

MEETING OF THE
COMMISSIONERS OF ELECTIONS
HELD ON TUESDAY, SEPTEMBER 4, 2012
AT 1:30 P.M.
42 BROADWAY, 6th FLOOR, COMMISSIONERS' HEARING ROOM
NEW YORK, NY 10004

PRESENT: President Maria R. Guastella
Secretary Frederic M. Umame

Commissioners Araujo, Barrera, Dent, Polanco, Schacher, Sipp, Soumas,
Stupp

Dawn Sandow, Deputy Executive Director
John Ward, Finance Officer
Dorothy Delayo, Director, Personnel
Raphael Savino, Director, Campaign Finance Enforcement Reporting
Valerie Vazquez, Director, Communications and Public Affairs
Steven Ferguson, Director, Management Information Systems
Rachel Knipel, Coordinator, Language Assistance Program
John Naudus, Manger, Electronic Voting Systems
Troy Johnson, Coordinator, Candidate Records Unit
Stephen Thompson, HAVA Training Specialist, EDO
Joel Bermejo, Temporary Contract Attorney, OGC
Giacomo Kmet, Temporary Contract Attorney, OGC
Steven B. Denkberg, Counsel to the Commissioners

GUEST: Kevin Ramnaraine, NYC CFB
A.B. Britton, KLC GOP USA
Alan Flacks, Member of NY Democratic County Committee
Kate Doran, LWV
Mariana Blume
John D. Smith
Cathy Gray
Seth Grossman, City Council
Susan Lerner, Common Cause
Alex Camarda, Citizens Union

Ester Fuchs
Christopher Santulli

President Guastella called the meeting to order at 1:39 P.M.

President Guastella convened the meeting of the Board of Canvassers. Mr. Johnson announced the recertification of the 2010 General Election of Richmond County and the Citywide Recaps pursuant to Judge Sharpe's Court Order. A copy of the State Board's letter to Judge Sharpe concerning this matter is in the agenda. President Guastella moved for the Board of Canvassers to recertify the recanvass for the 2010 General Election of Richmond County pursuant to Judge Sharpe's Court Order. Commissioner Barrera seconded the motion, which was unanimously adopted.

Commissioner Barrera moved to authorize the use of the Commissioners' signature stamps as appropriate on each statement and recanvass. Secretary Umame seconded the motion, which was unanimously adopted. President Guastella designated Commissioner Barrera as the Democratic member of the Board of Canvassers.

President Guastella adjourned the meeting of the Board of Canvassers and convened the regular stated meeting.

Commissioner Araujo moved to adopt the minutes of the July 31, 2012 and August 7, 2012 meetings. Commissioner Barrera seconded the motion, with President Guastella abstaining on the August 7, 2012 minutes. The motion was adopted.

Mr. O'Grady reported on the Pre-Election Day Activity Report for Machine Testing, Truck Routing and Poll Site Change Updates. All Supply Carts, Scanners and BMDs have been tested, sealed and prepared to be deployed tomorrow. Mr. O'Grady confirmed that the Bronx Scanners that had issues have been replaced. The NYC Department of Education (DOE) is aware of the delivery schedules. Mr. O'Grady identified the list of Public Schools poll sites to be open on September 17th and September 18th for the retrieval of equipment to reduce costs and will be sent to the DOE today. Mr. O'Grady reported that there were a total of two (2) emergency poll site changes in the Bronx and Brooklyn. Poll Site Change Notices have been mailed to the effected registered voters. It was confirmed that the new poll sites are ADA compliant.

Mr. Naudus provided an Election Night Results Reporting update. All 76 Police Precincts have been tested for Verizon coverage and they all passed with signals. The Board purchased the required 160 laptops that are equipped with Verizon wireless modems. The laptops were originally quoted at \$2,000 each, but the final cost was \$1,650 each. The ES&S back-up software has been set up in a lab in the Executive Office. There was testing which worked without any incident. Board Staff will test the connectivity with the ES&S software and laptops at 15 Police Precincts tomorrow. Mr. Naudus stated that the free New York City Wireless Network (NYCWiN) was tested at each Police Precinct, but it did not work in all buildings citywide. Commissioner Polanco thanked Board Staff for working hard on this project.

Mr. Thompson reported that the ENR Poll Worker training supplies have been deployed and citywide training starts tonight. There are some vacancies for both Parties that will be filled by the Borough Offices or through the contracted temporary agency. The ENR training is a 3 to 4 hour hands-on class. Mr. O'Grady reported that the 22 ENR Supply Carts are being deployed today to the ENR training locations. All ENR Carts are scheduled to be packed and tested by Friday and they will be deployed to

the sites on Monday. All PMDs and Yellow Bags have been tagged citywide. Mr. O'Grady commended his staff for doing a great job manufacturing these new carts. Ms. Sandow stated that the City Board developed the ENR Supply Cart and it should be demonstrated to all NYS county board of elections at the next conference. Ms. Sandow and Commissioner Dent thanked Mr. O'Grady for his hard work.

Mr. Naudus provided an update on the status of changes to the voting system concerning the Over Vote messages. He contacted ES&S about the new software. ES&S expected the State Board to certify it at their meeting next week. Mr. Naudus reported that the State Board's testing is not complete yet so it might not be on their next meeting's agenda. Mr. Naudus recalled that if the City Board did not get this new software by September 1, 2012 then there would be no time to install it on all of the voting systems before the November General Election.

Secretary Umame requested an update on Bengali language ballots. Mr. Naudus stated that the version of ES&S software that will support Bengali will not be available until March 1, 2013. Then, the State Board will have to certify the new software which could occur by June 2013.

Commissioner Polanco stated that there is confusion on the Bengali ballots with community organizations and the facts needs to be told to the press. He stated that the Board has been working very hard on the Bengali language implementation since it was designated. Mr. Naudus explained that there is no Bengali support on the Scanners and BMDs. ES&S has to entirely redevelop the software and all instruction screens and the BMDs need to be updated. Mr. Naudus stated that Asian-Indian was designated and the Board worked with various community groups, the NYC Law Department, NYC Department of City Planning to research Asian-Indian languages. He stated that if Bengali was designated from the beginning then it would have allowed more time to implement the Bengali ballots sooner. Mr. Naudus reiterated that it is a technical issue. Commissioner Soumas inquired if Bengali ballots could be created and then hand counted. Mr. Naudus replied yes. Commissioner Polanco inquired if there would be any legal issues to consider with a hand count. Mr. Savino stated that the main challenge is that those Bengali ballots would be treated differently than the other covered language ballots because they could not be scanned with all of the other ballots. Mr. Naudus stated that the voters at the targeted Bengali poll sites will be provided with a translated Candidate List to take into the Privacy Booth for

the Primary Election. He stated that there will be sample Bengali translated ballots posted for the General Election at the targeted poll sites and online. Commissioner Araujo asked if the Board reached out with the community groups concerning this issue. Ms. Sandow stated that the Board has been working to the community groups from the beginning of the implementation of Asian-Indian language. Ms. Knipel confirmed that the Board never stated that they would have Bengali ballots implemented by the 2012 General Election. She reported that there are 39 Bengali targeted poll sites for the Primary Election which will have Bengali translated Candidate Lists and signs stating that the list is available. There are 24 Bengali Interpreter and 72 Bengali/Hindi Interpreter positions for these targeted poll sites. These Interpreter positions are filled due to the Board's successful Poll Worker recruitment efforts. Due to recruitment, there are a total of 233 Bengali Interpreters and 200 Hindi Interpreters. 80 of the Hindi Interpreters also speak Punjabi. Ms. Knipel reported that the Board's Poll Site Locator has been translated in Bengali.

President Guastella recognized Alan Flacks, a member of the public, who inquired about Poll Watchers observing the ENR procedures in the Police Precincts on Election Day.

President Guastella recognized Susan Lerner, a representative of Common Cause, who suggested having separate ballots for each covered language.

Mr. Ferguson provided a NYS DMV update. A copy of the DMV's updated memorandum is in the agenda. The "MyDMV Account" online voter registration link has been posted on the Board's website.

Mr. Ferguson provided an update on the Poll Site Locator and Sample Ballot Display on the Board's website. A copy of the screen shots is in the agenda. Mr. Ferguson reported that the Poll Site Locator and the sample ballots are posted on the website and are functioning.

Ms. Vazquez reported that NYC DOITT is expecting to launch the Board's newly redesigned website on September 7, 2012.

Ms. Vazquez reported that the legally required ads announcing the date of the election and the Candidate List have been submitted to the NY Daily News, El Diario, Chinese World Journal, Sing Tao, Korea Times and Weekly Thikana. The ads will appear on September 6, 2012 and

September 12, 2012. Commissioner Stupp asked how the newspapers are determined for the required ads. Ms. Vazquez stated that there needs to be one (1) newspaper for each covered language. There is a DCAS contract with a media buy vendor that finds the lowest rate and highest circulation citywide.

Ms. Vazquez reported that the Mobile Poll Site Locator App is scheduled to go live on September 7, 2012 for Blackberry, Androids, and Windows mobile smart phones. DOITT and the vendor are currently testing all information for the App.

Ms. Vazquez reported that there was a NY Daily News article about two (2) elected officials who had incorrect poll site information in their Voter Information Notice. Board Staff researched this matter and found that they mailed Poll Site Change Notices to the effected registered voters of these districts on August 3, 2012. The elected officials claimed that they did not receive a Poll Site Change Notice, so the Board mailed a duplicate Notice to them as a courtesy. Ms. Sandow noted that the Board has a mail tracking system for these Notices. Commissioner Dent requested for

Ms. Vazquez to make a courtesy phone call directly to these elected officials.

Mr. Ward presented the Comparative Expenditures Report dated September 4, 2012. A copy of the report is in the agenda.

President Guastella welcomed Ester R. Fuchs, Professor of Public Affairs and Political Science at Columbia University and Director of WhosOnTheBallot.org. Ms. Fuchs and her assistant Christopher Santulli provided a PowerPoint demonstration of WhosOnTheBallot.org. (See attached presentation.) Ms. Fuchs stated that the website is a convenient online portal and app that provides NYC citizens information about candidates, ballot referenda, their voter registration status, the location of their polling place and access to a sample ballot. The website is operated as a non-partisan, 501(c)(3) non-profit under Columbia University and was funded by a gift to the University. Ms. Fuchs stated that voter turnout is increased when information is more accessible to the voters. WhosOnThe Ballot.org aims to complement the efforts of the City Board. Ms. Fuchs requested to keep collaborating with the Board and asked for Ms. Sandow to serve on the Advisory Committee. Commissioner Polanco

stated that WhosOnTheBallot.org is a great tool for the Board and moved for Ms. Sandow to serve on the Advisory Committee. Before a vote, Commissioner Soumas stated that a bi-partisan team of two (2) Board office holders should serve together. Commissioner Polanco moved for the Executive Director and Deputy Executive Director to serve on the Advisory Committee, and in the vacancy of an Executive Director, the Administrative Manager will serve. Commissioner Soumas seconded the motion, with Commissioner Schacher abstaining. The motion was adopted. Commissioner Dent thanked Ms. Fuchs for her presentation and noted that she is happy to hear that WhosOnTheBallots.org receives most of the information from the Board.

President Guastella moved to adjourn the meeting. Secretary Umare seconded the motion, which was adopted unanimously.

The next stated meeting of the Commissioners is scheduled for Tuesday, September 11, 2012 at 1:30 P.M.

www.WhosOnTheBallot.org

Presentation to the Board of Elections
September 4, 2012
Professor Ester Fuchs

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WHO'S
ON THE
BALLOT

Background

- Convenient online portal and app that provides NYC citizens information about candidates, ballot referenda, their voter registration status, the location of their polling place, and access to a sample ballot
- Operated as a non-partisan, 501(c)(3) non-profit under Columbia University
- Funded by a gift to the University and directed by Professor Ester Fuchs

Mission

To positively affect voter participation by providing citizens with simple and convenient access to information about elections in New York City in a centralized location.

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 WHO'S
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BALLOT

- As the Board is well aware, turnout in elections is extremely low.
 - 2008 Presidential: 61.45%
 - 2009 Mayor: 28.2%
 - 2010 Governor: 33.49%
 - 2011 Judicial 5%
- Low turnout and citizen participation threatens the very legitimacy of our democratic process.
- Research shows that turnout can be increased by making it easier for citizens to access information about elections. States that mail out voter guides, sample ballots, and poll place information have higher turnout than states that do not.
- The more informed citizens are, the more likely they are to vote.
- WhosOnTheBallot.org aims to complement the efforts of the New York City Board of Elections and help provide voters with the tools they need to make an informed choice on Election Day.
- The project leverages the power of the Internet and social media to reconnect citizens to the electoral process.

Core Functionality

- Optimized for mobile phone viewing
- Stores no personal information of any kind
- Detailed polling place information, including a map and directions, along with a sample ballot tailored to their district
- Customized list of candidates and referenda or ballot questions
- Links to candidate information, to include CFB voter guide, campaign finance information, other non-partisan information sources, and candidate websites, as available
- Determine registration status

Core Functionality

- Links to voter registration pages
- Downloadable election reminders
- Social media functionality allows users to share with peers, encourage others to vote, and follow election related updates from city agencies
- In-development mobile application includes interactive poll site mapping features and integrated social media functionality including Facebook, Twitter, and foursquare integration
- Will include content in at least four languages (Spanish, Russian, Korean, and Chinese)

Advisory Committee

- Guided by an Advisory Committee consisting of representatives of from relevant government agencies, citizen groups, and the private sector
- Chaired by William Von Mueffling (president of Cantillon Capital Management)
- The Advisory Committee will:
 - Provide guidance on operational and marketing strategy
 - Identify and coordinate with other innovative web and election-related initiatives
 - Promote the initiative

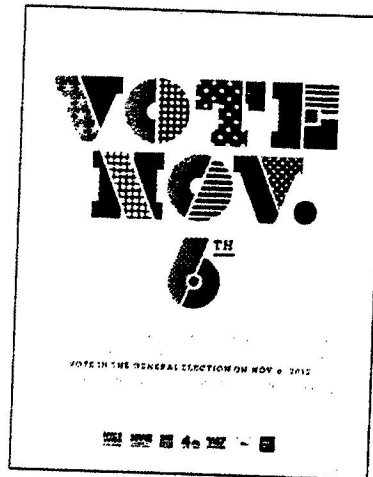
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- Additional Advisory Committee members who have committed to participate include Columbia University political science professors, the Chair of the New York City Commission on Women's Issues, the Executive Director of the NYC Mayor's Office of Appointments, the President of the Fund for the City of New York, and the Executive Director of the Council of Urban Professionals.
- We hope that the Board of Elections will be represented on the Advisory Committee.

Public Information Campaign

- Coordinated advertising with the City, including the NYC Commission on Women's Issues' Your Vote Counts campaign
- MTA advertising on street furniture, bus interiors, subway interiors, and/or MetroCards®
- Traditional print advertising, including the city's ethnic and minority press.
- Targeted electronic advertising via social media and strategically placed online ads.
- Outreach through business and not-for-profit partners



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We are looking forward to an announcement by the mayor to formally launch the project.

Best Practices Manual

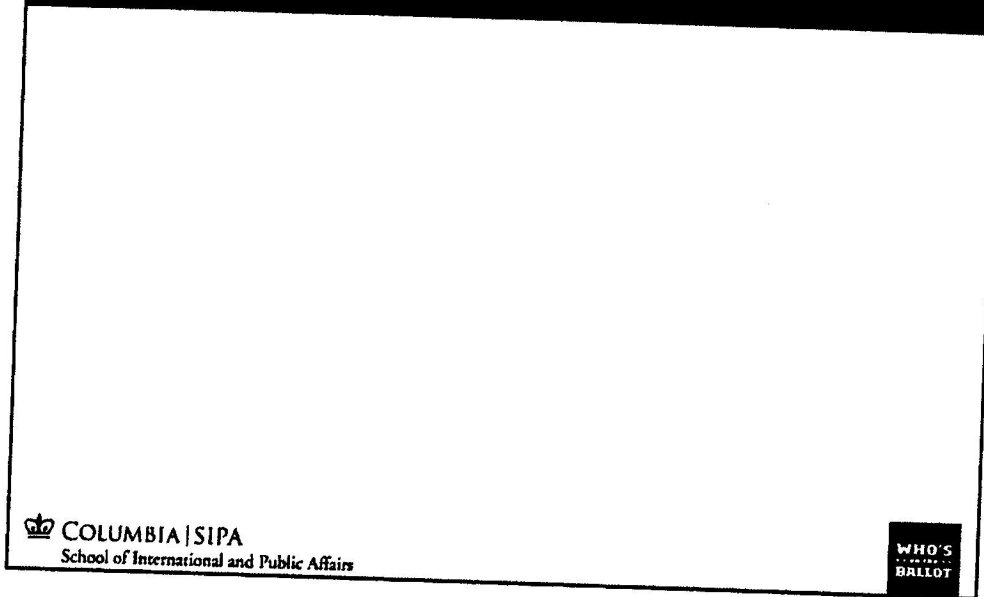
- Following a successful rollout in NYC the project team and the Advisory Committee create roadmap/best practices manual
- The roadmap will serve as a guide to promote similar initiatives in other US and global cities, using the New York City experience as a model

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Following a successful rollout in NYC, the team in consultation with the Advisory Committee will develop a roadmap/best practices manual and promote similar initiatives in other US and global cities.

Demonstration



Main Page:

Describe core functionality.

Enter address (Board of Elections address)

Discuss what is returned.

Return to main page to show additional features:

Download calendar reminders

"Register to Vote" page

- Links to State BOE registration status page.

- Register to vote by mail or using DMV link

- Apply for an absentee ballot

- Apply to be a pollworker

"Election News" page

- Collects and displays election related information

Share via Facebook, Twitter, or Google plus

Conclusion

- Please visit www.WhosOnTheBallot.org
- Project Director Prof. Ester Fuchs
– ef25@columbia.edu
- Program Manager Chris Santulli
– cs2864@columbia.edu