



Legislation Text

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By 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)

A Local Law in relation to a voter education campaign regarding ranked choice voting

Be it enacted by the Council as follows:

Section 1. a. By no later than November 15, 2020, the campaign finance board shall create and thereafter maintain a website with information regarding ranked choice voting in primary and special elections pursuant to section 1057-g of the charter. Materials on such website shall be available in designated citywide languages as such term is defined in section 23-1101 of the code. Such website shall include, but need not be limited to, the following materials:

1. A brief video explaining how ranked choice voting works;
2. A factsheet explaining how ranked choice voting works; and
3. An example of how a ranked choice ballot could look.

b. By no later than November 15, 2020, the campaign finance board and the voter assistance advisory committee shall include ranked choice voting information on print and digital educational materials provided to the public, including but not limited to materials provided as part of NYC Votes youth and community voter outreach and engagement programs.

c. In the years 2021 and 2023, the voter guide published by the campaign finance board pursuant to subdivision b of section 1052 of the New York city charter shall include two pages dedicated to explaining how ranked choice voting works in primary and special elections, including explaining that a voter may rank as

many or as few candidates as a ballot allows, and further including an example of how a ranked choice ballot could look. For years following 2023, the voter guide shall include not fewer than one page dedicated to explaining ranked choice voting and including an example of how a ranked choice ballot could look.

d. By no later than November 15, 2020, the campaign finance board shall produce educational materials regarding ranked choice voting and distribute such materials to each agency designated as a participating voter registration agency pursuant to section 1057-a of the charter. The board shall consult with agencies to produce educational materials tailored to populations such agencies serve. Educational materials shall be available in designated citywide languages as such term is defined in section 23-1101 of the code. Such educational materials shall include, but need not be limited to, the following:

1. Fact sheets explaining how ranked choice voting works, including an example of how a ranked choice ballot could look;
2. Printed promotional signage;
3. Language suitable for use in print and digital communications explaining how ranked choice voting works;
4. A brief video suitable for use on websites and social media explaining how ranked choice voting works; and
5. Explanatory graphics suitable for use in print and digital communications and on LinkNYC kiosks, and digital buttons and banners suitable for use on websites and social media, explaining how ranked choice voting works and directing the public to the campaign finance board website created pursuant to subdivision a.

e. Each agency receiving materials pursuant to subdivision d shall, as part of its program of distribution of voter registration forms, distribute such educational materials. Each designated participating voter registration agency required to submit semi-annual reports on their implementation of section 1057-a of the charter shall report the number of printed educational materials it distributed, and the mayor's office of operations shall include this information in its report required by section 1057-a of the charter.

f. The campaign finance board shall establish training programs for employees of agencies designated as participating voter registration agencies pursuant to section 1057-a of the charter, and employees of such agencies' contracted service providers, to receive guidance on how to incorporate ranked choice voting awareness into employees' interactions with the public.

g. From January 1, 2021 until June 22, 2021 and from January 1, 2023 until June 27, 2023, every agency receiving education materials pursuant to subdivision d shall:

1. Identify physical locations occupied or controlled by such agency or community board, or by contracted service providers, where educational materials regarding ranked choice voting produced by the campaign finance board pursuant to subdivision d may be made available and where campaign finance board staff or volunteers can educate the public about ranked choice voting; and

2. Using educational materials regarding ranked choice voting produced by the campaign finance board pursuant to subdivision d:

(a) Prominently display digital education materials on such agency or community board's websites, including a button directing the public to the campaign finance board website created pursuant to subdivision a;

(b) Prominently display educational materials at all physical locations occupied or controlled by such agency or community board, including making printed educational materials available to the public, and displaying digital materials on electronic screens controlled by each such agency or community board and visible to the public;

(c) Include educational materials in all print and electronic communications such agency or community board distributes to the public; and

(d) Distribute educational materials to employees of such agency or community board.

h. The civic engagement commission shall include ranked choice voting education as part its poll site language interpreter training established pursuant to subparagraph (g) of paragraph 4 of subdivision a of section 3202 of the charter.

§ 2. This local law takes effect immediately and is deemed repealed 6 years after it becomes law.

DFC
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