immigrants with strong ties to the U.S. As the brief argues, the District Court’s holdup only hurts our economy, harmless immigrant families, and the federal government’s ability to address our broken immigration system. I applaud Mayor de Blasio for once again putting New York City at the forefront of efforts to help the immigrant community, in New York City, and nationwide,” said **U.S. Representative José Serrano, Sr.**

“The President’s immigration reforms make badly needed changes to a broken system and will benefit thousands of our neighbors,” stated **U.S. Representative Nydia Velázquez**. “It is critical for New York City and our nation as a whole that these reforms be implemented without delay.”

“Every day we delay fixing our broken immigration system is a missed opportunity,” said **U.S. Representative Kathleen Rice**. “There’s no question that we need to keep fighting for comprehensive immigration reform at the federal level, but our local communities can’t afford to wait when there’s no sign that this Congress is willing to pass real legislative solutions. Thousands of hard-working Long Island families are ready to come out of the shadows, stop living in fear and start participating fully in our local economies, and there’s no reason to deny them that opportunity any longer. Last week I joined several fellow Members of Congress in signing an amicus brief affirming our support for the government’s appeal, and the brief filed today by Mayors de Blasio and Garcetti shows that local and federal leaders across the country are united in our commitment to implementing the President’s executive actions.”

“Immigrants move New York’s economy forward,” said **State Senator Leroy Comrie**. “I represent a district where over a third of its population is foreign-born, and where many more are the children and grandchildren of the rich immigrant legacy this city – and this

nation – is so proud of. Immigrants are innovators, business owners and job creators: they augment this City's supply of capital and ideas to diversify its narrative and keep it nationally and globally competitive. Not only is it in our best interest to immediately implement the President's platform for immigration reform, but it is the socially and morally responsible thing to do.”

“Every day the President's executive actions on immigration are blocked, is another day hundreds of thousands of young adults and parents, trying to provide for their families, are unable to work. This is not good for anyone, and the leaders of our cities and counties across the country know this first hand. I thank them for standing with undocumented immigrants and working to bring them out of the shadows,” said **State Senator Adriano Espaillat, Chair of the State Senate Puerto Rican/Latino Caucus.**

“This friend-of-the-court brief stands with immigrants in our communities against needless delay in the urgently needed Deferred Action programs. President Obama has charted a course for a more compassionate immigration system – a system that treats our friends and neighbors with the dignity they deserve. I commend this action by Mayor de Blasio and dozens of mayors across the United States in keeping with the vision President Obama outlined. I join these mayors and leaders across the country in reaffirming our commitment to America’s longstanding tradition of welcoming immigrants to our communities,” said **State Senator Jesse Hamilton.**

“It is time to stop intolerant views toward our immigrants. I am in full support of this brief, which is intended to safeguard and implement President Obama’s executive actions on immigration that are intended to keep families together,” said **State Senator Jose Peralta.** “We, as immigrants, live in all cities across our nation, and blocking the implementation of the President’s policies, hurts not just families fighting for the American Dream, but also our ongoing efforts to enrich and repair our economy.”

“I am very proud that New York City is leading the way on a collective *amicus* brief in the *Texas vs. United States* case which calls for swift and sweeping implementation of President Obama’s executive actions concerning rational immigration policy. The lives of millions of people hang in the balance, so many of them New Yorkers who share the same hopes, dreams and aspirations that each successive wave of immigrants harbored generations ago. Each of them found a true home here and it is time for our City and Country to open our arms and our hearts in the name of fundamental human rights,” said **State Senator Bill Perkins.**

“The implementation of President Obama's executive action on immigration is imperative to ensuring we support the countless immigrants that contribute to the social and economic life of our country,” said **State Senator Gustavo Rivera.** “We are a country of immigrants, and this executive action will help us strengthen and protect our diverse population, while honoring our values as Americans. I commend and thank Mayor de Blasio for having New York join cities and counties across our country in taking legal action to support an initial step towards immigration reform.”

“Here in a city and state where we pride ourselves on diversity, we can only benefit from the implementation of President Obama’s executive action on immigration,” said **State Senator James Sanders Jr.** “It will allow for a reprieve from deportation while giving the undocumented a chance to work, providing a much needed boost to the economy. Just this

past week, the state budget failed to include the DREAM Act, which would have given thousands of vibrant young people a chance at success by allowing them to continue their education and creating a pathway to citizenship. Let's not miss another opportunity to help build a stronger New York."

"Unjust deportations have continued to tear apart our families, our schools and our communities. We must act swiftly in implementing President Obama's immigration executive action in order to protect these important populations. Immigrants are the backbone of our communities, and I thank Mayors de Blasio and Garcetti for creating a united front to demonstrate our support for the swift implementation of the President's measures," said **State Senator José Serrano**.

"The delay to President Obama's executive action on immigration is intolerable and comes with a real cost to real people," said **Assembly Member Rodneyse Bichotte**. "Every day, families of aspiring Americans are destroyed by a system badly in need of reform and the President's executive action offers needed help. I join with Mayor de Blasio and Eric Garcetti in the *Texas v. United States* lawsuit to urge immediate implementation of President Obama's executive actions on immigration. As a daughter of Haitian immigrants, and as a proud citizen of the United States and elected official of New York, I have a duty to act on behalf of the social justice of our people—as well as a fiduciary responsibility to ensure our economies gain the benefits immigration brings."

"As a child of Jamaican immigrants, it is personal for me that we stand up for Immigration justice and demand immediate action. The implementation of President Obama's executive actions on immigration is a moral, social, and economic necessity. The delays are inexcusable, and we must move forward. In past years, immigrants in NYC have accounted for more than \$200 billion in economic activity to help revitalize vibrant neighborhoods including the work of Latino, Caribbean and African entrepreneurs in the South Bronx. Through hard work and tireless dedication, Immigrants embody the entrepreneurial spirit that makes our country so beautiful, and the best country in the world," said **Assembly Member Michael Blake**. "Immigrants are our neighbors, our friends, and our family, and I proudly stand with Mayor Bill de Blasio and Eric Garcetti in calling for our judicial system to do the right thing, the humane thing, the compassionate thing, and give our communities the life they deserve."

"I want to commend Mayor de Blasio and all the other mayors for supporting immigration reforms. Implementation of the President's Immigration Executive action will provide much needed relief to immigrant families suffering under our broken system and is a crucial first step on the road to treating our immigrants with the fairness and respect they deserve," said **Assembly Member Guillermo Linares**.

"Every month that goes by without President Obama's executive actions is another month that families can be ripped apart," said **Assembly Member Francisco Moya**. "For those of us who deal with the fallout from our nation's flawed immigration policies on a daily basis, we know how critical the President's executive actions truly are. Keeping families together is not only the right thing to do; it's also in our nation's best interest."

"Mayor de Blasio is taking the right step filing today's court brief," said **Assembly Member Felix Ortiz**. "Without action from the Congress and State Legislature, we must support President Obama's efforts to protect workers and their families from deportation. While we

keep the fight alive in Albany for the Dream Act, driver licenses and state-issued identification cards for non-citizens and better wages for all workers, today's action by our Mayor and by so many others across the nation is a positive step to make life better for millions. We can't wait any longer.”

“We need comprehensive immigration reform immediately,” said **Assembly Member Robert Rodriguez**. “President Obama’s Executive action is a huge step towards creating fair policies that help our growing immigrant communities of New York City thrive, any hindrance to its enactment harms us irreparably.”

“It is clear that our immigration system is broken and comprehensive reform is needed to provide long-term relief for the families who have contributed to the growth and prosperity of our nation,” said **Assembly Member Nily Rozic**. “Filing this brief is reflective of New York City's commitment to advancing immigrants' rights and I commend the Mayor for his continued advocacy and leadership on this urgent issue.

“With an estimated 100,000 undocumented immigrants in New York City who would benefit greatly from President Obama’s executive action this brief sends a strong message on the importance of implementing these reforms,” said **Assembly Member Luis Sepúlveda**. “New York has long been at the forefront of immigration reform. Mayor de Blasio has proven his commitment to immigrants throughout his first year in office and continues to through actions like this. I commend the Mayor and the many other cities and counties for supporting these initiatives, as implementing each one of them will be for the national public interest.”

“Opportunity for families in America to obtain basic rights and a better quality of life should not be dictated by political games. The partisan stalling of President Obama's Immigration Executive Action is sophomoric, and the District Court's preliminary objection undoubtedly has a deleterious effect on our national economy. New York City is, and always has been a city of immigrants, and we have this community to thank for the strength we enjoy as a City and a Nation . I am proud of New York City's participation in the amicus brief filed in Texas vs. United States, and am hopeful that the demand from such a robust list of diverse urban areas will bring us closer to real reform which has been long overdue,” said **Assembly Member Keith Wright**.

“I commend Mayor de Blasio in joining the effort to defend the President’s Administrative Relief that offers potential relief to millions of immigrants with strong ties to our nation, and who already work hard and contribute to make this a better country. While the Court stalls, and Congress fails to enact meaningful immigration reform, New York City will continue to protect the rights of immigrants and ensure that their contributions to our City are recognized—and celebrated. Our City continues to offer affirming spaces for immigrant populations, and I am hopeful that this action from our Mayor—and from his colleagues from around the country—will provide some context about the urgent need for the implementation of the President’s programs,” said **Council Member Carlos Menchaca, Chair of the Committee on Immigration**.

“I support the new friend-of-the-court brief urging immediate implementation of President Obama’s executive actions on immigration. Immigrants are in important part of the fabric of our society and economy and granting administrative relief to those immigrants in need is an act of social responsibility,” said **Council Member Inez Barron**.

“I applaud New York City Mayor Bill de Blasio for joining Los Angeles Mayor Eric Garcetti in filing a friend-of-the-court brief calling for implementation of President Obama’s executive action on immigration. As an elected official representing an area with a significant immigrant population, I join with others across the country in urging the courts to move forward on providing deportation relief. The President’s immigration policies provide a just, sensible solution for millions of immigrants who live in the U.S. and contribute to our nation’s society in myriad ways. From an economic perspective, there is no question that New York stands to benefit from implementation of these policies, as significant tax revenues would be generated by the granting of temporary work permits to our City’s population of 100,000 immigrants,” said **Council Member Fernando Cabrera**.

“President Obama’s executive action on immigration will have a profoundly positive impact on thousands of families in our city, and it must be implemented immediately,” said **Council Member Margaret Chin**. “I strongly support today’s legal action in support of the President’s reforms, and I thank Mayor de Blasio for his continued leadership on this fundamentally important issue.”

“New York City is, was, and always will be a leader in the immigrant rights movement. We stand united in support of President Obama's Executive Order,” said **Council Member Andrew Cohen**.

“We have waited for federal immigration reform for too long,” said **Council Member Costa Constantinides**. “The current federal laws are broken and lead to families being broken up or to unwarranted detention. President Obama’s executive order will take significant steps to help ameliorate these concerns. We must ensure due process and respect for all. I stand with Mayor De Blasio, Mayor Garcetti, and with 70 other cities across the nation that support the President’s order.”

“The stand the District Court Judge has taken against immigration reform is harming the future of our country, our immigrants,” said **Council Member Daniel Dromm**. “I am glad Mayor de Blasio has signed on to an amicus brief to push back against the court’s anti-immigrant actions. In New York City we support our immigrants not hold them back by putting obstacles to citizenship in their way.”

“I applaud Mayor de Blasio and the Mayors of more than 70 cities across the country for making it clear that they are ready, willing, and able to implement the reforms proposed by President Obama’s executive action. As the son of immigrants, I know firsthand the difficulties faced by those who have come to the United States seeking a better life for themselves and their families. Our immigration system is broken and full implementation of President Obama’s executive action is necessary in order to ensure more families are not harmed by failed policies,” said **Council Member Rafael Espinal**.

“President Obama’s executive action would be a lifeline to many families in our City who only want to work hard and provide more than they had for their children,” said **Council Member Julissa Ferreras**. “The continued delay of immigration reform only hurts our cities by separating families as well as denying our local governments millions of dollars in tax revenue. I commend Mayor de Blasio, Mayor Garcetti and the chief executives of over 70 American cities for championing this issue in our courts and call on Congress to finally do the right thing and recognize that immigration reform makes sense for all.”

“For too long, cities have been trying to navigate a federal immigration policy that is in dire need of reform. The President's executive actions were an important first step toward making sense of those immigration policies. Delaying their implementation creates very real problems for the cities that are on the front lines of the immigration debate,” said **Council Member Dan Garodnick**.

“By delaying the implementation of immigration reform, the court is making a decision that hurts state and local economies and needlessly diverts law enforcement attention,” said **Council Member Vanessa Gibson**. “Spending tax dollars to prosecute otherwise law abiding residents who want to work here, raise families here, and spend money here is a policy that has never made sense and I urge the court to recognize the considerable good immigration reform will bring to our communities. I am proud to stand with legislators within New York and around the country in support of President Obama’s actions and I look forward to a favorable decision that will uphold the ordered relief of nearly 4 million undocumented adults and children.”

“Today, New York City stands with over 70 American municipalities in support of President Obama’s recent executive action on immigration,” said **Council Member Corey Johnson**. “If implemented, the plan would grant much needed administrative relief and protection from deportation to over 4 million undocumented individuals. Our country and New York City were built by immigrants and their families. Barring immigrants from fully participating in American civic and economic life is contrary to our values. It’s time to make a change.”

“We are a nation of immigrants, including my grandparents who came here to escape antisemitism, and the grandparents of so many. We must continue to accept all those 'yearning to breathe free',” said **Council Member Ben Kallos**. “The state invests resources in every person the second they set foot in our soil. By welcoming people with open arms, we guarantee a return on that investment. I applaud Mayors de Blasio and Garcetti for urging the immediate implementation of President Obama's immigration reforms.”

“President Obama has signed an Executive Order and it’s shameful and unheard of for the District Court judge to block the executive action,” said **Council Member Andy King, Co-Chair of the Black, Latino & Asian Caucus**. “New York is and has always been a city of immigrants and President Obama’s vision allows for immediate reform in our communities. I stand with the Mayor and the President and all Americans across the nation committed to justice and our voices will be heard.”

"I see every day the positive impact immigrants have on our communities, as a representative of one of the most diverse areas in the country," said **Council Member Rory Lancman**. "Immigrants start businesses, pay taxes and raise their children here. Unfortunately, current US immigration policies leave far too many of our neighbors afraid that they will be deported from the country that has been their home for years. Mayor de Blasio's brief, joined by so many other cities, sends a clear message to the Court that cities support the President's action and want our immigrants to be able to come out of the shadows."

“New York City can’t wait any longer for implementation of President Obama’s executive action on immigration,” said **Council Member Steve Levin**. “Thank you to Mayor de Blasio and cities and counties around the United States who are taking a stand for smart and needed immigration reforms.”

“Undocumented immigrants and their families have waited far too long for substantive and comprehensive immigration reform. Not only do we need these reforms to be effectuated, we also need more policies that will help bring relief to millions of immigrants, help keep their families together, while strengthening our economy. I’m proud to stand with Mayor de Blasio, my colleagues in City Council, and the cities and counties across the country, who are fighting for the rights of our immigrant communities,” said **Council Member Annabel Palma**.

“I’d like to thank Mayor de Blasio for taking leadership on this important issue. Implementation of President Obama’s executive order would have a major positive impact on the lives of our immigrant communities,” said **Council Member Antonio Reynoso**.

“I am proud to stand with Mayor De Blasio and 70 other municipalities throughout the nation in full support of President Obama’s executive action on immigration,” said **Council Member Donovan Richards**. “The history of the United States is a history of immigrants. Extending temporary relief from deportation for residents that contribute millions of dollars to our domestic economy is common sense.

“President Obama's actions will bring 5 million immigrants out of the shadows. For years these families have lived with the constant anxiety and fear of deportation. But no longer. Now undocumented immigrants can apply to receive services that they've long deserved. By receiving social security cards and work permits so many will be able to legally work towards the American Dream they came to pursue,” said **Council Member Ydanis Rodriguez**. “However, some among us want to push these families back into the shadows. Today we, the cities that drive our country's economy forward, stand united in support of the President’s actions.”

“The temporary work permits granted by President Barack Obama's executive action are essential to the daily functions of New York City and cities nationwide. We are a nation of immigrants, and delaying implementation of this program is, frankly, un-American. I stand with Mayors Bill de Blasio and Eric Garcetti and the 72 cities and counties throughout the US (list in formation), in urging immediate implementation of this executive action,” said **Council Member Helen Rosenthal**.

“Immigrants make critical contributions our local economies and civic infrastructure, but cannot continue doing so if they are living in the shadows. The growing list of municipalities and counties signed onto the brief further underscores the importance and urgency of administrative relief for millions of undocumented children and adults. The Mayor has been a tireless champion of New York’s immigrant communities and I commend him for spearheading this effort,” said **Council Member Richie Torres**.

“I support the immediate implementation of President Obama’s executive order,” said **Council Member Mark Weprin**. “Immigrants have always played a vital role in shaping our nation’s economy and continue to contribute every day to the vitality of New York City.”

“Delaying President Obama’s executive orders to implement real immigration reform only puts New York City’s efforts to provide countless families economic opportunity they need on hold,” said **New York City Council Majority Leader Jimmy Van Bramer**. “Now is the time to act and our City is prepared to. I support Mayor de Blasio and numerous other cities throughout our nation’s efforts to begin implementing much-needed reforms for the millions

of families who are looking to us for assistance to become included and engaged citizens of New York City and our great nation.”

“The time for a rational immigration policy has long been overdue. Where Congress has failed to act in the collective interest of the American people, President Obama has sought to step into the breach. The use of executive authority on this issue is with precedent, and this unfortunate maneuver by the State of Texas to stymie him ignores the greater economic, security, and familial needs of all our citizens. Mayor de Blasio recognizes these plain truths, and I support the amicus brief he and so many other municipalities, nationwide, have filed in support of the President’s action,” said **Council Member Ruben Wills**.

“In cities across the country, hard-working men and women are waiting for President Obama’s Executive Action to go into effect so they can live and work without fear of deportation and separation from their families,” said **Hector Figueroa, President of 32BJ SEIU**. “In Boston, New York, Philadelphia, Washington DC and many more cities up and down the East Coast, 32BJ members have long been part of the fight for immigration reform and we will continue to take action in Congress and on the streets until these reforms are implemented. It is the humane and just thing to do for immigrants and the right path forward for our country.”

“Immigrants are essential to local economies and industries throughout our country, especially the hospitality industry. Today’s actions show that local governments recognize that delaying the President’s Executive Action not only harms millions of working families but also jeopardizes recovering local economies,” said **Peter Ward, President of the Hotel Trades Council**.

“Workers and their families desperately need the immediate implementation of President Obama’s Executive Action for immigration reform. We commend these cities and their elected officials for submitting an amicus brief in support of President Obama’s Executive Action, the most far reaching immigration reform initiative in decades. Cities make up the backbone of the U.S. economy, much of it based on the work of immigrants. Millions of hard working immigrant families stand to benefit from this action, and they deserve this administrative relief,” said **Stuart Appelbaum, President of Retail, Wholesale and Department Store Union**.

“The AFL-CIO has made supporting real immigration reform one of our top priorities because we understand the importance of ensuring that all workers receive the wages and benefits to which they are entitled,” said **Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO**. “By allowing undocumented workers to come out of the shadows, we will be working to eradicate the tools that allow unscrupulous employers to drive down wages, and rob workers of fair pay, benefits, and workplace rights. The implementation of President Obama’s immigration recommendations is already long overdue. Let’s make this happen for New York City’s workers.”

“Immigrants, including many who would be eligible for work permits under President Obama’s Executive Action, contribute every day to the vibrancy and health of our cities. The Executive Action will keep families together, boost our economy and focus law enforcement resources. We applaud Mayor de Blasio’s advocacy on behalf of these hard-working New Yorkers and join him in calling for immediate implementation of the action,” said **Maria Castaneda, Secretary-Treasurer of 1199 SEIU**.



"We applaud Mayors de Blasio and Garcetti for leading the charge to demand immediate implementation of immigration relief to keep families together across the United States. As our communities demand action, scores of cities from coast to coast are stepping up and saying with one voice that the Court of Appeals must allow President Obama's administrative actions, which are grounded in strong legal precedent, to move forward," said **Javier H. Valdés, co-Executive Director of Make the Road New York.**

"Very much like every major city in America, New York City is a strong and vibrant city thanks to our immigrant population," said **Jonathan Westin, Executive Director of New York Communities for Change.** "Our cities are better when our immigrant brothers and sisters can thrive. Therefore, we urge the immediate implementation of the President's Immigration Executive Action. Our cities have too much to lose if action is not taken now."

"We are proud that our city's Mayor Bill de Blasio is setting a precedent by taking legal action and making it known that the delays to President Obama's executive actions are unacceptable," said **Steven Choi, executive director of the New York Immigration Coalition.** "The NYIC and our membership, along with our city and state partners including the Mayor's Office of Immigrant Affairs, continue our efforts to prepare the 100,000 plus New Yorkers who can benefit from these programs. We stand with Mayors Bill de Blasio and Eric Garcetti in the call for immediate implementation of immigration relief."

"At a time when anti-immigrant voices are using myths about immigrants and the effects of immigration to derail a constructive national policy debate, few actions are more important than local governments uniting to fight for immediate relief and implementation of President Obama's Immigration Executive Actions. In outlining the economic and fiscal benefits of deferred action policies, New York City is a key stakeholder. Mayor Bill de Blasio has underscored once again our city's courage in the fight for justice and we stand in solidarity to see administrative relief programs take full-effect immediately," said **Lucia Gomez, Executive Director of La Fuente.**

"The Asian American Federation fully supports Mayors de Blasio and Garcetti's appeal to implement President Obama's executive action without any further delay. Immigrants and their families, who have made valuable contributions to the U.S., deserve the temporary relief and protection that this immigration reform provides. We stand with our community to ensure that the President's executive action sees the light of day," said **Jo-Ann Yoo, Executive Director of the Asian American Federation.**

"Millions of lives are on hold as President Obama's legal Executive Action is being dragged through the courts. Northern Manhattan Coalition for Immigrant Rights commends Mayors de Blasio and Garcetti for supporting legal action urging immediate implementation of Executive Action," said **Angela Fernandez, Executive Director of Northern Manhattan Coalition for Immigrant Rights.**

"Immigration reform is vital for New York's African immigrant communities," said **Amaha Kassa, Executive Director of African Communities Together.** "All of our members have heard about President Obama's executive actions, many are qualified and ready to apply for relief, and none of them can understand why progress has been put on hold. This filing sends an important message that New York City has immigrants' backs, even if some states have chosen to send the opposite message."

“President Obama’s November, 2014 Deferred Action programs – both the DACA extension and DAPA – should be implemented now. With each passing day, families continue to be torn apart, leaving behind American children to fend for themselves. Hard-working immigrant parents live in fear and are preyed upon, and cannot become full members of our society. As the child of Mexican immigrant parents whose life dramatically changed after they received legal status via IRCA, the benefits of immigration relief to are society are clear to me. My parents became homeowners and were able to support three college graduates. I applaud Mayors De Blasio and Garcetti, along with the 70 cities and counties who have signed on, for their leadership and for lending their voice to challenge the Texas vs. United States lawsuit, said **Aracelis Lucero, Executive Director of Masa, Inc.**

“Chicago has always been a city of immigrants, and for us to stay true to our history and our values, we must ensure that immigrants can fully participate in all aspects of our economic and cultural life,” said **Chicago Mayor Rahm Emanuel**. “We are proud to join numerous cities in filing this amicus brief to support President Obama’s executive actions on immigration. They will help keep families together, increase safety in our communities, and maximize the contributions that immigrants make every day in every part of our city.”

“Cities are strongly affected by immigration. The old, dysfunctional immigration policies hurt our economies, our neighborhoods, our businesses and our residents. The President is attempting to interject common sense and humanity. We are grateful for his efforts and we stand with him,” said **Portland Mayor Charlie Hales**.

“I am signing onto this brief because as a nation of immigrants, I believe ensuring access to a fair and legal process for people to come to this country and pursue their dreams reflects our highest values,” said **Chapel Hill Mayor Mark Kleinschmidt**.

“We must do better to honor our country's proud immigration tradition. Too many immigrants live in fear, afraid to become members of our society, while Congress fails to take any meaningful action to fix a broken immigration system. Their inaction has real consequences for our communities, which is why I fully support President Obama's leadership and common sense executive actions. I thank Mayor de Blasio for initiating this brief and building this important coalition of leaders,” said **Hoboken Mayor Dawn Zimmer**.

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**From:** [Perez, Roberto](#)  
**To:** "[Valerie Berlin](#)"  
**Subject:** MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS  
**Date:** Monday, April 06, 2015 2:51:56 PM

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## MAYORS DE BLASIO AND GARCETTI ANNOUNCE LEGAL ACTION IN SUPPORT OF IMMIGRATION REFORMS

### *More Than 70 Cities & Counties Sign Texas vs. United States Appeal Urging Immediate Implementation of President Obama's Immigration Executive Action*

**NEW YORK**—New York City Mayor Bill de Blasio and Los Angeles Mayor Eric Garcetti announced today that 73 cities and counties had filed a new friend-of-the-court brief in the Fifth Circuit Court of Appeals in the *Texas vs. United States* lawsuit, urging immediate implementation of President Obama's executive actions on immigration.

"Continuing to delay implementation of the President's executive action on immigration hurts our economy and puts families at risk," said **Mayor Bill de Blasio**. "Cities are where immigrants live, and cities are where the President's executive action will be successfully implemented. Our cities are united, and we will fight for the immigration reform this nation needs and deserves – whether in the courtroom, in Congress, or in our communities. Make no mistake about it: our voices will be heard."

"Our cities cannot afford delays to immigration reforms that will strengthen our economy and help families," said **Los Angeles Mayor Eric Garcetti**. "This isn't a blue or red issue, but a human and economic one."

The brief demonstrates robust support from the country's largest cities – as well as suburbs and rural areas – for the President's reforms, which will temporarily relieve from deportation thousands of immigrants who have longstanding ties to the U.S.

The cities and counties – representing 43 million people across the country – argue that the district court judge who temporarily blocked implementation of the programs failed to consider the significant harm to America's local governments caused by this delay.

According to an analysis by the City, each month that the implementation of these programs is delayed, New York City and New York State will lose at least \$1.5 million in additional state and local tax revenue that would be generated if 100,000 immigrants in New York City were able to access temporary work permits through executive action.

"New York's immigrants are vital to our economy and we must do all we can to help them grow and thrive. Mayor de Blasio is correct – instead of putting up barriers, we should be looking at ways to help immigrants climb the ladder of economic opportunity and welcome them into our communities. The New York State Assembly Majority strongly supports President Obama's executive action on immigration, and further delay by those who would derail this important initiative is unacceptable," said **New York State Assembly Speaker Carl Heastie**.

"Each day we wait to implement President Obama's bold immigration reforms, millions of hard-working families remain in legal limbo. Immigrant communities built New York City,

and they are the heart and soul of urban centers across our country,” said **Public Advocate Letitia James**. “As Congress and federal courts stall meaningful progress on immigration, New York City will continue to lead the nation.”

As part of Cities United for Immigration Action, Mayors de Blasio and Garcetti led the effort to organize more than 70 cities and counties, the National League of Cities, and the U.S. Conference of Mayors in arguing that the national public interest is served clearly and overwhelmingly by implementing immigration relief by executive action without delay. Today’s brief more than doubles the number of local governments that had previously voiced opposition to the lawsuit brought by states seeking to block President Obama’s immigration reform efforts.

The brief also argues that the District Court judge’s decision to block executive action with a preliminary injunction is bad for the economy, hurts families, threatens law enforcement priorities, and will stall desperately needed changes to the federal government’s immigration policies.

The de Blasio Administration has a proven track record of spearheading initiatives that integrate immigrants into the civic and economic life of New York City. From the IDNYC municipal identification program to increasing access to federal immigration benefits, New York City is committed to championing pro-immigrant policies that promote equity and create opportunity for all residents.

This collective action to offer the Court the crucial perspective of American cities and counties is an outcome of the organizing efforts of the Cities United for Immigration Action coalition. By filing this brief, America’s mayors and county leaders are making a strong statement in support of the President’s plan to grant administrative relief to over four million undocumented children and adults.

Numerous cities and counties signed on to today’s brief are located in states that brought the lawsuit against the Obama administration or have otherwise indicated support for the lawsuit, including five cities in Texas, six localities in New Jersey, two counties in Arizona, and three municipalities in Wisconsin. Cities and counties signed on to the brief (in formation) include the following local governments:

Alexandria, VA  
Allentown, PA  
Atlanta, GA  
Austin, TX  
Baltimore, MD  
Bell, CA  
Boston, MA  
Bridgeport, CT  
Buffalo, NY  
Cambridge, MA  
Central Falls, RI  
Chapel Hill, NC  
Charleston, SC  
Chicago, IL  
Coconino County, AZ

Columbia, SC  
Columbus, OH  
Dallas County, TX  
Dayton, OH  
Denver, CO  
Dolton, IL  
El Paso County, TX  
Everett, MA  
Gary, IN  
Haledon, NJ  
Hartford, CT  
Highland Park, IL  
Hoboken, NJ  
Holyoke, MA  
Houston, TX  
Jersey City, NJ  
Kansas City, MO  
Little Rock, AR  
Los Angeles, CA  
Los Angeles County, CA  
Lucas County, OH  
Madison, WI  
Milwaukee, WI  
Minneapolis, MN  
Montgomery County, MD  
Newark, NJ  
New York, NY  
Niagara Falls, NY  
North Miami, FL  
Oakland, CA  
Paterson, NJ  
Philadelphia, PA  
Pittsburgh, PA  
Plainfield, NJ  
Portland, OR  
Providence, RI  
Racine, WI  
Ramsey County, MN  
Rochester, NY  
Salt Lake City, UT  
San Francisco, CA  
San Jose, CA  
Santa Ana, CA  
Santa Cruz County, AZ  
Santa Fe, NM  
Santa Monica, CA  
Schenectady, NY  
Seattle, WA  
Skokie, IL  
St. Louis, MO

State College, PA  
Syracuse, NY  
Tacoma, WA  
Tampa, FL  
Travis County, TX  
Washington, D.C.  
West Covina, CA  
Yonkers, NY  
National League of Cities  
U.S. Conference of Mayors

“Brooklyn is what America looks like, with nearly 40 percent of our residents being foreign-born, and when it comes to embracing our immigrant population, it is what America ought to be. President Obama's executive order on immigration is the most significant and meaningful step our nation has taken toward addressing this long-standing crisis and the millions of families who have been stuck in the shadows of our society, including hundreds of thousands right here in New York City. Our diversity is our greatest strength, and I join my fellow urban leaders from coast to coast in making this call to support the President's reforms,” said **Brooklyn Borough President Eric Adams**.

“Legally and morally, the president's executive action on immigration was both within his power and the right thing to do,” said **Manhattan Borough President Gale Brewer**. “Blocking its implementation will do real harm to cities. That’s why joining with other cities and counties across the country urging its implementation is the right thing as well.”

“We stand with New York City Mayor Bill de Blasio’s and Los Angeles Mayor Eric Garcetti’s decision to file a ‘friend-of-the-court’ brief in support of President Barack Obama’s executive action on immigration,” said **Bronx Borough President Ruben Diaz Jr.** “The President’s executive action currently being blocked in the courts hurts The Bronx and New York City, with the borough losing out on potential local tax revenues that would be generated by these hard-working immigrants who just want to come out the shadows and positively contribute to our country. We are the land of opportunity, built on the ideal that we are melting pot that promotes equality for all and we must continue to strive for those ideals that make our country great.”

“President Obama's executive actions were bold and decisive steps toward fixing America's broken immigration system. The Statue of Liberty stands tall in our City, reminding us that America was built by generations of immigrants who came to its shores in search of a better life and a chance to make our country greater,” said **U.S. Representative Charles Rangel**. “I am proud to see that Mayor de Blasio is committed to keeping that promise alive for years to come.”

“The delay in the implementation of DAPA and expanded DACA threatens millions of American families with deportation, as well as the many communities, such as New York City, of which immigrants are an integral part,” said **U.S. Representative Yvette Clarke**. “No serious doubt exists that President Obama had the authority to establish DAPA and DACA. I want to commend Mayor de Blasio and the many community leaders across this nation who have raised their voices on behalf of millions of families who want to pursue the American Dream.”

“In the absence of legislative action by House Republicans, President Obama took decisive action on immigration because he knows that there are real lives at stake in our current broken system,” said **U.S. Representative Joe Crowley**. “It is deeply troubling that a Texas judge known to be hostile to immigrants is delaying the President’s executive measures, especially given the legal precedents set by previous administrations. Halting action that will help keep American families together strikes at the heart of what our country ought to be about, and I thank Mayors de Blasio, Garcetti, and many others for taking a stand and showing the widespread support for the President’s action. I’m confident the Department of Justice will succeed in its appeal of this decision and that we will move forward with this much-needed action that will make such a difference in New York City and elsewhere.”

“I applaud Mayor de Blasio for working with cities across the nation to support President Obama’s executive actions on immigration,” said **U.S. Representative Carolyn Maloney**. “With over 12 million undocumented immigrants living in our country, comprehensive immigration reform is long overdue. Unfortunately, Congress has failed to act. That is why I strongly support President Obama’s executive actions, which will help keep families together, boost our economy and generate new tax revenue. These are common sense steps that mimic similar actions by Presidents Ronald Reagan and George H.W. Bush, and it’s long past time that President Obama’s reforms are implemented.”

“We can’t continue to delay implementing President Obama’s executive action on immigration. With this friend-of-the-court brief, New York City is joined by more than 70 cities nationwide in voicing its strong support for moving ahead with providing administrative deportation relief to more than 4 million immigrants with strong ties to the U.S. As the brief argues, the District Court’s holdup only hurts our economy, harmless immigrant families, and the federal government’s ability to address our broken immigration system. I applaud Mayor de Blasio for once again putting New York City at the forefront of efforts to help the immigrant community, in New York City, and nationwide,” said **U.S. Representative José Serrano, Sr.**

“The President’s immigration reforms make badly needed changes to a broken system and will benefit thousands of our neighbors,” stated **U.S. Representative Nydia Velázquez**. “It is critical for New York City and our nation as a whole that these reforms be implemented without delay.”

“Every day we delay fixing our broken immigration system is a missed opportunity,” said **U.S. Representative Kathleen Rice**. “There’s no question that we need to keep fighting for comprehensive immigration reform at the federal level, but our local communities can’t afford to wait when there’s no sign that this Congress is willing to pass real legislative solutions. Thousands of hard-working Long Island families are ready to come out of the shadows, stop living in fear and start participating fully in our local economies, and there’s no reason to deny them that opportunity any longer. Last week I joined several fellow Members of Congress in signing an amicus brief affirming our support for the government’s appeal, and the brief filed today by Mayors de Blasio and Garcetti shows that local and federal leaders across the country are united in our commitment to implementing the President’s executive actions.”

“Immigrants move New York’s economy forward,” said **State Senator Leroy Comrie**. “I represent a district where over a third of its population is foreign-born, and where many more are the children and grandchildren of the rich immigrant legacy this city – and this

nation – is so proud of. Immigrants are innovators, business owners and job creators: they augment this City's supply of capital and ideas to diversify its narrative and keep it nationally and globally competitive. Not only is it in our best interest to immediately implement the President's platform for immigration reform, but it is the socially and morally responsible thing to do.”

“Every day the President's executive actions on immigration are blocked, is another day hundreds of thousands of young adults and parents, trying to provide for their families, are unable to work. This is not good for anyone, and the leaders of our cities and counties across the country know this first hand. I thank them for standing with undocumented immigrants and working to bring them out of the shadows,” said **State Senator Adriano Espaillat, Chair of the State Senate Puerto Rican/Latino Caucus.**

“This friend-of-the-court brief stands with immigrants in our communities against needless delay in the urgently needed Deferred Action programs. President Obama has charted a course for a more compassionate immigration system – a system that treats our friends and neighbors with the dignity they deserve. I commend this action by Mayor de Blasio and dozens of mayors across the United States in keeping with the vision President Obama outlined. I join these mayors and leaders across the country in reaffirming our commitment to America’s longstanding tradition of welcoming immigrants to our communities,” said **State Senator Jesse Hamilton.**

“It is time to stop intolerant views toward our immigrants. I am in full support of this brief, which is intended to safeguard and implement President Obama’s executive actions on immigration that are intended to keep families together,” said **State Senator Jose Peralta.** “We, as immigrants, live in all cities across our nation, and blocking the implementation of the President’s policies, hurts not just families fighting for the American Dream, but also our ongoing efforts to enrich and repair our economy.”

“I am very proud that New York City is leading the way on a collective *amicus* brief in the *Texas vs. United States* case which calls for swift and sweeping implementation of President Obama’s executive actions concerning rational immigration policy. The lives of millions of people hang in the balance, so many of them New Yorkers who share the same hopes, dreams and aspirations that each successive wave of immigrants harbored generations ago. Each of them found a true home here and it is time for our City and Country to open our arms and our hearts in the name of fundamental human rights,” said **State Senator Bill Perkins.**

“The implementation of President Obama's executive action on immigration is imperative to ensuring we support the countless immigrants that contribute to the social and economic life of our country,” said **State Senator Gustavo Rivera.** “We are a country of immigrants, and this executive action will help us strengthen and protect our diverse population, while honoring our values as Americans. I commend and thank Mayor de Blasio for having New York join cities and counties across our country in taking legal action to support an initial step towards immigration reform.”

“Here in a city and state where we pride ourselves on diversity, we can only benefit from the implementation of President Obama’s executive action on immigration,” said **State Senator James Sanders Jr.** “It will allow for a reprieve from deportation while giving the undocumented a chance to work, providing a much needed boost to the economy. Just this



past week, the state budget failed to include the DREAM Act, which would have given thousands of vibrant young people a chance at success by allowing them to continue their education and creating a pathway to citizenship. Let's not miss another opportunity to help build a stronger New York."

"Unjust deportations have continued to tear apart our families, our schools and our communities. We must act swiftly in implementing President Obama's immigration executive action in order to protect these important populations. Immigrants are the backbone of our communities, and I thank Mayors de Blasio and Garcetti for creating a united front to demonstrate our support for the swift implementation of the President's measures," said **State Senator José Serrano**.

"The delay to President Obama's executive action on immigration is intolerable and comes with a real cost to real people," said **Assembly Member Rodneyse Bichotte**. "Every day, families of aspiring Americans are destroyed by a system badly in need of reform and the President's executive action offers needed help. I join with Mayor de Blasio and Eric Garcetti in the *Texas v. United States* lawsuit to urge immediate implementation of President Obama's executive actions on immigration. As a daughter of Haitian immigrants, and as a proud citizen of the United States and elected official of New York, I have a duty to act on behalf of the social justice of our people—as well as a fiduciary responsibility to ensure our economies gain the benefits immigration brings."

"As a child of Jamaican immigrants, it is personal for me that we stand up for Immigration justice and demand immediate action. The implementation of President Obama's executive actions on immigration is a moral, social, and economic necessity. The delays are inexcusable, and we must move forward. In past years, immigrants in NYC have accounted for more than \$200 billion in economic activity to help revitalize vibrant neighborhoods including the work of Latino, Caribbean and African entrepreneurs in the South Bronx. Through hard work and tireless dedication, Immigrants embody the entrepreneurial spirit that makes our country so beautiful, and the best country in the world," said **Assembly Member Michael Blake**. "Immigrants are our neighbors, our friends, and our family, and I proudly stand with Mayor Bill de Blasio and Eric Garcetti in calling for our judicial system to do the right thing, the humane thing, the compassionate thing, and give our communities the life they deserve."

"I want to commend Mayor de Blasio and all the other mayors for supporting immigration reforms. Implementation of the President's Immigration Executive action will provide much needed relief to immigrant families suffering under our broken system and is a crucial first step on the road to treating our immigrants with the fairness and respect they deserve," said **Assembly Member Guillermo Linares**.

"Every month that goes by without President Obama's executive actions is another month that families can be ripped apart," said **Assembly Member Francisco Moya**. "For those of us who deal with the fallout from our nation's flawed immigration policies on a daily basis, we know how critical the President's executive actions truly are. Keeping families together is not only the right thing to do; it's also in our nation's best interest."

"Mayor de Blasio is taking the right step filing today's court brief," said **Assembly Member Felix Ortiz**. "Without action from the Congress and State Legislature, we must support President Obama's efforts to protect workers and their families from deportation. While we

keep the fight alive in Albany for the Dream Act, driver licenses and state-issued identification cards for non-citizens and better wages for all workers, today's action by our Mayor and by so many others across the nation is a positive step to make life better for millions. We can't wait any longer.”

“We need comprehensive immigration reform immediately,” said **Assembly Member Robert Rodriguez**. “President Obama’s Executive action is a huge step towards creating fair policies that help our growing immigrant communities of New York City thrive, any hindrance to its enactment harms us irreparably.”

“It is clear that our immigration system is broken and comprehensive reform is needed to provide long-term relief for the families who have contributed to the growth and prosperity of our nation,” said **Assembly Member Nily Rozic**. “Filing this brief is reflective of New York City's commitment to advancing immigrants' rights and I commend the Mayor for his continued advocacy and leadership on this urgent issue.

“With an estimated 100,000 undocumented immigrants in New York City who would benefit greatly from President Obama’s executive action this brief sends a strong message on the importance of implementing these reforms,” said **Assembly Member Luis Sepúlveda**. “New York has long been at the forefront of immigration reform. Mayor de Blasio has proven his commitment to immigrants throughout his first year in office and continues to through actions like this. I commend the Mayor and the many other cities and counties for supporting these initiatives, as implementing each one of them will be for the national public interest.”

“Opportunity for families in America to obtain basic rights and a better quality of life should not be dictated by political games. The partisan stalling of President Obama's Immigration Executive Action is sophomoric, and the District Court's preliminary objection undoubtedly has a deleterious effect on our national economy. New York City is, and always has been a city of immigrants, and we have this community to thank for the strength we enjoy as a City and a Nation . I am proud of New York City's participation in the amicus brief filed in Texas vs. United States, and am hopeful that the demand from such a robust list of diverse urban areas will bring us closer to real reform which has been long overdue,” said **Assembly Member Keith Wright**.

“I commend Mayor de Blasio in joining the effort to defend the President’s Administrative Relief that offers potential relief to millions of immigrants with strong ties to our nation, and who already work hard and contribute to make this a better country. While the Court stalls, and Congress fails to enact meaningful immigration reform, New York City will continue to protect the rights of immigrants and ensure that their contributions to our City are recognized—and celebrated. Our City continues to offer affirming spaces for immigrant populations, and I am hopeful that this action from our Mayor—and from his colleagues from around the country—will provide some context about the urgent need for the implementation of the President’s programs,” said **Council Member Carlos Menchaca, Chair of the Committee on Immigration**.

“I support the new friend-of-the-court brief urging immediate implementation of President Obama’s executive actions on immigration. Immigrants are in important part of the fabric of our society and economy and granting administrative relief to those immigrants in need is an act of social responsibility,” said **Council Member Inez Barron**.

“I applaud New York City Mayor Bill de Blasio for joining Los Angeles Mayor Eric Garcetti in filing a friend-of-the-court brief calling for implementation of President Obama’s executive action on immigration. As an elected official representing an area with a significant immigrant population, I join with others across the country in urging the courts to move forward on providing deportation relief. The President’s immigration policies provide a just, sensible solution for millions of immigrants who live in the U.S. and contribute to our nation’s society in myriad ways. From an economic perspective, there is no question that New York stands to benefit from implementation of these policies, as significant tax revenues would be generated by the granting of temporary work permits to our City’s population of 100,000 immigrants,” said **Council Member Fernando Cabrera**.

“President Obama’s executive action on immigration will have a profoundly positive impact on thousands of families in our city, and it must be implemented immediately,” said **Council Member Margaret Chin**. “I strongly support today’s legal action in support of the President’s reforms, and I thank Mayor de Blasio for his continued leadership on this fundamentally important issue.”

“New York City is, was, and always will be a leader in the immigrant rights movement. We stand united in support of President Obama’s Executive Order,” said **Council Member Andrew Cohen**.

“We have waited for federal immigration reform for too long,” said **Council Member Costa Constantinides**. “The current federal laws are broken and lead to families being broken up or to unwarranted detention. President Obama’s executive order will take significant steps to help ameliorate these concerns. We must ensure due process and respect for all. I stand with Mayor De Blasio, Mayor Garcetti, and with 70 other cities across the nation that support the President’s order.”

“The stand the District Court Judge has taken against immigration reform is harming the future of our country, our immigrants,” said **Council Member Daniel Dromm**. “I am glad Mayor de Blasio has signed on to an amicus brief to push back against the court’s anti-immigrant actions. In New York City we support our immigrants not hold them back by putting obstacles to citizenship in their way.”

“I applaud Mayor de Blasio and the Mayors of more than 70 cities across the country for making it clear that they are ready, willing, and able to implement the reforms proposed by President Obama’s executive action. As the son of immigrants, I know firsthand the difficulties faced by those who have come to the United States seeking a better life for themselves and their families. Our immigration system is broken and full implementation of President Obama’s executive action is necessary in order to ensure more families are not harmed by failed policies,” said **Council Member Rafael Espinal**.

“President Obama’s executive action would be a lifeline to many families in our City who only want to work hard and provide more than they had for their children,” said **Council Member Julissa Ferreras**. “The continued delay of immigration reform only hurts our cities by separating families as well as denying our local governments millions of dollars in tax revenue. I commend Mayor de Blasio, Mayor Garcetti and the chief executives of over 70 American cities for championing this issue in our courts and call on Congress to finally do the right thing and recognize that immigration reform makes sense for all.”

“For too long, cities have been trying to navigate a federal immigration policy that is in dire need of reform. The President's executive actions were an important first step toward making sense of those immigration policies. Delaying their implementation creates very real problems for the cities that are on the front lines of the immigration debate,” said **Council Member Dan Garodnick**.

“By delaying the implementation of immigration reform, the court is making a decision that hurts state and local economies and needlessly diverts law enforcement attention,” said **Council Member Vanessa Gibson**. “Spending tax dollars to prosecute otherwise law abiding residents who want to work here, raise families here, and spend money here is a policy that has never made sense and I urge the court to recognize the considerable good immigration reform will bring to our communities. I am proud to stand with legislators within New York and around the country in support of President Obama’s actions and I look forward to a favorable decision that will uphold the ordered relief of nearly 4 million undocumented adults and children.”

“Today, New York City stands with over 70 American municipalities in support of President Obama’s recent executive action on immigration,” said **Council Member Corey Johnson**. “If implemented, the plan would grant much needed administrative relief and protection from deportation to over 4 million undocumented individuals. Our country and New York City were built by immigrants and their families. Barring immigrants from fully participating in American civic and economic life is contrary to our values. It’s time to make a change.”

“We are a nation of immigrants, including my grandparents who came here to escape antisemitism, and the grandparents of so many. We must continue to accept all those 'yearning to breathe free',” said **Council Member Ben Kallos**. “The state invests resources in every person the second they set foot in our soil. By welcoming people with open arms, we guarantee a return on that investment. I applaud Mayors de Blasio and Garcetti for urging the immediate implementation of President Obama's immigration reforms.”

“President Obama has signed an Executive Order and it’s shameful and unheard of for the District Court judge to block the executive action,” said **Council Member Andy King, Co-Chair of the Black, Latino & Asian Caucus**. “New York is and has always been a city of immigrants and President Obama’s vision allows for immediate reform in our communities. I stand with the Mayor and the President and all Americans across the nation committed to justice and our voices will be heard.”

"I see every day the positive impact immigrants have on our communities, as a representative of one of the most diverse areas in the country," said **Council Member Rory Lancman**. "Immigrants start businesses, pay taxes and raise their children here. Unfortunately, current US immigration policies leave far too many of our neighbors afraid that they will be deported from the country that has been their home for years. Mayor de Blasio's brief, joined by so many other cities, sends a clear message to the Court that cities support the President's action and want our immigrants to be able to come out of the shadows."

“New York City can’t wait any longer for implementation of President Obama’s executive action on immigration,” said **Council Member Steve Levin**. “Thank you to Mayor de Blasio and cities and counties around the United States who are taking a stand for smart and needed immigration reforms.”

“Undocumented immigrants and their families have waited far too long for substantive and comprehensive immigration reform. Not only do we need these reforms to be effectuated, we also need more policies that will help bring relief to millions of immigrants, help keep their families together, while strengthening our economy. I’m proud to stand with Mayor de Blasio, my colleagues in City Council, and the cities and counties across the country, who are fighting for the rights of our immigrant communities,” said **Council Member Annabel Palma**.

“I’d like to thank Mayor de Blasio for taking leadership on this important issue. Implementation of President Obama’s executive order would have a major positive impact on the lives of our immigrant communities,” said **Council Member Antonio Reynoso**.

“I am proud to stand with Mayor De Blasio and 70 other municipalities throughout the nation in full support of President Obama’s executive action on immigration,” said **Council Member Donovan Richards**. “The history of the United States is a history of immigrants. Extending temporary relief from deportation for residents that contribute millions of dollars to our domestic economy is common sense.

“President Obama's actions will bring 5 million immigrants out of the shadows. For years these families have lived with the constant anxiety and fear of deportation. But no longer. Now undocumented immigrants can apply to receive services that they've long deserved. By receiving social security cards and work permits so many will be able to legally work towards the American Dream they came to pursue,” said **Council Member Ydanis Rodriguez**. “However, some among us want to push these families back into the shadows. Today we, the cities that drive our country's economy forward, stand united in support of the President’s actions.”

“The temporary work permits granted by President Barack Obama's executive action are essential to the daily functions of New York City and cities nationwide. We are a nation of immigrants, and delaying implementation of this program is, frankly, un-American. I stand with Mayors Bill de Blasio and Eric Garcetti and the 72 cities and counties throughout the US (list in formation), in urging immediate implementation of this executive action,” said **Council Member Helen Rosenthal**.

“Immigrants make critical contributions our local economies and civic infrastructure, but cannot continue doing so if they are living in the shadows. The growing list of municipalities and counties signed onto the brief further underscores the importance and urgency of administrative relief for millions of undocumented children and adults. The Mayor has been a tireless champion of New York’s immigrant communities and I commend him for spearheading this effort,” said **Council Member Richie Torres**.

“I support the immediate implementation of President Obama’s executive order,” said **Council Member Mark Weprin**. “Immigrants have always played a vital role in shaping our nation’s economy and continue to contribute every day to the vitality of New York City.”

“Delaying President Obama’s executive orders to implement real immigration reform only puts New York City’s efforts to provide countless families economic opportunity they need on hold,” said **New York City Council Majority Leader Jimmy Van Bramer**. “Now is the time to act and our City is prepared to. I support Mayor de Blasio and numerous other cities throughout our nation’s efforts to begin implementing much-needed reforms for the millions

of families who are looking to us for assistance to become included and engaged citizens of New York City and our great nation.”

“The time for a rational immigration policy has long been overdue. Where Congress has failed to act in the collective interest of the American people, President Obama has sought to step into the breach. The use of executive authority on this issue is with precedent, and this unfortunate maneuver by the State of Texas to stymie him ignores the greater economic, security, and familial needs of all our citizens. Mayor de Blasio recognizes these plain truths, and I support the amicus brief he and so many other municipalities, nationwide, have filed in support of the President’s action,” said **Council Member Ruben Wills**.

“In cities across the country, hard-working men and women are waiting for President Obama’s Executive Action to go into effect so they can live and work without fear of deportation and separation from their families,” said **Hector Figueroa, President of 32BJ SEIU**. “In Boston, New York, Philadelphia, Washington DC and many more cities up and down the East Coast, 32BJ members have long been part of the fight for immigration reform and we will continue to take action in Congress and on the streets until these reforms are implemented. It is the humane and just thing to do for immigrants and the right path forward for our country.”

“Immigrants are essential to local economies and industries throughout our country, especially the hospitality industry. Today’s actions show that local governments recognize that delaying the President’s Executive Action not only harms millions of working families but also jeopardizes recovering local economies,” said **Peter Ward, President of the Hotel Trades Council**.

“Workers and their families desperately need the immediate implementation of President Obama’s Executive Action for immigration reform. We commend these cities and their elected officials for submitting an amicus brief in support of President Obama’s Executive Action, the most far reaching immigration reform initiative in decades. Cities make up the backbone of the U.S. economy, much of it based on the work of immigrants. Millions of hard working immigrant families stand to benefit from this action, and they deserve this administrative relief,” said **Stuart Appelbaum, President of Retail, Wholesale and Department Store Union**.

“The AFL-CIO has made supporting real immigration reform one of our top priorities because we understand the importance of ensuring that all workers receive the wages and benefits to which they are entitled,” said **Vincent Alvarez, President of the New York City Central Labor Council, AFL-CIO**. “By allowing undocumented workers to come out of the shadows, we will be working to eradicate the tools that allow unscrupulous employers to drive down wages, and rob workers of fair pay, benefits, and workplace rights. The implementation of President Obama’s immigration recommendations is already long overdue. Let’s make this happen for New York City’s workers.”

“Immigrants, including many who would be eligible for work permits under President Obama’s Executive Action, contribute every day to the vibrancy and health of our cities. The Executive Action will keep families together, boost our economy and focus law enforcement resources. We applaud Mayor de Blasio’s advocacy on behalf of these hard-working New Yorkers and join him in calling for immediate implementation of the action,” said **Maria Castaneda, Secretary-Treasurer of 1199 SEIU**.

"We applaud Mayors de Blasio and Garcetti for leading the charge to demand immediate implementation of immigration relief to keep families together across the United States. As our communities demand action, scores of cities from coast to coast are stepping up and saying with one voice that the Court of Appeals must allow President Obama's administrative actions, which are grounded in strong legal precedent, to move forward," said **Javier H. Valdés, co-Executive Director of Make the Road New York.**

"Very much like every major city in America, New York City is a strong and vibrant city thanks to our immigrant population," said **Jonathan Westin, Executive Director of New York Communities for Change.** "Our cities are better when our immigrant brothers and sisters can thrive. Therefore, we urge the immediate implementation of the President's Immigration Executive Action. Our cities have too much to lose if action is not taken now."

"We are proud that our city's Mayor Bill de Blasio is setting a precedent by taking legal action and making it known that the delays to President Obama's executive actions are unacceptable," said **Steven Choi, executive director of the New York Immigration Coalition.** "The NYIC and our membership, along with our city and state partners including the Mayor's Office of Immigrant Affairs, continue our efforts to prepare the 100,000 plus New Yorkers who can benefit from these programs. We stand with Mayors Bill de Blasio and Eric Garcetti in the call for immediate implementation of immigration relief."

"At a time when anti-immigrant voices are using myths about immigrants and the effects of immigration to derail a constructive national policy debate, few actions are more important than local governments uniting to fight for immediate relief and implementation of President Obama's Immigration Executive Actions. In outlining the economic and fiscal benefits of deferred action policies, New York City is a key stakeholder. Mayor Bill de Blasio has underscored once again our city's courage in the fight for justice and we stand in solidarity to see administrative relief programs take full-effect immediately," said **Lucia Gomez, Executive Director of La Fuente.**

"The Asian American Federation fully supports Mayors de Blasio and Garcetti's appeal to implement President Obama's executive action without any further delay. Immigrants and their families, who have made valuable contributions to the U.S., deserve the temporary relief and protection that this immigration reform provides. We stand with our community to ensure that the President's executive action sees the light of day," said **Jo-Ann Yoo, Executive Director of the Asian American Federation.**

"Millions of lives are on hold as President Obama's legal Executive Action is being dragged through the courts. Northern Manhattan Coalition for Immigrant Rights commends Mayors de Blasio and Garcetti for supporting legal action urging immediate implementation of Executive Action," said **Angela Fernandez, Executive Director of Northern Manhattan Coalition for Immigrant Rights.**

"Immigration reform is vital for New York's African immigrant communities," said **Amaha Kassa, Executive Director of African Communities Together.** "All of our members have heard about President Obama's executive actions, many are qualified and ready to apply for relief, and none of them can understand why progress has been put on hold. This filing sends an important message that New York City has immigrants' backs, even if some states have chosen to send the opposite message."

“President Obama’s November, 2014 Deferred Action programs – both the DACA extension and DAPA – should be implemented now. With each passing day, families continue to be torn apart, leaving behind American children to fend for themselves. Hard-working immigrant parents live in fear and are preyed upon, and cannot become full members of our society. As the child of Mexican immigrant parents whose life dramatically changed after they received legal status via IRCA, the benefits of immigration relief to are society are clear to me. My parents became homeowners and were able to support three college graduates. I applaud Mayors De Blasio and Garcetti, along with the 70 cities and counties who have signed on, for their leadership and for lending their voice to challenge the Texas vs. United States lawsuit, said **Aracelis Lucero, Executive Director of Masa, Inc.**

“Chicago has always been a city of immigrants, and for us to stay true to our history and our values, we must ensure that immigrants can fully participate in all aspects of our economic and cultural life,” said **Chicago Mayor Rahm Emanuel**. “We are proud to join numerous cities in filing this amicus brief to support President Obama’s executive actions on immigration. They will help keep families together, increase safety in our communities, and maximize the contributions that immigrants make every day in every part of our city.”

“Cities are strongly affected by immigration. The old, dysfunctional immigration policies hurt our economies, our neighborhoods, our businesses and our residents. The President is attempting to interject common sense and humanity. We are grateful for his efforts and we stand with him,” said **Portland Mayor Charlie Hales**.

“I am signing onto this brief because as a nation of immigrants, I believe ensuring access to a fair and legal process for people to come to this country and pursue their dreams reflects our highest values,” said **Chapel Hill Mayor Mark Kleinschmidt**.

“We must do better to honor our country's proud immigration tradition. Too many immigrants live in fear, afraid to become members of our society, while Congress fails to take any meaningful action to fix a broken immigration system. Their inaction has real consequences for our communities, which is why I fully support President Obama's leadership and common sense executive actions. I thank Mayor de Blasio for initiating this brief and building this important coalition of leaders,” said **Hoboken Mayor Dawn Zimmer**.

###



**From:** [Perez, Roberto](#)  
**To:** "Alex Mckay"  
**Subject:** Are you ready to do your part? Sign up for our day of action on April 18th.  
**Date:** Wednesday, April 08, 2015 4:55:47 PM

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Hi there,

New York City is about to take a historic step: This fall, the City will provide free, full-day, high-quality pre-K to all 4-year-olds in the five boroughs.

We need to make sure every family knows about this great opportunity.

**[Are you ready to do your part? Sign up for our day of action on April 18th.](#)**

Your commitment and passion led to our shared success in expanding pre-K last year.

We need that same dedication this year to make sure every parent of a four year-old in New York City knows about this incredible opportunity for kids and their families.

**Sign up now to volunteer on April 18th -- there will be opportunities to get involved in all five boroughs:**

**[on.nyc.gov/prek-action](http://on.nyc.gov/prek-action)**

Thanks,

Marco Carrión  
Commissioner, Mayor's Community Affairs Unit

P.S. If you'd prefer to sign up by phone, you can call this number during business hours: (212) 637-8000

**From:** [Perez, Roberto](#)  
**To:** ["Andy McDonald"](#)  
**Subject:** Are you ready to do your part? Sign up for our day of action on April 18th.  
**Date:** Wednesday, April 08, 2015 4:56:07 PM

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**From:** [Perez, Roberto](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** Are you ready to do your part? Sign up for our day of action on April 18th.  
**Date:** Wednesday, April 08, 2015 5:00:05 PM

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**From:** [Perez, Roberto](#)  
**To:** "[Lynsey Kryzwick](#)"  
**Subject:** Are you ready to do your part? Sign up for our day of action on April 18th.  
**Date:** Wednesday, April 08, 2015 5:00:56 PM

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**From:** [Perez, Roberto](#)  
**To:** "Michael Rabinowitz"  
**Subject:** Are you ready to do your part? Sign up for our day of action on April 18th.  
**Date:** Wednesday, April 08, 2015 5:01:20 PM

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Commissioner, Mayor's Community Affairs Unit

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**From:** [Perez, Roberto](#)  
**To:** ["raymond@berlinrosen.com"](mailto:raymond@berlinrosen.com)  
**Subject:** Are you ready to do your part? Sign up for our day of action on April 18th.  
**Date:** Wednesday, April 08, 2015 5:02:13 PM

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**From:** [Perez, Roberto](#)  
**To:** "[Valerie Berlin](#)"  
**Subject:** Are you ready to do your part? Sign up for our day of action on April 18th.  
**Date:** Wednesday, April 08, 2015 5:03:22 PM

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**From:** [The Office of Mayor de Blasio](#)  
**To:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** You are cordially invited to a reception celebrating Jewish Heritage  
**Date:** Wednesday, May 13, 2015 11:40:36 AM

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The Mayor of the City of New York

**Bill de Blasio**

cordially invites you to  
a reception celebrating

# Jewish Heritage

Thursday, June 11, 2015  
5:30 PM to 7:00 PM

Museum of Jewish Heritage  
36 Battery Place, Manhattan

*The museum will be open to guests  
starting at 4:30 PM.*



RSVP (212) 788-2569 or  
email: [RSVP@cityhall.nyc.gov](mailto:RSVP@cityhall.nyc.gov)

Glatt kosher food provided

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Glatt kosher food provided

RSVP by Thursday, June 4, 2015.

Space is limited.

This invitation is non-transferable.

**[Yes, I am attending](#)**

**[No, I will not attend](#)**

**From:** [Perez, Roberto](#)  
**To:** ["Alex Mckay"](#)  
**Subject:** Today The Mayor's Community Affairs Unit presents Flushing Town Hall for Businesses  
**Date:** Monday, June 22, 2015 10:44:00 AM

---

## The Mayor's Community Affairs Unit presents **Town Hall for Businesses**

**Learn about City programs and services to help businesses start, operate, and grow.**

**John Choe**, Executive Director, **Greater Flushing Chamber of Commerce**, will moderate the Town Hall meeting.  
Speakers include:

- **Julie Menin**, Commissioner,  
Department of Consumer Affairs
- **Maria Torres-Springer**, Commissioner,  
Department of Small Business Services
- **Nicole Garcia**, Queens Borough Commissioner,  
Department of Transportation
- **Roberto Perez**, Deputy Commissioner,  
Mayor's Community Affairs Unit
- **Sonia Lin**, General Counsel,  
Mayor's Office of Immigrant Affairs
- **Jeffrey Lee**, Senior Vice President,  
Strategic Investments Group,  
NYC Economic Development Corporation
- **Charles Sturcken**,  
Director of Environmental Compliance Outreach Unit,  
Department of Environmental Protection
- **John Young**, Director of Queens Office,  
Department of City Planning
- **Magda Desdunes**,  
FSE Ombudsperson/Industry Relationship Coordinator,  
Department of Health and Mental Hygiene
- **Jason Chen**, Community Affairs Liaison,  
Department of Sanitation
- **Sue Too**, Asian Liaison,  
NYPD Community Affairs Bureau,  
New Immigrant Outreach Unit
- **Anthony Iuliano**,  
Government and Community Affairs Officer,  
Department of Buildings

**Time:** 6:00 p.m. – 8:00 p.m.  
**Date:** Monday, June 22, 2015  
**Place:** PS 20  
142-30 Barclay Avenue  
Flushing, NY 11355

**To RSVP:** Call (212) 436-0178 or email [Townhall@cityhall.nyc.gov](mailto:Townhall@cityhall.nyc.gov).

**Honoree Host:**  
Congresswoman Grace Meng

**Cosponsors include:**  
Queens Borough President Melinda Katz, State Senator Tony Avella, State Senator Toby Ann Stavisky, Assemblymember Ron Kim, Council Member Peter Koo, Greater Flushing Chamber of Commerce, Flushing Chinese Business Association, Asian Americans for Equality, NAACP Northeast Queens Branch, and Flushing Business Improvement District



**From:** [Perez, Roberto](#)  
**To:** ["Andy McDonald"](#)  
**Subject:** Today The Mayor's Community Affairs Unit presents Flushing Town Hall for Businesses  
**Date:** Monday, June 22, 2015 10:46:33 AM

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**From:** [Perez, Roberto](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** Today The Mayor's Community Affairs Unit presents Flushing Town Hall for Businesses  
**Date:** Monday, June 22, 2015 11:21:45 AM

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Congresswoman Grace Meng

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Queens Borough President Melinda Katz, State Senator Tony Avella, State Senator Toby Ann Stavisky, Assemblymember Ron Kim, Council Member Peter Koo, Greater Flushing Chamber of Commerce, Flushing Chinese Business Association, Asian Americans for Equality, NAACP Northeast Queens Branch, and Flushing Business Improvement District



**From:** [Perez, Roberto](#)  
**To:** ["Lynsey Kryzwick"](#)  
**Subject:** Today The Mayor's Community Affairs Unit presents Flushing Town Hall for Businesses  
**Date:** Monday, June 22, 2015 11:33:48 AM

---

## The Mayor's Community Affairs Unit presents

# Town Hall for Businesses

Learn about City programs and services to help businesses start, operate, and grow.

**John Choe**, Executive Director, **Greater Flushing Chamber of Commerce**, will moderate the Town Hall meeting.  
Speakers include:

- **Julie Menin**, Commissioner,  
Department of Consumer Affairs
- **Maria Torres-Springer**, Commissioner,  
Department of Small Business Services
- **Nicole Garcia**, Queens Borough Commissioner,  
Department of Transportation
- **Roberto Perez**, Deputy Commissioner,  
Mayor's Community Affairs Unit
- **Sonia Lin**, General Counsel,  
Mayor's Office of Immigrant Affairs
- **Jeffrey Lee**, Senior Vice President,  
Strategic Investments Group,  
NYC Economic Development Corporation
- **Charles Sturcken**,  
Director of Environmental Compliance Outreach Unit,  
Department of Environmental Protection
- **John Young**, Director of Queens Office,  
Department of City Planning
- **Magda Desdunes**,  
FSE Ombudsperson/Industry Relationship Coordinator,  
Department of Health and Mental Hygiene
- **Jason Chen**, Community Affairs Liaison,  
Department of Sanitation
- **Sue Too**, Asian Liaison,  
NYPD Community Affairs Bureau,  
New Immigrant Outreach Unit
- **Anthony Iuliano**,  
Government and Community Affairs Officer,  
Department of Buildings

**Time:** 6:00 p.m. – 8:00 p.m.  
**Date:** Monday, June 22, 2015  
**Place:** PS 20  
142-30 Barclay Avenue  
Flushing, NY 11355

**To RSVP:** Call (212) 436-0178 or email [Townhall@cityhall.nyc.gov](mailto:Townhall@cityhall.nyc.gov).

**Honoree Host:**  
Congresswoman Grace Meng

**Cosponsors include:**  
Queens Borough President Melinda Katz, State Senator Tony Avella, State Senator Toby Ann Stavisky, Assemblymember Ron Kim, Council Member Peter Koo, Greater Flushing Chamber of Commerce, Flushing Chinese Business Association, Asian Americans for Equality, NAACP Northeast Queens Branch, and Flushing Business Improvement District





**From:** [Perez, Roberto](#)  
**To:** ["Michael Rabinowitz"](#)  
**Subject:** Today The Mayor's Community Affairs Unit presents Flushing Town Hall for Businesses  
**Date:** Monday, June 22, 2015 11:39:34 AM

---

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**John Choe**, Executive Director, **Greater Flushing Chamber of Commerce**, will moderate the Town Hall meeting. Speakers include:

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- **Nicole Garcia**, Queens Borough Commissioner, Department of Transportation
- **Roberto Perez**, Deputy Commissioner, Mayor's Community Affairs Unit
- **Sonia Lin**, General Counsel, Mayor's Office of Immigrant Affairs
- **Jeffrey Lee**, Senior Vice President, Strategic Investments Group, NYC Economic Development Corporation
- **Charles Sturcken**, Director of Environmental Compliance Outreach Unit, Department of Environmental Protection
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- **Magda Desdunes**, FSE Ombudsperson/Industry Relationship Coordinator, Department of Health and Mental Hygiene
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**From:** [Perez, Roberto](#)  
**To:** ["raymond@berlinrosen.com"](mailto:raymond@berlinrosen.com)  
**Subject:** Today The Mayor's Community Affairs Unit presents Flushing Town Hall for Businesses  
**Date:** Monday, June 22, 2015 11:51:17 AM

---

## The Mayor's Community Affairs Unit presents **Town Hall for Businesses**

**Learn about City programs and services to help businesses start, operate, and grow.**

**John Choe**, Executive Director, **Greater Flushing Chamber of Commerce**, will moderate the Town Hall meeting.  
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Department of Buildings

**Time:** 6:00 p.m. – 8:00 p.m.  
**Date:** Monday, June 22, 2015  
**Place:** PS 20  
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**From:** [Perez, Roberto](#)  
**To:** "Valerie Berlin"  
**Subject:** Today The Mayor's Community Affairs Unit presents Flushing Town Hall for Businesses  
**Date:** Monday, June 22, 2015 12:04:46 PM

---

## The Mayor's Community Affairs Unit presents

# Town Hall for Businesses

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**From:** [The Office of Mayor de Blasio](#)  
**To:** [Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)  
**Subject:** You are cordially invited to the 2016 State of the City Address  
**Date:** Thursday, January 21, 2016 4:59:17 PM

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Doors open at 6:00 PM  
Program begins promptly at 7:00 PM

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Concert Hall  
250 Bedford Park Boulevard West  
Bronx

RSVP by Friday, January 29, 2016  
(212) 788-2569 or  
email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

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**To:** [Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)  
**Subject:** You are cordially invited to the 2016 State of the City Address  
**Date:** Friday, January 22, 2016 2:31:04 PM

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**Yes, I am attending**

**No, I will not attend**



**From:** [The Office of Mayor de Blasio](mailto:dan@berlinrosen.com)  
**To:** [dan@berlinrosen.com](mailto:dan@berlinrosen.com)  
**Subject:** REMINDER: You are cordially invited to the 2016 State of the City Address  
**Date:** Monday, January 25, 2016 1:03:10 PM

---



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**Yes, I am attending**

**No, I will not attend**



**From:** [The Office of Mayor de Blasio](#)  
**To:** [Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)  
**Subject:** REMINDER: You are cordially invited to the 2016 State of the City Address  
**Date:** Monday, January 25, 2016 1:09:40 PM

---



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**No, I will not attend**



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**To:** [Rabinowitz@berlinrosen.com](mailto:Rabinowitz@berlinrosen.com)  
**Subject:** REMINDER: You are cordially invited to the 2016 State of the City Address  
**Date:** Monday, January 25, 2016 1:09:42 PM

---



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**THIS INVITATION IS NON-TRANSFERABLE.**

**Yes, I am attending**

**No, I will not attend**



**From:** [Perez, Roberto](#)  
**To:** ["Alex Mckay"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present THRIVE NYC A Roadmap for Mental Health for All  
**Date:** Tuesday, January 26, 2016 10:09:20 AM

---

Mayor's Community Affairs Unit & Southside United HDFC – Los Sures® Present:

# Thrive

# NYC

A Roadmap for  
Mental Health  
for All

## BROOKLYN INFO SESSION

Special Presentation by Deputy Mayor For Strategic Policy Initiatives, **Richard Buery**



**Thursday February 11th at 9:00AM**  
**145 South 3rd Street, Brooklyn, NY 11211**

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Council Member **Antonio Reynoso**  
Assembly Member **Maritza Davila**  
State Senator **Martin Dilan**





**From:** [Perez, Roberto](#)  
**To:** ["Andy McDonald"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present THRIVE NYC A Roadmap for Mental Health for All  
**Date:** Tuesday, January 26, 2016 10:09:53 AM

---

Mayor's Community Affairs Unit & Southside United HDFC – Los Sures® Present:

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## BROOKLYN INFO SESSION

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State Senator **Martin Dilan**



**From:** [Perez, Roberto](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present THRIVE NYC A Roadmap for Mental Health for All  
**Date:** Tuesday, January 26, 2016 10:18:54 AM

---

Mayor's Community Affairs Unit & Southside United HDFC – Los Sures® Present:

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## BROOKLYN INFO SESSION

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Assembly Member **Maritza Davila**  
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**From:** [Perez, Roberto](#)  
**To:** ["Lynsey Kryzwick"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present THRIVE NYC A Roadmap for Mental Health for All  
**Date:** Tuesday, January 26, 2016 10:22:06 AM

---

Mayor's Community Affairs Unit & Southside United HDFC – Los Sures® Present:

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## BROOKLYN INFO SESSION

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Council Member **Antonio Reynoso**  
Assembly Member **Maritza Davila**  
State Senator **Martin Dilan**



**From:** [Perez, Roberto](#)  
**To:** ["Michael Rabinowitz"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present THRIVE NYC A Roadmap for Mental Health for All  
**Date:** Tuesday, January 26, 2016 10:23:18 AM

---

Mayor's Community Affairs Unit & Southside United HDFC – Los Sures® Present:

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## BROOKLYN INFO SESSION

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Council Member **Antonio Reynoso**  
Assembly Member **Maritza Davila**  
State Senator **Martin Dilan**





**From:** [Perez, Roberto](#)  
**To:** ["Valerie Berlin"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present THRIVE NYC A Roadmap for Mental Health for All  
**Date:** Tuesday, January 26, 2016 10:29:08 AM

---

Mayor's Community Affairs Unit & Southside United HDFC – Los Sures® Present:

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## BROOKLYN INFO SESSION

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State Senator **Martin Dilan**



**From:** [Perez, Roberto](#)  
**To:** ["Alex Mckay"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present: THRIVE NYC Brooklyn INFO Session  
**Date:** Friday, January 29, 2016 2:05:23 PM

---

Mayor's Community Affairs Unit & Southside United HDFC – Los Sures® Present:

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**A Roadmap for  
Mental Health  
for All**

## BROOKLYN INFO SESSION

Special Presentation by Deputy Mayor For Strategic Policy Initiatives, **Richard Buery**



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**From:** [Perez, Roberto](#)  
**To:** ["Andy McDonald"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present: THRIVE NYC Brooklyn INFO Session  
**Date:** Friday, January 29, 2016 2:06:39 PM

---

Mayor's Community Affairs Unit & Southside United HDFC – Los Sures® Present:

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## BROOKLYN INFO SESSION

Special Presentation by Deputy Mayor For Strategic Policy Initiatives, **Richard Buery**



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Council Member **Antonio Reynoso**  
Assembly Member **Maritza Davila**  
State Senator **Martin Dilan**



**From:** [Perez, Roberto](#)  
**To:** ["Jonathan Rosen"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present: THRIVE NYC Brooklyn INFO Session  
**Date:** Friday, January 29, 2016 2:16:25 PM

---

Mayor's Community Affairs Unit & Southside United HDFC – Los Sures® Present:

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Council Member **Antonio Reynoso**  
Assembly Member **Maritza Davila**  
State Senator **Martin Dilan**





**From:** [Perez, Roberto](#)  
**To:** ["Lynsey Kryzwick"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present: THRIVE NYC Brooklyn INFO Session  
**Date:** Friday, January 29, 2016 2:19:47 PM

---

Mayor's Community Affairs Unit & Southside United HDFC – Los Sures® Present:

# Thrive

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Council Member **Antonio Reynoso**  
Assembly Member **Maritza Davila**  
State Senator **Martin Dilan**



**From:** [Perez, Roberto](#)  
**To:** ["Michael Rabinowitz"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present: THRIVE NYC Brooklyn INFO Session  
**Date:** Friday, January 29, 2016 2:21:11 PM

---

Mayor's Community Affairs Unit & Southside United HDFC – Los Sures® Present:

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Council Member **Antonio Reynoso**  
Assembly Member **Maritza Davila**  
State Senator **Martin Dilan**





**From:** [Perez, Roberto](#)  
**To:** ["Valerie Berlin"](#)  
**Subject:** Mayor's Community Affairs Unit & Southside United HDFC- Los Sures Present: THRIVE NYC Brooklyn INFO Session  
**Date:** Friday, January 29, 2016 2:27:06 PM

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Mayor's Community Affairs Unit & Southside United HDFC – Los Sures® Present:

# Thrive

# NYC

A Roadmap for  
Mental Health  
for All

## BROOKLYN INFO SESSION

Special Presentation by Deputy Mayor For Strategic Policy Initiatives, **Richard Buery**



**Thursday February 11th at 9:00AM**  
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Council Member **Antonio Reynoso**  
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State Senator **Martin Dilan**



**From:** [The Office of the Mayor and the First Lady](#)  
**To:** [valerie@berlinrosen.com](mailto:valerie@berlinrosen.com)  
**Subject:** You are cordially invited to a reception celebrating LGBT Pride Month  
**Date:** Friday, June 17, 2016 4:31:12 PM

---





**Bill de Blasio**

The Mayor of the City of New York

and

**Chirlane McCray**

The First Lady of the City of New York

cordially invite you to a reception celebrating

## **LGBT PRIDE MONTH**

Thursday, June 23, 2016

6:00 PM to 8:00 PM

Queens Museum

Flushing Meadows Corona Park

Queens, NY 11368

RSVP (212) 788-2569

or email: [event@cityhall.nyc.gov](mailto:event@cityhall.nyc.gov)

This invitation is non-transferable.

Bill de Blasio  
The Mayor of the City of New York

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Queens, NY 11368

RSVP (212) 788-2569  
or email: [event@cityhall.nyc.gov](mailto:event@cityhall.nyc.gov)

This invitation is non-transferable.

Space is limited.

RSVP by Monday, June 20, 2016.

**Yes, I am attending**

**No, I will not attend**



**From:** [Pham, Linda](#)  
**To:** [jonathan@berlinrosen.com](mailto:jonathan@berlinrosen.com)  
**Subject:** RE: Save the Date: Gracie Mansion Conservancy Benefit, October 17  
**Date:** Monday, September 12, 2016 4:38:00 PM

---

Good afternoon Jonathan Rosen,

I hope your week is starting out well. We wanted to follow up with you on your attendance to our **Gracie Mansion Conservancy Benefit Dinner** on Monday, October 17<sup>th</sup>, 2016. For your convenience please select your tickets and let us know how you like to be listed as in our program directly at <http://www1.nyc.gov/site/gracie/donate/donate.page>.

Thank you so much for your time and generosity in preserving Gracie Mansion.

We look most forward to hearing from you.

Warm Regards,

***Linda Pham***

*The Gracie Mansion Conservancy*

181 East End Avenue @ 88<sup>th</sup> Street

direct 212-676-3060 | [gracie tours](#)

**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** \$20 Million in Private Donations Raised for Mayor de Blasio's Computer Science for All Initiative  
**Date:** Thursday, September 22, 2016 4:23:22 PM  
**Attachments:** [image001.png](#)

---



**MAYOR'S OFFICE OF STRATEGIC PARTNERSHIPS  
CITY HALL  
NEW YORK, NY 10007**

Dear Jonathan --

Today, we are proud to announce that in one year, we have raised \$20 million, trained over 450 teachers, and have expanded Computer Science education to nearly 250 schools as part of Computer Science for All, a landmark ten-year public-private initiative to bring CS education to all 1.1 million NYC public school students.

Please see below for the full release and for more information on CS4All.

Warm regards,  
Gabrielle

**\$20 MILLION IN PRIVATE DONATIONS RAISED FOR MAYOR DE BLASIO'S  
COMPUTER SCIENCE FOR ALL INITIATIVE**

*Program has already reached 246 schools and trained more than 450 teachers*

*Goal of universal access to computer science education for 1.1 million students ahead of  
progress*

**NEW YORK**—Mayor Bill de Blasio, Schools Chancellor Carmen Fariña and Gabrielle Fialkoff, Senior Advisor and Director of the Office of Strategic Partnerships, announced today that Mayor de Blasio's Computer Science for All (CS4All) initiative has raised \$20 million in private funding. The fundraising campaign is half-way toward meeting a \$40 million goal that will ultimately be matched in public funding for one of the cornerstones of the Mayor's Equity and Excellence education reforms.

Today, 246 elementary, middle and high schools across the city are participating in CS4All. More than 450 teachers are receiving rigorous training to bring computer science instruction to their schools. CS4All gives students the computational thinking, problem solving and critical thinking skills necessary for college and professional success. Last September, the Mayor announced that the City would be bringing the program to every elementary, middle, and high school by 2025.

“Last year we announced an ambitious plan to bring computer science education to every public school student by 2025 – making New York City the largest school district in the country to do so. Today, we are announcing real strides in completing our goal,” said **Mayor Bill de Blasio**. “The city’s tech industry is growing, yet before Computer Science for All, fewer than five percent of our public school students had even the most basic skills necessary to apply for these jobs. Through this program, we’re laying the groundwork today so that our kids can apply for these jobs tomorrow.”

The initiative is a model for effective public-private partnerships, with the City of New York and the private sector bearing programmatic costs equally. Today the Mayor announced new commitments from: Math for America (MfA); Robin Hood Education and Technology Fund, co-chaired by David Siegel and John Overdeck; Paulson Family Foundation; Alexandria Real Estate Equities, Inc.; the Hutchins Family Foundation; Association for a Better New York and the Rudin Family Foundation; Wachtell, Lipton, Rosen & Katz; Ron Conway, Founder, SV Angel; and Nancy and Alan Schwartz. Founding partners Fred Wilson and CSNYC, Robin Hood and the AOL Charitable Foundation, as well as early investment from AT&T that helped make the initiative possible. Public dollars support the infrastructure and human capital needed to pull off what is the largest effort of its kind. Private dollars support the training of nearly 5,000 teachers over the next ten years. These funds are overseen and administered by the New York City Fund for Public Schools.

“Computer Science for All is a cornerstone of equity and excellence in our public schools – these are the skills our students need to be successful in high school, college, and careers in the 21st century,” said **Schools Chancellor Carmen Fariña**. “This isn’t just for particular students from particular backgrounds; learning how to think critically and computationally, and how to create with technology, must be for all students. I thank our private partners for recognizing the importance of this initiative and for their investment.”

“The Mayor’s vision for New York City schools will put a new generation on the path toward success,” said **Gabrielle Fialkoff, Senior Advisor to the Mayor and Director of the Office of Strategic Partnerships**. “Through this landmark public-private partnership, we will level the playing field for every student in every borough. Computer Science for All is an investment in creating opportunities for all of our young people, particularly in a global economy where technology is integral to every industry.”

Through the implementation of this ten-year initiative, New York City will be the largest school district in the country to provide computer science education to all students, particularly populations underrepresented in tech including girls, African-American and Latino students and students from low-income families. Most students in public schools traditionally either lack access to computer science or gain these skills too late. Early and widespread exposure to computer science is key to breaking down gender and racial

barriers, leading to greater diversity and equality in the tech sector and relevant industries. The initiative promotes critical skills like thinking creatively, working as a team, and interacting with technology, as well as technical skills that will power the 21st century economy.

Computer science education at the scale of New York City's public school system, encompassing 1.1 million students, will allow a new generation to be active creators of technology. By expanding access to computer science throughout NYC public schools, CS4All will also promote the cultivation of local and diverse talent for the City's own workforce, including technology, and have a ripple effect across the country, where only a quarter of professional computing jobs are held by women and less than ten percent are held by African-Americans and Latinos.

Of the 246 schools participating in Computer Science for All programs, 98 are offering full-year courses or multi-year sequences including AP Computer Science Principles, the Software Engineering Program (SEP) and the SEP Jr. program for elementary schools. Teachers from the remaining schools have participated in the "CS Track" of the Department of Education's STEM Institute and received intensive training to implement rigorous, hands-on CS lessons and units in their schools. Through teachers' participation in these programs, students in elementary, middle and high school will learn the fundamentals of computer science, such as coding, robotics and web design.

By 2025, all New York City public school students will receive at least one meaningful, high-quality computer science unit or course at each school level: elementary, middle, and high school. The centerpiece of the initiative is the training of nearly 5,000 teachers who will, by year ten, bring computer science to more than 245,000 students each year.

Importantly, many of these students will be prepared to fill the 200,000 additional technology jobs that New York City's employers will create over the next decade while *all* graduates will be equipped with soft skills needed to successfully navigate the 21st century economy. Together, the Equity and Excellence initiatives will support progress across all schools so that, by 2026, 80 percent of students graduate high school on time, two-thirds of graduates are college ready and all students are reading on grade level by the end of 2nd grade. More information on Equity and Excellence is available [online](#).

"I am very gratified to see so many leaders of the private sector in NYC get behind CS4All. This is the kind of transformational effort that requires the support of both government and the private sector. Together we are making sure that all of our students in NYC are trained in the skills that they need to be successful in the private sector and really any sector. So it makes sense that everyone is coming together to support this work," said **Fred Wilson, Founder and Chairman of CSNYC Partner and Union Square Ventures.**

"Computer Science is a spectacularly rich and beautiful subject, closely connected to mathematics and science, and nowadays to everyday life as well," said **John Ewing, MfA President.** "MfA's one thousand math and science teachers are enthusiastic about the computer science initiative, and many are already involved. We are delighted to support an effort at the frontiers of education – one that offers exciting opportunities not only for students but for teachers as well."

“CS4ALL is about helping our students develop the necessary skills and competencies to be successful in the 21st century. Access to high-quality computer science education will increase the demand for our city’s students in higher education and in the job market,” said **John Paulson, President of Paulson and Co. Inc.**

“We are incredibly pleased to support the City’s commitment to providing computer science and technology skills to a new generation of innovative thinkers,” said **Joel S. Marcus, Chairman, CEO and Founder of Alexandria Real Estate Equities, Inc.** “As the leading provider of science and technology campuses, and the developer of the City’s first and only world-class science and technology campus in Manhattan, Alexandria feels strongly about creating the knowledge workforce of the future and supporting the recruitment of highly skilled talent for our tenants who work day-in and day-out to treat, cure, and manage disease.”

"Just as accounting is the language of business and calculus is the language of physics, computer science is the language of innovation. The vision of Computer Science for All to teach teachers is a uniquely powerful means to equip the students of New York City to participate and prosper in the innovation economy of the future. The Hutchins Family Foundation is pleased to be able to play a part in this invaluable initiative." **Debbie and Glenn Hutchins, co-Founders of the Hutchins Family Foundation.**

“CS4All is the largest public sector effort to educate our children in computer science and to match their skills with the needs and the opportunities of tomorrow,” said **William C. Rudin, Chairman of the Association for a Better New York.** “The May and Samuel Rudin Family Foundation and the ABNY Foundation are proud to be supporters of Mayor de Blasio and the New York City Department of Education in taking on bold initiatives for our children and for the future of our city.”

“Wachtell Lipton has been proud to join with leaders in every sector of our city to support CS4All. Its progress in just the first year, and its transformative vision for the years to come, will make a powerful difference in the lives of children across this city who will be given the opportunity to learn, and ultimately themselves to lead, in a critical business sector and in an indispensable language of the future,” said **Kevin S. Schwartz, Partner at Wachtell, Lipton and Rosen & Katz.**

"CS4All is an initiative that I hope spreads across the country fast, including Silicon Valley! Computer science is a ‘basic’ goal for all students now, and the sooner we make the curriculum available to all, the better,” said **Ron Conway, Founder of SV Angel.**

“As a founding partner of CS4All, Robin Hood is proud of what has been accomplished in just a year. With professional development opportunities for hundreds of teachers and schools, this was a strong start to what is already an important initiative. We all share a commitment that all of New York City’s students should be graduating from high school having received a strong education and with the skills and tools they need to succeed,” **Reynold Levy, President of Robin Hood.**

“We know that many young people miss out on careers in technology, because they just don’t have the chance to uncover their passion for it,” said **Sara Link, President of the AOL Charitable Foundation.** “By giving NYC students from all backgrounds the exposure to computer science, they are gaining skills and experiences they will need to

achieve success in their academic careers and beyond in our tech-enabled world. The AOL Charitable Foundation is proud to support this groundbreaking program alongside CSNYC, Robin Hood, the DOE and other leading partners to make a real difference in the lives of NYC students.”

"Tech jobs are growing faster than any other sector, and yet we do not have enough skilled workers to fill them. CS4All ensures that the next generation of New Yorkers will be fully prepared for the jobs of the future," said **Kathryn S. Wylde, President and CEO of the Partnership for New York City**.

“We often say that genius is evenly distributed across zip codes, but opportunity is not. This is particularly true when it comes to access to Computer Science education – skills that are increasingly critical to the well-paying jobs of the future,” said **Mitch Kapor, tech pioneer and partner at Kapor Capital**. “We’ve seen in Oakland that these types of public-private partnerships can help tap the genius that is often overlooked in underrepresented students, and we are enthusiastic supporters of New York’s CS4ALL efforts.”

"More than at any time in our history, it is critical for companies like AT&T to invest in developing a diverse talent pipeline, providing our young people with the skills that they need to succeed and that will help our society prosper. That’s why AT&T is so proud to be a longtime supporter of STEM education in New York City, starting with our investment in the Software Engineering Pilot program that laid the groundwork for Computer Science for All,” said **Marissa Shorenstein, New York State President of AT&T**. "We are thrilled to watch our commitment come to life in more than 250 schools during just the first year of this initiative, and we look forward to seeing hundreds more following suit next year.”

"As a partner in this effort, we applaud the work of NYC schools to expand access to computer science for all students, especially for underrepresented minorities. It's inspiring to see educators rise up to bring this opportunity to classrooms and to students who would otherwise be left behind,” said **Hadi Partovi, Founder of [Code.org](https://code.org)**.

“Facebook applauds Mayor de Blasio’s important effort to provide all 1.1 million New York City public school children access to a computer science education. By equipping every single student with the skills and knowledge to compete in today’s economy, Computer Science for All will help create a new generation of talented, creative leaders,” said **Will Castleberry, Vice President of State and Local Policy of Facebook**.

"Accenture is delighted to support New York City’s Computer Science For All initiative – which has the potential to fundamentally change the future of the tech industry through its scale and scope,” said **Lynn McMahon, New York Metro Managing Director of Accenture**. “Technology is changing the workplace in many ways, and we are committed to helping the next generation build skills that will help them succeed in the digital economy.”

“Computer Science for All demonstrates the power of public private partnerships,” said **Sarah Geisenheimer, Executive Director of the Fund for Public Schools**. “With commitments from the City and private funders we are able to move quickly to ensure that every single NYC student has access to an education that will equip them with the skills to



succeed in the future. We are grateful for this partnership and the investments that will create opportunities for all our students.”

“New York's CS4All initiative is an essential program for preparing students to live and work in a world where technologies are increasingly pervasive. The New York Hall of Science is proud to stand as a partner with the Department of Education to help give New York City students every advantage in acquiring the skills and knowledge that will enable them to play an active role in shaping the future of technology,” said **Margaret Honey, President and CEO of the New York Hall of Science.**

"I congratulate Mayor de Blasio's ambitious effort to integrate computer science as a new subject matter into the public schools in New York. In this digital era it is more critical than ever before for every student in our city to have exposure to the fundamentals of computers. I am thrilled to support the work of this initiative,” said **Eliot Horowitz, Chief Technology Officer and co-Founder at MongoDB.**

"Code/Interactive is proud to partner with the NYC Department of Education to develop computer science programs in schools across the city. We trained over 100 computer science teachers this summer through the NYC Department of Education's STEM Institute, Exploring Computer Science professional development, and [Code.org](https://code.org)'s AP Computer Science Principles course. Our work with students, teachers, and schools would not be possible without support and leadership from the Mayor's Office and the NYC Department of Education," said **Michael Denton, Executive Director of Code/Interactive.**

“By integrating computer science into existing math classes through our introductory course, schools across NYC have been able to introduce computer science to their entire student body – without having to create a dedicated class. We’re proud to continue our work with thousands of students across NYC,” said **Emmanuel Schanzer, Founder of Bootstrap.**

“The K-5 teachers in our workshop at the STEM Institute have been amazing. It's exciting to see educators at different points in their careers designing and coding their own robots and lessons to bring back to their classrooms. At only a couple weeks into the New Year, our early ed teachers are already starting to introduce robotics and coding into their classrooms, integrating their new skills and knowledge with their regular lessons and classroom activities. This level of buy-in and integration is paramount to the success of computer science education, and we're thrilled to be working with the NYC Department of Education to help teachers channel this enthusiasm into high quality and engaging lessons,” said **Gaelen Hadlett, co-Director of Sunset Spark.**

“Computer Science for All is enabling our students to become better thinkers, problem-solvers, and builders of ideas and technology – as opposed to just consumers. It’s thrilling to see our educators expanding their toolbox, as they collaborate across the city to bring innovative lessons to their classrooms. Our partners are essential in making all of this possible, and we will continue to work hand-in-hand to achieve equity and excellence for all students,” said **Phil Weinberg, Deputy Chancellor for Teaching and Learning.**

“We are excited to partner with nearly 5,000 innovative, committed and creative teachers and their administrators to bring computer science to all NYC students. The 450-plus teachers we’ve worked with have shown tremendous dedication to learning new content,

embracing their students' and their own creativity, and expanding opportunities for all students," said **Debbie Marcus, Executive Director of Computer Science for the New York City Department of Education.**

"We recognize that all children, regardless of socioeconomic status or background, need to have access to the computer science skills that will help them to thrive in the marketplace and we applaud City leaders for taking the necessary action to make this a reality for students across New York" said **Leecia Eve, Vice President of New York State Government Affairs at Verizon.** "Programs like these are vital to our communities and mirror our commitment to providing equal access to technology and STEM education for underserved students. And in the spirit of this mission, through the White House ConnectEd program, we are proud to donate tablets and Internet access for students, along with professional development for the teachers through Verizon Innovative Learning to three City schools. The work being done in NYC is a model example of what we need to see nationwide."

"Classroom teachers are essential allies in democratizing access to computing education – and I admire CS4All's strong commitment to supporting teachers as part of this initiative. Our research team has been delighted to support NYC teachers through professional development events, curriculum, and building connections to an international community of educators who are passionate about computing as a creative medium," said **Karen Brennan, Associate Professor and Director of the Creative Computing Lab at the Harvard Graduate School of Education.**

"CS4All is an important step in expanding access for girls, who have been left behind in computer science education. As we continue to grow CS4All in New York City, we look forward to seeing more public and private investment to ensure that we're meeting the needs of girls and other underrepresented minorities," said **Reshma Saujani, Founder and CEO of Girls Who Code.**

"New York City is moving towards computer science being considered a core subject, as necessary as history and literature for our students' success. By working together, we are helping more students gain critical skills and be better prepared for the careers and demands of an information economy," said **Michael Mulgrew, President of the United Federation of Teachers.**

"Technology and computer literacy has quickly become an integral part of the 21st century workforce, and our schools must adapt quickly to teach our students the skills they need to succeed in college and to get good paying jobs. That's why I am a strong supporter of STEM initiatives and computer science programs to close the digital gap that disproportionately affects low income students and students of color," said **Congressman José E. Serrano.** "I applaud Mayor de Blasio's leadership on this issue and for making the right investments to make sure all our kids have the best opportunity to thrive in life."

**Council Member Daniel Dromm, Chair of the New York City Council Committee on Education** said, "These donations are equipping our students with skills that will benefit them their entire lives. Computer science education teaches students to think creatively and strategically. Those who wish to major in computer science in college will be better prepared for this course of study. I am pleased that the Administration is prioritizing Computer Science for All and will continue to work with them to further expand this

initiative."

"Computer science is the cornerstone of the modern economy and therefore should be a major component of our education curriculum," said **Council Member James Vacca, Chair of the New York City Council Committee on Technology**. "CS4All is a great leap towards providing computer science training for all of our students. I'm pleased that we've reached this important funding benchmark and look forward to the full implementation of the initiative. I applaud Mayor de Blasio, Chancellor Fariña and Director Fialkoff for their commitment to this cause."

"New York's fastest growing business sector is the tech industry, only second in the country to Silicon Valley and accounting for over 300,000 new jobs with median salaries of \$100,000. Computer science is no longer a niche discipline as the subject has become an integral part of nearly every aspect of our lives, and it's time our classrooms caught up with that trend. 21st century schools should have 21st century curricula, and we owe it to the 1.1 million NYC public school students to prepare them for the 21st century job market," said **Council Member Mark Levine**. "We've taken a big step forward by adding computer science curricula to over 246 schools. I applaud the Mayor for his CS4ALL campaign, and look forward to seeing the positive effects it will have in the years to come."

#### **About the Fund for Public Schools**

The Fund for Public Schools (FPS) is a nonprofit partner to the NYC Department of Education, building public-private partnerships to strengthen our city's public schools and create opportunities for its 1.1 million students. The Fund secures private dollars for critical system-wide education initiatives, develops partnerships, and encourages broad public engagement both in our schools and in the lives of our students.

###

**From:** [Fialkoff, Gabrielle](mailto:Fialkoff_Gabrielle)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** ICYMI: In New York, an Explosion of Partnerships Between Philanthropy and Government  
**Date:** Monday, October 17, 2016 3:39:04 PM  
**Attachments:** [image001.png](#)

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**MAYOR'S OFFICE OF STRATEGIC PARTNERSHIPS  
CITY HALL  
NEW YORK, NY 10007**

**Inside Philanthropy**

Wednesday, October 12, 2016

**In New York, an Explosion of Partnerships Between  
Philanthropy and Government**

Alyssa Ochs



Credit: Momos via Wikimedia Commons (CC BY-SA 3.0)

Mayoral funds represent an interesting development in local philanthropy, and not one without controversy. In the recent past, we've written about the Mayor's Fund for Los Angeles and the Mayor's Fund to Advance New York City, which are both public-private efforts aimed at mobilizing extra resources—from foundations, corporations, and major individual donors—to address challenges in those cities.

But in New York City, there's another entity that's linked to the mayor connected with philanthropy and is all about strengthening new types of partnerships for the good of the city. It's called the NYC Mayor's Office of Strategic Partnerships, and it's at the nexus of a rapidly expanding set of initiatives bringing together philanthropic funders and city agencies, touching on multiple areas of life in the city.

Before saying more about this effort, it's worth noting that partnerships between government and philanthropy have really blossomed at the national level under the Obama administration. The White House Office of Social Innovation and Civic Participation has been at the center of this action. The administration's best-known effort to work with philanthropy, My Brother's Keeper, boosts boys and young men of color. But there have been other initiatives, too, including one focused on young women of color, as we've reported.

So what's happening along these lines in New York?

Well, a few weeks ago, Mayor de Blasio [announced](#) the success of Computer Science for All, or CS4All, one of the top initiatives of his Office of Strategic Partnerships. The aim of this effort is to bring computer science education to 1.1 million public school kids. Right now, 95 percent of students in New York—who are mostly low-income kids of color—don't have access to CS education.

A key to CS4All has been rallying private funders to pitch in, and over the past year, many have stepped up, donating an impressive \$20 million. As you would hope, the tech community has gotten behind CS4All, and founding partners including the venture capitalist Fred Wilson, the AOL

Charitable Foundation and AT&T. Also, as you'd expect, the Robin Hood Foundation has been involved from the start. Meanwhile, new commitments have come in from the Paulson Family Foundation, Math for America, the Rudin Family Foundation and several other funders.

This strong philanthropic support in New York for computer science education comes amid a flurry of funder-backed initiatives around the U.S. to teach kids to code and bolster tech skills overall. Quite a bit of this work is focused on bringing more diversity to the STEM field by engaging girls and young people of color.

These efforts draw in a diverse array of funders and stakeholders because they advance several goals at once, including promoting equity, meeting future employer needs, and strengthening local economies.

“The city’s tech industry is growing, yet before Computer Science for All, fewer than 5 percent of our public school students had even the most basic skills necessary to apply for these jobs,” Mayor de Blasio said. “Through this program, we’re laying the groundwork today so that our kids can apply for these jobs tomorrow.”

CS4ALL has already reached 246 schools and trained more than 450 teachers, and interestingly, the City of New York and the private sector are bearing costs of the program equally.

But there’s much more to NYC’s Office of Strategic Partnerships (OSP) than just this one relevant and timely program. It’s a new division that Mayor de Blasio created to mobilize philanthropic support behind a range of efforts to address inequities in the city. It was also designed to oversee the various funds set up to support city programs, namely the [Mayor’s Fund](#), [Fund for Public Health](#), and [Fund for Public Schools](#).

[Gabrielle Fialkoff](#) has been the woman in charge of this ambitious effort since March 2014. As senior advisor to the Mayor of New York City and the director of OSP, she oversees the activities of these and other city-affiliated nonprofits. The Fund for Public Housing and the Gracie Mansion Conservancy are also on this list.

As well, the Office of Strategic Partnerships recently launched a brand new initiative called [Building Healthy Communities](#) (BHC), so this is another effort to keep an eye on around town. The goal is to improve health outcomes in 12 underserved neighborhoods, and this public-private partnership encompasses things like physical activity, access to healthy food, and public safety in communities notorious for poverty.

The leaders at work on BHC are OSP and the Fund for Public Health, which is doing the grants management and ongoing fundraising. Current funding is coming from the following sources, several of which we cover regularly here at IP: Unilever North America, the Laurie M. Tisch Illumination Fund, New York State Health Foundation, Target, Aetna Foundation, Astoria Energy, Empire Blue Cross Blue Shield HealthPlus, the New York Community Trust, the Durst Organization, Merck Family Fund, Pure Edge, Inc. Success Through Focus, KaBOOM!, New York City FC, the U.S. Soccer Foundation, and Adidas. So far, this effort has at least \$12 million to work with.

The neighborhoods of East Harlem, Brownsville, Canarsie, Mott Haven, Hunts Point, Morrisania, Bedford-Stuyvesant, Central Harlem, Corona, Flushing, Mariners Harbor, and Stapleton were chosen to be part of BHC because of their lack of parks and access to safe public spaces and healthy foods.

There’s so much inter-agency collaboration involved in this effort that it can be difficult to wrap your head around it all at times. For example, BHC funds are paying for five urban farms at developments of the New York City Housing Authority, the building of 50 new soccer fields is underway with the US Soccer Foundation, and BHC is working with the Department of Transportation to improve public

walking paths and signage. Check out this [press release](#) for full details.

Although it's not what we think of as a traditional philanthropic funder, OSP is definitely an entity to watch and get involved with, given its connectedness and impressive influence. NYN Media's [interview](#) with Fialkoff is worth a read to get a sense of her perspective, and the Office of the Mayor's [news page](#) is a good way to keep up with what these partnerships are doing.



**From:** [The Office of the Mayor and First Lady](#)  
**To:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** TEST: You are cordially invited to a reception in honor of The Harry S. Truman Scholarship Foundation 40th Anniversary  
**Date:** Friday, October 21, 2016 6:41:48 PM

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**Bill de Blasio**, 1981 Truman Scholar  
The Mayor of the City of New York

and

**Chirlane McCray**  
The First Lady of the City of New York

cordially invite you to a reception in honor of

**The Harry S. Truman Scholarship Foundation  
40th Anniversary**

Wednesday, November 16, 2016  
6:30 PM to 8:30 PM

Gracie Mansion  
88th Street and East End Avenue

RSVP: (212) 788-2569  
or email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

This invitation is non-transferable.



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or email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

This invitation is non-transferable.

Business attire is recommended.

Space is limited.

RSVP by Wednesday, November 9.

**Yes, I am attending**

**No, I will not attend**



**From:** [The Office of the Mayor and First Lady](#)  
**To:** [Jonathan@berlinrosen.com](mailto:Jonathan@berlinrosen.com)  
**Subject:** REMINDER: You are cordially invited to a reception in honor of The Harry S. Truman Scholarship Foundation 40th Anniversary  
**Date:** Friday, November 04, 2016 11:10:26 AM

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**Bill de Blasio**, 1981 Truman Scholar  
The Mayor of the City of New York

and

**Chirlane McCray**  
The First Lady of the City of New York

cordially invite you to a reception in honor of

**The Harry S. Truman Scholarship Foundation  
40th Anniversary**

Wednesday, November 16, 2016  
6:30 PM to 8:30 PM

Gracie Mansion  
88th Street and East End Avenue

RSVP: (212) 788-2569  
or email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

This invitation is non-transferable.



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or email: [invitation@cityhall.nyc.gov](mailto:invitation@cityhall.nyc.gov)

This invitation is non-transferable.

Business attire is recommended.

Space is limited.

RSVP by Wednesday, November 9.

**Yes, I am attending**

**No, I will not attend**



**From:** [Fialkoff, Gabrielle](mailto:Gabi@berlinrosen.com)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** Macy's Thanksgiving Day Parade  
**Date:** Wednesday, November 16, 2016 10:55:47 AM

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Dear Jonathan—

It's that time of year again! We are pleased to be part of the world famous Macy's Thanksgiving Day Parade.

The Mayor's office would like to offer you tickets to this year's parade. The City's viewing area is located on Central Park West and Columbus Circle (please see diagram below)

If you would like to attend, please email Matt Everett at [meverett@cityhall.nyc.gov](mailto:meverett@cityhall.nyc.gov) with the number of tickets you are requesting. Please note that there is a limited number available, and tickets must be picked up from the Mayor's Fund offices at 253 Broadway, 6th floor from Thursday, November 17 through Wednesday, November 23.

Wishing you a wonderful Thanksgiving.



**IMPORTANT CHECK-IN INSTRUCTIONS**

Entry begins at 6:30 AM.  
All attendees **MUST** be seated by 8:15 AM.  
No admission after 8:15 AM.

**DIRECTIONS TO THE BLEACHERS:**

Enter at 62<sup>ND</sup> Street.  
All participants must enter the bleacher area via 62nd Street at Columbus Avenue. There is no other entry point to the NYC bleachers.

Gabrielle Fialkoff  
Senior Advisor to the Mayor  
Director of the Office of Strategic Partnerships  
212-341-5084  
[gfialkoff@cityhall.nyc.gov](mailto:gfialkoff@cityhall.nyc.gov)

**From:** [Fialkoff, Gabrielle](#)  
**To:** ["jonathan@berlinrosen.com"](mailto:jonathan@berlinrosen.com)  
**Subject:** A Year of Partnership  
**Date:** Monday, December 19, 2016 5:04:41 PM  
**Attachments:** [image001.png](#)

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**MAYOR'S OFFICE OF STRATEGIC PARTNERSHIPS  
CITY HALL  
NEW YORK, NY 10007**

Dear Jonathan—

I hope you and your loved ones are having a wonderful holiday season. As we find ourselves at the end of another successful year, I wanted to share with you some of the partnerships the de Blasio Administration has developed with the private sector to further the Mayor's goals of fighting inequality across the five boroughs. Below are a few highlights; we are especially proud of our success in securing a record number of summer jobs for NYC's young people, the First Lady's continued steadfast leadership on the issue of Mental Health, the expansion of our Building Healthy Communities Initiative, and the early success of Computer Science for All.

None of this would have been possible without the support and commitment of our partners – the companies, foundations, and individuals who are just as dedicated to making this an even better City for all 8.5 million New Yorkers.

Many thanks, and I look forward to continued partnership in 2017.

Happy Holidays,  
Gabrielle

**Center for Youth Employment: Announced Record Number of Summer Jobs and Employers**

- 475 employers participated in Ladders for Leaders internships, double the number from the previous summer.
- Launched Industry Partnerships to support jobs in five of New York's most vital sectors: media and entertainment, real estate, hospitality, business services, and fashion.
- The Summer Youth Employment Program, the nation's largest summer jobs program, enrolled a record 60,113 participants in 2016.
- Created an Employer Best Practices Playbook, to share strategies for businesses to host interns and build a pool of diverse talent.

**Fund for Public Schools: 250 Schools Now Have Computer Science Education, with 450 Teachers Trained**

- Secured 50% of the private funding needed in the first 12 months for Computer Science for All, a ten-year citywide initiative to create universal computer science education in public schools.
- Training and implementation ahead of schedule in the initiative's first year.

**Fund for Public Health: Building Healthy Communities (BHC), 3 Urban Farms Launched – 8000 Pounds of Food Delivered to NYCHA Residents**

- Built 3 urban farms at NYCHA developments in East Harlem, Brownsville, and Canarsie, training and employing NYCHA youth.
- Activated programming to improve health outcomes in the underserved neighborhoods of East Harlem, Hunts Point, Morrisania, Mott Haven, Brownville, Stapleton, Corona, and Flushing.
- Developed and distributed BHC maps and guides for Brownsville and South Bronx to increase knowledge and awareness of key health assets for the community.

**City Soccer Initiative: Funded 50 New Soccer Fields and Programming for 10,000 Kids**

- \$3-million public-private partnership with NYCFC, adidas, the US Soccer Foundation to build 50 mini-soccer fields and the “Soccer for Success” mentorship programming to 10,000 kids across the five boroughs.

**ThriveNYC: Celebrated First Anniversary of First Lady’s Mental Health Plan with Major Milestones**

- Trained 578 employees at 15 Community-Based Organizations in the first year of Connections to Care, a \$30-million public-private partnership with the White House to train service providers in low-income communities to address clients’ mental health needs.
- Launched NYC Well, a free, confidential service to connect New Yorkers to support for mental health and substance use.
- Hosted CitiesThrive, a conference that brought together representatives from over 60 cities to promote mental health policy and action.

**Created Fund for Public Housing**

- Developed this year to form public-private partnerships to serve the City’s 500,000 NYCHA residents, the Fund for Public Housing has raised \$900,000.
- Created youth leadership development opportunities for hundreds of NYCHA teens.
- Provided scholarships to 10 CUNY-City College students who live in public housing.

**Gracie Mansion Conservancy: 21,000 New Yorkers Visit the People’s House**

- Between weekly tours, special events, and heritage receptions, Gracie Mansion welcomed over 21,000 visitors through its doors in 2016.
- The First Lady launched the Gracie Book Club, with its inaugural theme, “Envisioning Distant Neighbors.”

**BerlinRosen**

Identities of those whose personal email addresses were redacted pursuant to Public Officers Law §87(2)(b), effectively concealing the identities of the senders and/or recipients. Please note that the Mayor’s Office is not aware of all identities of email recipients and senders. Those email senders and recipients who could not be identified are marked as “Unknown.”

*If only one name is listed for a page, then all fully redacted names on that page are that same person.*

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3015	Laura Toole
3016	Laura Toole
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3221	Laura Toole
3222	Laura Toole, Julia Kerson
3223	Laura Toole
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