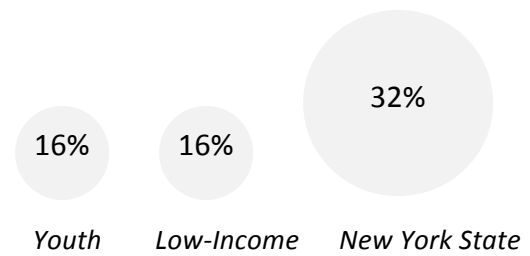


The Problem: Gaps in Voter Turnout

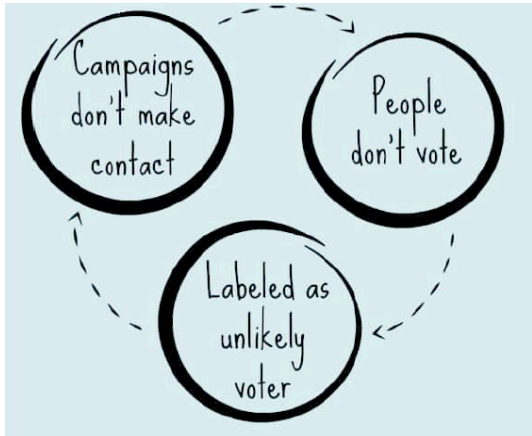
Voter turnout data shows that young adults and low-income communities are underrepresented at the polls. Democracy suffers when potential voters sit out elections. Voters can't be counted on to represent the interest of non-voters. Voters today are more conservative than non-voters when it comes to government spending on local issues like affordable housing, public schools, libraries and transportation.

New York State Voter Turnout

Source: 2017 Election Results NYS Board of Election via New York Civic Engagement Table

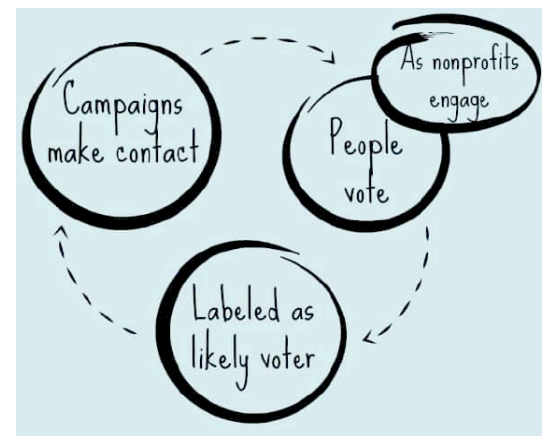


Fueling the Gap: Lack of Voter Contact



People without a history of voting do not get phone calls, texts or mail to encourage them to vote. With limited resources campaigns only contact likely voters. Our partners are expanding the voter rolls and helping to disrupt a frustrating cycle of voter apathy.

Filling the Gap: Engaging New Voters



The Solution: Nonprofit Get Out the Vote Campaign

7 Nonprofit Partners

BMS Family Health Center, Catholic Charities of Chemung and Schuyler Counties, Henry Street Settlement, Neighbors Together, Options for Community Living, Phipps Neighborhoods and Jacob A. Riis Neighborhood Settlement.

1 Support Organization

Community Votes

1 Data Partner

New York Civic Engagement Table

4,332

Voters Engaged

685

Pledged to Vote

421

Registered

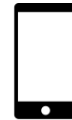
1,106

Matched to voter file

Nonpartisan Outreach



1,818 postcards contacts



1,408 live phone calls



4,332 in-person conversations

The Results: Contacts by Voter Propensity, Income & Age*

- 45% had very low voter propensity scores
- 59% had very low or low voter propensity scores
- 59% had income under \$30,000
- 19% were young (18-24) and 50% (18-39)

Voting propensity is a score based on a person's history of voting. The higher the score the more likely someone will vote.

The Results: Impact on Voter Turnout*

New York City Nonprofit Voters turned out at **13% Higher** rates than Comparable Voters for the Primary Election and at **10% higher rates** for the General Election.

Partners outside of New York City focused on the general election. Their voters turned out at 1% higher rates than NYS voters during their first year working with Community Votes.

*Source: US Census and NYS Board of Election

