

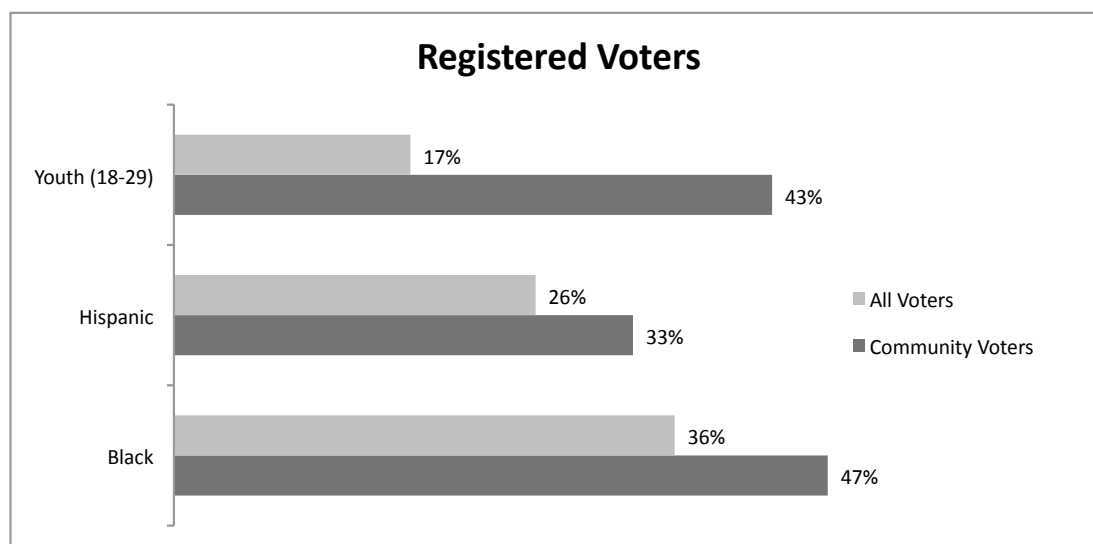
## PROJECT SUCCESS

The Community Votes pilot voter engagement project demonstrated that community-based nonprofits raised turnout rates of people who are the least expected to vote. Demographic and voting history data were used to identify whom the three nonprofits working with Community Votes contacted and at what rate these voters turned out to vote in the 2014 election, as compared to registered voters in Bronx and Queens.

Results show the Community Votes cohort reached a dramatically more diverse audience. The younger and people of color contacted by the Community Votes partners, who usually vote at lower rates, turned out across the board at higher rates compared to the average voter during an election with historically low turnout.

## Voters Registered by Community Votes Partners Versus All Registered Voters

To understand whom the Community Votes partners reached, the demographic composition of two groups was looked at. The first group, community voters, includes all the people contacted by Cypress Hills LDC, Jacob A. Riis Settlement House and Phipps Neighborhoods. The second group, all voters, is



comprised of all the registered voters in the Bronx and Queens, where 70% of all the voters contacted by the three partners live. While there was not comparable income data for all voters, 79% of the voters registered by the Community Votes partners had household income less than \$50,000.

## Voter Turnout by Community Vote Partners Versus All Voters

- Hispanic voters reached by the partners turned out at more than double the rate of the average Bronx and Queens voter.
- For two partners the turnout of the voters they contacted was almost double the 22% average turnout: one partner had 43% turnout and the other 40%. The third partner's turnout was three points higher.
- 68% of the community voters were from households with income less than \$50,000.

