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|  | **The Council of the City of New York**  **Finance Division**  Latonia McKinney, Director  **Fiscal Impact Statement**  **Proposed Intro No. 1994-A**  **Committee:** Governmental Operations |
| **Title:** A Local Law in relation to a voter education campaign regarding ranked choice voting | **Sponsors:** Council Members Ampry-Samuel, Kallos, Yeger, Dromm, Van Bramer, Reynoso, Powers, Chin, Barron, Louis, Ayala, Levin, Constantinides, Rosenthal, Lander, Adams, Rivera, Levine, Cabrera, Miller, Moya, Vallone, Gibson, Cornegy, Koo and the Public Advocate (Mr. Williams) |

**Summary of Legislation**: This bill would dictate certain specific actions the Campaign Finance Board and City agencies must take as part of a public awareness campaign to familiarize voters with ranked choice voting, including the development and distribution of print and digital education materials in conjunction with the June 22, 2021 citywide primary election.

**Effective Date:** This local law takes effect immediately and is deemed repealed on December 31, 2025

**Fiscal Year in which Full Fiscal Impact Anticipated:** Fiscal 2021.

**Fiscal Impact Statement:**

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|  | **Effective FY21** | **FY Succeeding**  **Effective FY22** | **Full Fiscal Impact FY21** |
| **Revenues (-)** | $0 | $0 | $0 |
| **Expenditures (+)** | $2,025,000 | $0 | $2,025,000 |
| **Net** | $2,025,000 | $0 | $2,025,000 |

**Impact on Revenues:** It is estimated that there would be no impact on revenues resulting from the enactment of this legislation.

**Impact on Expenditures:** It is estimated that the enactment of this legislation would require the expenditure of $2,025,000, none of which is funded by the Campaign Finance Board’s current budget. This includes $50,000 for large print communications design, printing and distribution; $1,200,000 for printing and distributing a postcard to all households with a single registered voter; and $775,000 in additional advertising costs, moving from the Board’s planned 4 weeks to 7 weeks of media buys. The legislation specifies that these hard cost expenditures would be required prior to the June 22, 2021 citywide primary election. To the limited extent that the legislation additionally requires the Board to use materials developed in anticipation of June 22, 2021 in subsequent elections, it is anticipated that the Board could fund that using existing resources.

**Source of Funds to Cover Estimated Costs:**  General Fund

**Sources of Information:** New York City Council Finance Division

Mayor’s Office of Legislative Affairs

Office of Management and Budget

Campaign Finance Board

**Estimate Prepared by:** Sebastian Palacio Bacchi, Senior Financial Analyst

**Estimate Reviewed by:** Nathaniel Toth, Deputy Director

John Russell, Unit Head

Noah Brick, Assistant Counsel

**Legislative History:**  This legislation was introduced to the Council as Intro. No. 1994 on July 28, 2020 and was referred to the Committee on Governmental Operations (Committee). The Committee heard the legislation on December 7, 2020, and the legislation was laid over. The legislation was subsequently amended, and the amended legislation, Proposed Intro. 1994-A, will be considered by the Committee on January 28, 2021. Upon a successful vote by the Committee, Proposed Int. 1994-A will be submitted to the full Council for a vote on January 28, 2021.

**Date Prepared:** January 21, 2021