

REBUILD NY NOW CAMPAIGN REVIEW



2014-2017



INVEST IN NEW YORK STATE'S
INFRASTRUCTURE.

OUR FUTURE AND ECONOMY
ARE BUILT ON IT.

Dear Friend,

We are pleased to report that the third Rebuild NY Now campaign for clean water infrastructure in 2016-17 was another great success. During his State of the State Speeches and in his 2017 Executive Budget, Governor Cuomo outlined an ambitious plan to spend \$2 billion over five years on environmental infrastructure improvements – a “three-pronged approach [that] would fund new ‘state of the art’ drinking water treatment systems, replace failing water infrastructure and protect drinking water at its source.” Rebuild NY Now was on the front lines of the infrastructure improvement campaign once again, securing \$2.5 billion for environmental infrastructure funding in the 2017-18 budget.

In our most recent campaign, Rebuild NY Now expanded its coalition to include leading state environmental associations such as the New York League of Conservation Voters, The Nature Conservancy, Riverkeeper, Citizens Campaign for the Environment, Environmental Advocates and Save the Sound. This well-rounded group addressed water and sewer systems in desperate need of repair, lead in school drinking water, failing storm water systems, broken water mains and massive sinkholes across the state. Coupled with existing partnerships in transportation, construction and education, Rebuild NY Now expanded its range within the parameters of infrastructure spending to return yet another year of progress for New Yorkers.

Over a three-year span, Rebuild NY Now has averaged nearly \$14,000 in infrastructure project funding for every dollar spent on campaigning. The last three campaigns have averaged a \$4.16 billion return in each executive budget. Social media initiatives have put millions of eyes on the concerns surrounding New York State's infrastructure. With the experience of three successful campaigns over three years, Rebuild NY Now has redefined sustainable fundraising and grassroots campaign operations.

This report presents three years' worth of contributions and local support that would not be possible without you. Our industry continues to make strides not just for infrastructure, but for economic improvement throughout the State of New York. We look forward to our continued partnership.

Should you have any questions regarding our campaigns or how you can help with future efforts, please do not hesitate to contact us at contact@rebuildnynow.org.

Sincerely,

Gib Gagnon
Chairman, Rebuild NY Now

Mike Elmendorf
President & CEO, Rebuild NY Now

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CLEAN WATER INFRASTRUCTURE



2016-17

MISSION

In light of more and more failing water, sewer and environmental infrastructure across the State, the goal of the '16-17 campaign was to:

Raise awareness and secure allocated funds in 2017-18 Executive Budget for clean water infrastructure improvements.

STRATEGY

In 2015-16, Rebuild NY Now successfully campaigned for a \$25.1 billion, six-year plan for NYSDOT to restore transportation funding parity with the MTA. For the 2017-18 effort, the Coalition turned its efforts towards clean water infrastructure through an in-depth public relations campaign with new environmental partners.

During his State of the State Speeches and in his 2017 Executive Budget, Governor Cuomo outlined an ambitious plan to spend \$2 billion over five years on environmental infrastructure improvements – a “three-pronged approach [that] would fund new ‘state of the art’ drinking water treatment systems, replace failing water infrastructure and protect drinking water at its source.”

New York’s rapidly failing environmental infrastructure sparked a public outcry to demand action and funding from elected officials. With Governor Cuomo and the State Legislature proposing billions of dollars earmarked for clean water infrastructure, Rebuild NY Now added new voices to the coalition to best support and prioritize its goals.

Rebuild NY Now worked with leading state environmental associations, including the New York League of Conservation Voters, The Nature Conservancy, Citizens Campaign for the Environment, Environmental Advocates and Save the Sound.

Based upon past success and experience and knowledge gained over the course of the previous two campaigns, Rebuild NY Now ran a targeted public affairs campaign focused primarily on regional press conferences, echo chamber paid and earned media, and digital advertising targeting State Senate Majority Districts.

TACTICS

Video Advertising: Rebuild NY Now allocated a modest budget to execute a 60-second video entitled, “Water.” The video proposed a call to action by using recent headlines in New York State including failing municipal water systems, the presence of lead in school drinking water and sinkholes.

Coalition Building: This year, Rebuild NY Now added new voices to the coalition by working with the leading state environmental associations, including the New York League of Conservation Voters, The Nature Conservancy, Riverkeeper, Citizens Campaign for the Environment, Environmental Advocates and Save the Sound. Each of these associations contributed a strong and unique voice in support of clean water infrastructure.

Regional Press Conferences: Rebuild NY Now scheduled a series of regional press events where the coalition could advocate and discuss the importance of passing a budget that addresses growing concern over the state of New York’s water infrastructure. Events were held in Albany, Buffalo, Rochester and Syracuse.

Digital Advertising: The most cost efficient way to communicate with the public, digital advertising consisted of paid ads on Facebook, Twitter and websites which drive the conversation among key stakeholders such as POLITICO NY, the Empire Report, Capital NY, and City and State.

Additional Earned Media: From the start, Rebuild NY Now knew the importance of earned media. Through the use of op-eds, editorial board meetings, letters to the editor in regional newspapers, radio and television interviews, and traditional press releases, the campaign generated enormous amounts of additional earned media.

REGIONAL PRESS CONFERENCES

To properly illustrate the state-wide dire need for environmental infrastructure improvements, Rebuild NY Now held a series of regional press conferences to unite State officials, environmental groups and the public in Albany, Buffalo, Rochester and Syracuse.

Thursday, February 23, 2017: Rochester

Rebuild NY Now and Monroe County Executive Cheryl Dinolfo launch the 2017-18 Campaign for Clean Water Infrastructure in Rochester.

Friday, March 3, 2017: Buffalo

The Coalition expands into Western New York to spread its message with the help of State Legislators as well as multiple environmental partners

Monday, March 20, 2017: Albany, State Capitol

Rebuild NY Now convened in Albany with its full slate of supporters, including State Legislators, environmental advocates and Construction Industry Executives.

Tuesday, March 21, 2017: Syracuse

Syracuse Mayor Stephanie A. Miner hosted the Rebuild NY Now Coalition in its final stop to rally for clean water infrastructure.

“I’m proud to stand with the Rebuild New York Now coalition to advocate for the infrastructure improvements proposed by Governor Andrew Cuomo in his budget, ensuring we continue to deliver high quality water in Buffalo and in cities across New York.”

-Buffalo Mayor Byron W. Brown



REGIONAL PRESS CONFERENCES THROUGHOUT NEW YORK

ROCHESTER



"If infrastructure is the engine of our economy, then infrastructure funding is the fuel that drives that engine forward. Not only will this funding create thousands of jobs, it will overhaul an essential yet outdated system that provides countless benefits when operating effectively. While Monroe County's water infrastructure has been a focus of both the City's Water Bureau and the Water Authority, not every community is so fortunate. That is why I'm joining my partners in and out of government to advocate for increased funding to ensure clean and reliable water for residents throughout the state."

-Monroe County Executive Cheryl Dinolfo

BUFFALO

"Infrastructure affects all of us, which is why the advocacy efforts that Rebuild NY Now performs are so critically important. The health of our Western New York community depends on the soundness and dependability of our water infrastructure. That infrastructure is aging, and our drinking water and waste water systems can only be rehabilitated with significant investment from the state. Lead has already been discovered in the drinking water of a number of WNY's schools; this is unacceptable. In 2015 we enacted the Water Infrastructure Improvement Act to help communities fix aging and failing sewage and drinking water infrastructure. That was an important first step in meeting our infrastructure challenges. Now we must do more to build on the progress that has been started. I stand with Rebuild NY Now and add my full support for increased infrastructure funding for it is an investment that will benefit our state by creating jobs for residents, bolstering the economy and protecting the health and well-being of future generations."



-Assemblyman Robin Schimminger

ALBANY

"We know that the many challenges surrounding water quality are here to stay. Consequently, funding and other water quality initiatives are clearly among the top priorities in 2017. I greatly appreciate the Rebuild NY Now effort to build grassroots support for an unprecedented state response this session. These proposed actions focus on helping localities undertake vital and long-overdue water infrastructure projects, including sewer and municipal water line repairs, and fully recognize that drinking water quality concerns and crises regionally, statewide and across the nation have become increasingly acute. It's a timely, commonsense budget strategy that makes great environmental, fiscal and economic sense."

-Senator Thomas F. O'Mara



SYRACUSE



"We need New York State to lead in funding our infrastructure needs. I have been working throughout my entire administration to raise awareness of these issues and I am pleased to be joined by Rebuild New York Now, among other groups, who support this important cause. We cannot afford to wait; our communities depend on reliable, affordable access to clean water, good roads, and functional sewers to live every single day. In

Syracuse, we have implemented creative new solutions to these old problems but – to continue to do this and for other communities to have these opportunities – we need the support of New York's leaders."

-Syracuse Mayor Stephanie A. Miner

REBUILD NY Now in the News

Earned Media

Much of Erie County's water system is 100 years old

"Friday afternoon in Buffalo, a group called "Rebuild NY Now" held a press conference with lawmakers, environmentalists and labor leaders, to raise awareness of the problem. The group called on the NYS Legislature to approve Governor Cuomo's proposed "Clean Water Infrastructure Act of 2017." The \$2 billion initiative would help repair aging water infrastructure, upgrade wastewater systems, and provide new efforts to protect drinking water at its source."

WKBW (ABC)
March 3, 2017



Mike Elmendorf & Jessica Ottney of the Nature Conservancy on Capital Tonight

Rally for water infrastructure spending ahead of budget deadline

"There was no better place to call for water infrastructure spending than in the Legislative Office Building's well. A group of bipartisan lawmakers, labor, and environmentalists held a Rebuild NY Now Water Infrastructure rally there on Monday. 'The question is: what are you here to support? The answer is: all of it because the need is so big,' said Mike Elmendorf, President and CEO of Associated General Contractors of New York State.

WNYT (NBC)
March 20, 2017

Business, labor coalition joins green groups for water funding

"Rebuild NY Now held its third annual rally in the state Capitol on Monday, with workers in yellow-and-orange construction vests mixing with allies carrying Riverkeeper signs. Lawmakers, environmentalists, business groups and municipal government leaders spoke in support of more funding for water infrastructure. 'We need the money to fix our sewers and protect our water and that will lead to jobs,' said Adrienne Esposito, the executive director of the Citizens Campaign for the Environment."

Politico
March 21, 2017

State water systems need \$80 billion in fixes

"On Thursday, a coalition of unions, environmental groups, economic development officers and elected officials held a press conference in Monroe County to highlight the need for massive investment in the state's deteriorating water infrastructure. Rebuild NY Now says such an effort would not only make our drinking water and recreational waterways safer, but also would bring much-needed jobs to the state, help attract new businesses and benefit the environment."

Democrat & Chronicle
February 23, 2017



DIGITAL INFLUENCE

Beginning in February, Rebuild NY Now launched a media campaign specifically targeting critical members of influential communities including media/bloggers, upstate social leaders, community and infrastructure leads, legislators, and laborers across key content sites including City and State, Politico NY, and Empire Report.

Our display campaign kicked off with a distinct message on Politico NY and Empire Report in addition to Politico NY Playbook Morning, City & State First Read Morning and Empire Report email sponsorship with accompanying display units.

Our display campaign generated about 360,000 impressions and 334 clicks to the “Join Now” landing page. Our email sponsorship garnered an additional 415, 631 impressions (reaching 50,000 people daily).

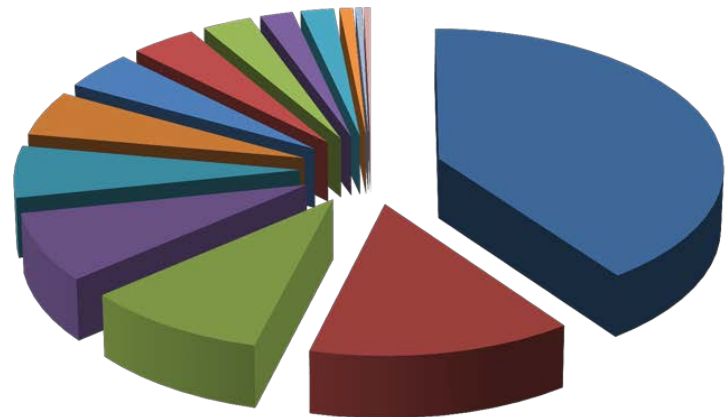


HOW DID WE DO?

For the third consecutive campaign, Rebuild NY Now successfully secured infrastructure investment in the Executive Budget. The biggest state investment in clean water in 50 years was included in the 2017-2018 budget. The Clean Water Infrastructure Act was approved, which will provide \$2.5 billion for investments in municipal drinking water and wastewater infrastructure, projects to protect drinking water at its source, and other important projects, including:

- \$1 billion to upgrade drinking and sewer infrastructure
- \$350 million for clean water infrastructure projects after 2021
- \$245 million for water quality improvement projects
- \$200 million for drinking and wastewater infrastructure improvements in New York City's watershed
- \$150 million for intermunicipal water infrastructure grants
- \$130 million for drinking water remediation and mitigation of contaminated drinking water
- \$110 million for land acquisition projects for source water protection
- \$100 million for municipal water quality infrastructure programs
- \$75 million for upgrades and replacements of septic systems and cesspools
- \$50 million for green infrastructure projects
- \$50 million for concentrated animal feeding operations
- \$20 million for the replacement of lead drinking water service lines
- \$10 million for a water infrastructure emergency loan fund
- \$10 million for IT system upgrades related to mapping technologies

\$2.5 Billion for Clean Water Infrastructure



RETURN ON INVESTMENT

Total Spent: \$101,700
Total Return: \$2,500,000,000
ROI: \$24,500 for clean water infrastructure for every \$1 spent by Rebuild NY Now

- | | |
|---|------------------------------|
| ■ Upgrade drinking and sewer infrastructure | ■ Projects after 2021 |
| ■ Water quality improvement | ■ NYC watershed |
| ■ Intermunicipal grants | ■ Remediation & Mitigation |
| ■ Source water land acquisition | ■ Municipal water quality |
| ■ Septic & cesspool replacement | ■ Green infrastructure |
| ■ Animal feed operations | ■ Replacing lead water lines |
| ■ Emergency loan fund | ■ IT system upgrades |

FIGHT FOR PARITY



2015-16

MISSION

With Governor Cuomo having promised an additional \$8 billion in state funding for the MTA five-year capital plan, the objective of the campaign was to:

Secure a multi-year capital plan for NYSDOT that restores funding parity with the MTA.

STRATEGY

Building on the success of the 2014-2015 Rebuild NY Now campaign, which raised and spent \$1.4 million in the effort to secure \$3.49 billion in infrastructure investment, the 2015-2016 campaign was conceptualized and enacted after Governor Cuomo promised the MTA an additional \$8 billion in funding for their multi-year capital plan. By promising the MTA, an authority with the capabilities of raising the necessary capital through user fees, such a large amount of funding, Governor Cuomo opened the door to discuss the NYSDOT capital plan and the necessary investment needed to maintain and improve New York's road and bridge conditions.

From the start, the message and tone of the campaign were clear: we are one state with two sets of needs. The need for parity – or equal funding – for our statewide road and bridge system is just as critical as that for our mass transit systems – both are integral to the success of New York's diverse economy.

While the first campaign required significantly more resources to increase public awareness on our issue and to build brand identity, the plan for the second campaign centered around using the organizations credibility to build a vast coalition of partners – labor, business, elected officials, education, environment, municipal, etc. – to go out and make the case for transportation funding parity to the decision-makers in Albany. At the same time, the campaign used its resources to reinforce that message through a highly targeted digital and social media advertising campaign, coupled with a very modest television buy to grab the attention of the Governor and legislative leaders.

TACTICS

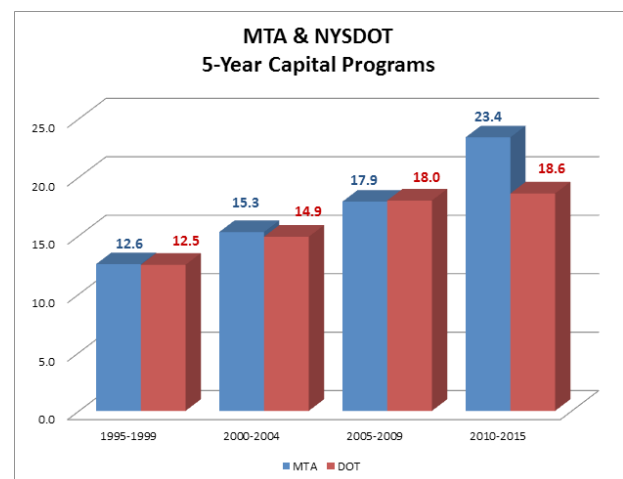
Television Advertising: To increase the campaign's credibility Rebuild NY Now allocated a modest budget to execute a targeted television buy. The goal of the buy was simple - grab the attention of the Governor and legislative leaders and signal, very publicly, the start to the campaign.

Coalition Building: The campaign placed significant emphasis on its ability to bring together an unwavering group of partners to advocate for transportation funding parity. The group, consisting of labor, business, industry, environment, education, and municipal representatives, signaled to Albany's decision-makers that the whole of the business community supported the campaign's efforts.

Regional Press Conferences: To increase earned media hits and make the case for transportation funding parity, Rebuild NY Now scheduled a series of regional press events where the vast coalition that was built could advocate and discuss the importance of passing a budget which restores parity. Events were held statewide, covering the major media markets and areas in which key stakeholders reside.

Digital Advertising: The most cost efficient way to communicate with the public, digital advertising consisted of paid ads on Facebook, Twitter, Pandora, and websites which drive the conversation among key stakeholders such as the Albany Times-Union, Capital NY, and City and State.

Additional Earned Media: From the start, Rebuild NY Now knew the importance of earned media. Through the use of op-eds, editorial board meetings, letters to the editor in regional newspapers, radio and television interviews, and traditional press releases, the campaign generated enormous amounts of additional earned media.



REGIONAL PRESS CONFERENCES

As part of a statewide earned media tour, Rebuild NY Now held a series of press conferences throughout New York State. The events were well attended by state and local elected officials, as well as the vast coalition of labor, business, and others that the campaign built. Below is a list of the press events:

Monday, November 16, 2015: Rochester

Rebuild NY Now Launches Statewide Campaign in Rochester

Monday, November 16, 2015: Buffalo

Coalition Continues Call for Infrastructure Parity for Upstate NY

Tuesday, November 17, 2015: Albany

Broad Coalition Calls for Parity in Capital Region

Wednesday, November 18, 2015: Syracuse

Lead by Mayor Miner, Broad Coalition Calls for Infrastructure Investment

Wednesday, November 18, 2015: Binghamton

Broad Coalition Calls for Parity in the Southern Tier

Wednesday, December 16, 2015: Yonkers

Broad Coalition Calls for Parity in Yonkers

Monday, December 21, 2015: Hudson Valley

Rebuild NY Now Statewide Campaign for Parity Continues in the Hudson Valley

Thursday, March 3, 2016: North Greenbush

Broad Coalition Calls for Parity in Capital Region

Friday, March 4, 2016: Falconer

Broad Coalition Calls for Parity Between MTA and DOT Capital Plans

Monday, March 21, 2016: Rebuild NY Now Rally at the Capitol

REGIONAL PRESS CONFERENCES THROUGHOUT NEW YORK

ROCHESTER



"We support the historic MTA funding deal, but we cannot leave the rest of the state behind and driving on unsafe roads and bridges. An all-encompassing capital plan that restores parity between mass transit and our roads and bridges will provide safer roads and bridges for residents and will put thousands of skilled laborers to work and provide them with good paying jobs for our State's economy."

-State Senator Joe Robach, Senate Transportation Committee, Chairman

BUFFALO

"New York State is funding a five year Capital Plan for the MTA, and we demand the same treatment for Upstate and Western New York. We need to make sure that Western New York's roads are getting the funding they deserve, and that just isn't happening yet. We need, and deserve, a long-term multibillion dollar commitment to improving our transportation infrastructure in Upstate. We cannot allow Upstate's needs to go unaddressed, while a transportation system in New York City benefits from billions in taxpayer funds."

-State Senator Tim Kennedy



ALBANY



"Capital Region drivers and their families deserve safe and reliable roads and bridges just as New York City commuters deserve a transit system that is second to none. Many commute every day on roads and bridges that need to be fixed. We must restore parity to New York's millions of drivers who pay billions only to travel on unsafe roads and bridges."

-Albany County Executive Dan McCoy

SYRACUSE



"Our infrastructure in New York State is continuing to crumble. We need to invest in rebuilding this deteriorating infrastructure, including our aging roads and bridges and water and sewer lines, in order to improve public safety, commerce and the overall quality of life."

-State Senator John DeFrancisco, Deputy Majority Leader

BINGHAMTON

"For too long New York's infrastructure has been underfunded and left in a state of disrepair. While our entire state is in need of increased investment – equally funding our road and bridge system will increase safety and create thousands of good paying jobs here in the Southern Tier. That's why as Mayor, one of my first actions was to put a comprehensive infrastructure plan together which funds and improves our local road and bridge system. I urge the Governor and State Legislature to do the same."

-Binghamton Mayor Rich David



YONKERS



"For too long we have allowed New York's infrastructure and transit systems to decay and fall into disrepair. Residents of Yonkers and Westchester County need both mass transit and sound infrastructure of roads and bridges. These investments provide good paying jobs and facilitate growth in our economy. I join my colleagues and advocates in calling for a comprehensive plan and the funding necessary to carry it out."

-State Assemblywoman Shelly Mayer

HUDSON VALLEY



"Across Upstate New York, but in the Hudson Valley and Dutchess County, in particular, New Yorkers are traveling across a transportation system that is inefficient, and worse, dangerous. I applaud the leadership it took to come to the historic MTA funding agreement, but the work isn't finished. Restoring funding parity between the MTA and DOT capital plans is the only way to address the state of disrepair in which we find our roads and bridges across New York. Parity is a no-brainer and I call on the Governor and Legislature for a major capital commitment to make it happen."

-Dutchess County Executive Marcus Molinaro

NORTH GREENBUSH

"It is rare that a day goes by where we don't hear about our failing infrastructure such as here in the Capital Region. The reason is simple in that the support from the Federal Government has subsided over the past two generations and the difficult challenge to fund ongoing maintenance and repair has not happened as it needs to be. Therefore, we are in the plight we are in. It is time for us to make those investments as we are so much more dependent on our infrastructure not only for our day to day lives but more importantly our future economic development."



-State Assemblyman John McDonald

FALCONER



"Parity in funding between the NYSDOT and the MTA was always the rule until 2009-2010 when New York City took control of state government and diverted a significant portion of our State's transportation funding dollars downstate. As a consequence, our region, and Upstate as a whole, has been outpaced to the tune of nearly \$5 billion. With crumbling infrastructure all around us, the only way we can right the ship is by re-establishing parity – or equal investments – through a dedicated 5-year NYSDOT capital program budget. Our state can't afford to wait and I urge the Governor and the Assembly to do the right thing and invest in Upstate roads and bridges, and restore parity between the NYSDOT and MTA capital plans."

-State Senator Cathy Young, Senate Finance Committee, Chairwoman

RALLY FOR PARITY AT THE STATE CAPITOL



REBUILD NY Now in the News

Earned Media

Rebuild NY Now Kicks Off Statewide Infrastructure Campaign in Rochester

TWC News Rochester, 11/16/15

Rebuild NY Now Wants Parity Funding for Roads and Bridges

WAMC, 11/17/15

Group Aims to Boost Funding for Infrastructure Projects in New York

TWC News Buffalo, 11/17/15

City officials call for infrastructure funding

WSYR, 11/18/15

Rebuild NY Now Calling For Increased Funding For Upstate Roads And Bridges

WXXI, 11/16/15

Syracuse Mayor Miner seeks more NY transportation funding

Associated Press, 11/18/15

Leaders push Albany to devote more funds to Buffalo roads, bridges

WIVB, 11/16/15

Syracuse Mayor, Local Leaders Call for Equal Infrastructure Funding in NYS

TWC News Syracuse, 11/18/15

Rebuild NY Now kicks off funding parity campaign

Rochester Business Journal, 11/16/15

Akshar to Cuomo: "We want equal funding"

WBNG, 11/18/15

'Rebuild New York Now' pushing for state funding

Rochester First, 11/16/15

Akshar calls for more infrastructure funding

Binghamton.com, 11/18/15

Officials call for repair to unsafe roadways

News 12, 12/16/15

Officials Renew Push to Rebuild New York's Infrastructure

TWC News Capital Region, 11/17/15

Local Leaders Call on Cuomo to Increase Investments in Roads, Bridges

TWC News Hudson Valley, 12/21/15

Advocacy Groups Seek MTA Plan Veto Unless theres Upstate Parity

Politico NY, 11/17/15

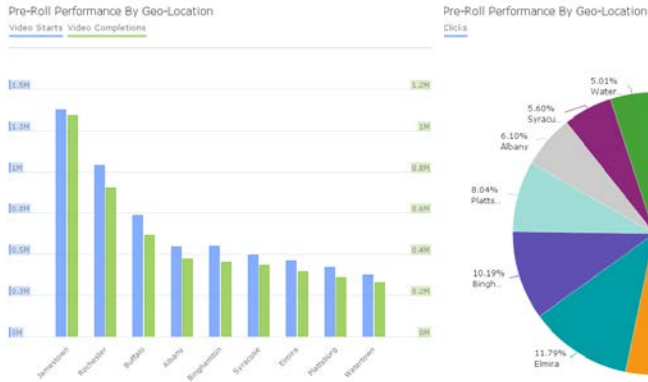
Rebuild NY Now Statewide Campaign Stops in Westchester To Push for Infrastructure Improvements

Westchester Magazine, 12/27/15

DIGITAL INFLUENCE

Video Performance Metrics

Over the course of the campaign Jamestown, Buffalo, and Rochester generated the greatest number of complete views and clicks.



Rebuild NY Now saw a significant return on our investment in digital advertising. Using such platforms as Facebook, Twitter, Pandora Radio, and a sophisticated web presence, the campaign saw the following results:

- 5,996,492 video views
- 4,428 direct clicks to the landing page
- More than 550,000 unique individuals reached on Facebook with various messages

Top Performing Geos

Completion Rate – **Jamestown** – 77.71% - over 1M complete video views
Click Through Rate – **Buffalo** - 0.12% - over 850 clicks to the landing page

re:sonate

Over the course of the campaign Jamestown, Buffalo, and Rochester generated the greatest number of complete views and clicks.

Additional analysis of those who responded to the campaign ad showed that the audience skewed towards being fiscally conservative and socially liberal, and identified themselves either as a Democrat or independent.

Video Performance Placements



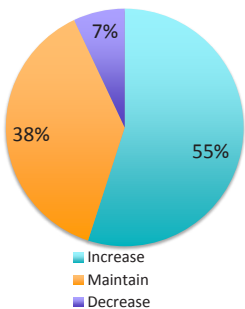
Pre-Roll Performance By Geo-Location

Strategy Geo	Jamestown	Buffalo	Rochester	Elmira	Singhamton	Plattsburgh	Albany	Syracuse	Watertown	Total
Video Views	1,277,806	733,983	1,038,019	460,002	548,219	423,100	546,487	495,580	373,196	5,996,492
% Share of Total Video Views	22.98%	12.24%	17.31%	7.67%	9.14%	7.06%	9.11%	8.26%	6.22%	
Video Completions 25%	1,266,176	651,426	925,822	409,107	484,626	371,731	482,959	437,839	334,897	5,365,583
Video Completions 50%	1,189,876	591,581	844,424	371,235	433,814	339,325	445,940	403,654	304,193	4,924,042
Video Completions 75%	1,145,364	565,220	809,199	351,529	408,615	323,343	427,144	386,560	290,785	4,707,759
Completions	1,070,687	494,387	721,494	314,063	364,005	291,112	378,935	346,504	262,833	4,244,020
Completion Rate	77.71%	67.36%	69.51%	68.27%	66.39%	68.80%	69.34%	69.92%	70.43%	70.78%
Clicks	921	854	584	522	451	356	270	248	222	4,428
CTR	0.07%	0.12%	0.06%	0.11%	0.08%	0.08%	0.05%	0.05%	0.06%	0.07%

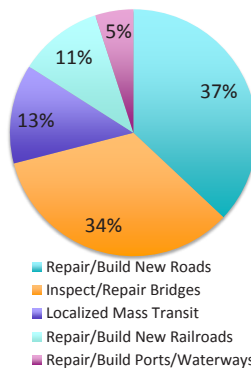
Video Completers' Viewpoint on Infrastructure Funding and Spending

The creative reached the right audience. 71% of this audience favors increasing or maintaining infrastructure funding vs. 7% favoring decreasing infrastructure funding. They also overwhelmingly favor spending infrastructure funds on building new roads and repairing bridges (71%) vs. mass transit and repairing/building railroads/ports (29%).

Infrastructure Funding



Infrastructure Spending



Further analysis of the audience showed that when considering candidates that they support, this audience is very receptive to issues including job creation and government spending. This closely aligns with the messaging used in the advertising.

HOW DID WE DO?

The 2015-2016 Rebuild NY Now “Campaign for Parity” was nothing short of a success. While the final enacted budget provided for \$27.98 billion 6-year plan for the MTA, the Governor and Legislature passed a \$25.1 billion 6-year plan for the NYSDOT - restoring the importance of transportation funding parity and making clear that statewide transportation funding will be a top legislative priority for years to come.

Simply put, prior to the launch of the Rebuild NY Now campaign NYSDOT was looking at a short-term capital plan and little, if any, additional investment. By building a broad coalition of stakeholders and elected officials we were able to secure a 6-year capital plan and an additional \$6.5 billion more than what was originally being proposed.

Rebuild NY Now is proud to have led the fight over the past two years for infrastructure investment and our recent campaigns have clearly made an impact. **The last two enacted budgets have seen an increase in infrastructure investment of \$9.99 billion - which will create and sustain more than 277,200 good paying jobs.**

RETURN ON INVESTMENT

Total Spent: \$429,523

Total Return: \$6,500,000,000

ROI: \$15,000 additional funding secured for every \$1 spent by Rebuild NY Now



INFRASTRUCTURE AWARENESS



2014-15

MISSION

With more than \$5 billion in one-time funds available for appropriation in the New York State Budget, Rebuild NY Now sought to achieve two important goals.

- 1. To increase public awareness regarding New York's infrastructure crisis, thereby putting pressure on state elected officials to make an investment in New York's ailing infrastructure.**
- 2. Fight for as much of the \$5.4 billion surplus as possible to be spent on investing in New York's Infrastructure.**

STRATEGY

After receiving approval from Rebuild New York Now's Board of Trustees in July 2014, the campaign retained Mercury Public Affairs to provide consultation and media services during the campaign. Due to the overwhelming amount of state and federal political campaign advertising, and with the understanding the campaign would have limited resources, the decision was made to start the campaign after Election Day and continue it through the end of January – when Governor Cuomo was set to announce his budget.

By the start of the campaign and with nearly every decision-maker and opinion leader in agreement that the settlement funds should be used for infrastructure, the decision was made that the campaign would set the stage for Governor Cuomo to undoubtedly make a once-in-a-generation investment towards the state's infrastructure needs. Essentially, by raising public awareness on the issue the campaign would create a problem that Governor Cuomo could easily solve – especially considering the near universal support on the solution.

TACTICS

Polling: The campaign commenced a statewide public opinion poll in October 2014 to gauge public support for infrastructure investment. In addition, the poll tested dozens of messages to ensure that the campaign communicated with the public in the most effective and persuasive way possible.

Television and Radio Advertising: Television and radio advertising, while expensive when compared to digital and social media advertising, is a necessary and effective way to quickly spread a message to the public. In addition, sizable media buys grab the attention of reporters and decision-makers, providing credibility and generating important earned media.

Regional Press Conferences: From the start, Rebuild NY Now knew that in order to build a diverse coalition of partners, and to generate an extensive amount of earned media, the campaign would have to take the show on the road. To that end the campaign held press conferences in Buffalo, Rochester, Syracuse, Albany, Yonkers, and Long Island. In addition, a massive rally was held at the Legislative Office Building in Albany.

Coalition Building: One of the most important factors in Rebuild NY Now having the success it did, was the ability to quickly build a broad coalition of support for the campaign. Labor, business, and elected officials from every corner of the state came together to support the Rebuild NY Now campaign. From Brooklyn to Buffalo the support the campaign built was vast.

Digital Advertising: The most cost efficient way to communicate with the public, digital advertising consists of paid ads on Facebook, Twitter, Pandora, and websites which drive the conversation among key stakeholders such as the *Albany Times-Union*, *Capital NY*, and *City and State*.

Additional Earned Media: From the start, Rebuild NY Now knew the importance of earned media. Through the use of op-eds and letters to the editor in regional newspapers, radio and television interviews, and traditional press releases, Rebuild NY Now generated an enormous amount of additional earned media.

REGIONAL PRESS CONFERENCES

December 3, 2014: Buffalo

"Rebuild New York Now Takes Statewide Campaign to Buffalo"

December 4, 2014: Rochester

"Rebuild New York Now Takes Statewide Campaign to Rochester"

December 9, 2014: Syracuse

"Rebuild New York Now Takes Statewide Campaign to Syracuse"

December 15, 2014: Albany

"Rebuild New York Now Takes Statewide Campaign to Albany"

January 8, 2015: Yonkers

"Rebuild New York Now Campaign Resumes in Westchester"

February 10, 2015: Albany

"Rebuild NY Now Holds Successful Rally and Lobby Day"

February 23, 2015: Long Island

"Rebuild NY Now Continues Call to Invest in Infrastructure"

March 3, 2015: Albany

"Rebuild NY Now Continues Call to Invest in Infrastructure"

March 5, 2015: Buffalo

"Rebuild NY Now Continues Call to Invest in Infrastructure"

March 24, 2015: Syracuse

"Rebuild NY Now Continues Call to Invest in Infrastructure"



REGIONAL PRESS CONFERENCES THROUGHOUT NEW YORK

BUFFALO



"We need to focus on investing the necessary resources to improve our infrastructure in Western New York and all across our State. By fixing our roads, bridges and other public infrastructure, we can create good-paying jobs and improve public safety at the same time. Every day we wait is a lost opportunity, and we need to make it a priority to modernize our infrastructure for the long-term needs of communities across New York State."

-New York State Assemblymember Sean Ryan, District 149

ROCHESTER

"Addressing our State's aging infrastructure is not only critically needed, it will also provide safer roads and bridges for residents and visitors of New York, while putting thousands of skilled laborers to work and providing them with good paying jobs for our State's economy."

*-New York State Senator
Joseph Robach, Chairman,
New York State Senate
Committee on Transportation*



ALBANY



"Capital Region drivers and their families deserve safe and reliable roads and bridges just as New York City commuters deserve a transit system that is second to none. Many commute every day on roads and bridges that need to be fixed. We must restore parity to New York's millions of drivers who pay billions only to travel on unsafe roads and bridges."

-Albany County Executive Dan McCoy

SYRACUSE



"Our infrastructure in New York State is crumbling. We now have a windfall through settlements of lawsuits against banks. We should use the State's \$6 billion surplus to rebuild this deteriorating infrastructure, including aging roads and bridges and water and sewer lines, which will improve public safety, commerce and the overall quality of life."

*-New York State Senator John A. DeFrancisco, Chairman,
New York State Senate Finance Committee*

ALBANY

"Albany is one of the most historic cities in the nation, and with that comes an infrastructure, including buildings, roads, sidewalks, parks, sewers, water lines, and bridges, often a century old," Mayor Sheehan said. "People are drawn to a majestic city that is four centuries old, and the magnitude of the investment that is possible in our infrastructure will only make us more attractive, a regional and global destination that will make us a leader in the century of the city."

-Albany Mayor Kathy Sheehan



YONKERS



"This surplus provides a one-time opportunity for our State to make desperately needed investments. Putting some of this money toward rebuilding roads and bridges across the State will create jobs, provide safety and stability to the state's infrastructure system, and help the economy grow. Rebuilding our roads and bridges is a sure way to build our future,"

*-New York State Senator Andrea Stewart-Cousins,
Democratic Conference Leader*

LONG ISLAND

"There is widespread agreement that New York needs to invest in its infrastructure if we're going to remain competitive and create jobs. Today, our diverse coalition is calling on the Legislature to seize this opportunity. Investing in infrastructure projects right here on Long Island will not only create jobs and save New Yorkers money, it will ensure the safety and well-being of New York families who every day ride on roads and bridges that are in a state of disrepair."

*-Mike Elmendorf, President and CEO,
AGC NYS*



SECOND ROUND: ALBANY, BUFFALO, SYRACUSE



LEGISLATIVE RALLY AND LOBBY DAY



REBUILD NY Now in the News

Earned Media

Local officials call on state to update outdated infrastructure

-WBFO, 12/4/14

Rebuild NY Now Campaign Stops in Rochester

-WXXI News, 12/4/14

Activists want state to invest in roads

-WIVB - Buffalo, 12/4/14

Group lobbying to “Rebuild NY Now” with state windfall fund

-WRVO, 12/9/14

Rebuild NY Now hopes New York uses bank-settlement money to pay for infrastructure repairs

-Business Journal News Network, 12/9/14

Advocates gather at Syracuse City Hall to seek state money for roads, pipes and bridges

-Syracuse Post Standard, 12/9/14

Rebuild NY Now Visits Albany City Hall

-WAMC, 12/16/14

Business, labor, politicians unite behind \$5B push for NY roads, bridges

- Albany Business Review, 12/16/14

Rebuilders Out with TV, Radio Ads

-Albany Times Union, 1/8/15

“Rebuild NY Now” Statewide Campaign Resumes in Westchester

-Yonkers Tribune, 1/8/15

Rebuild NY Now Holds News Conference

-News 12 Westchester, 1/8/15

Long Island Business, Government Leaders to Albany: Invest In Our Infrastructure

-CBS New York, 2/23/15

Rebuild NY Now Continues Push for Budget Surplus Funding

-WAMC Northeast Public Radio, 3/3/15

Coalition targets \$5B state surplus

-The Troy Record, 3/3/15

Groups push for infrastructure repair, building upgrades

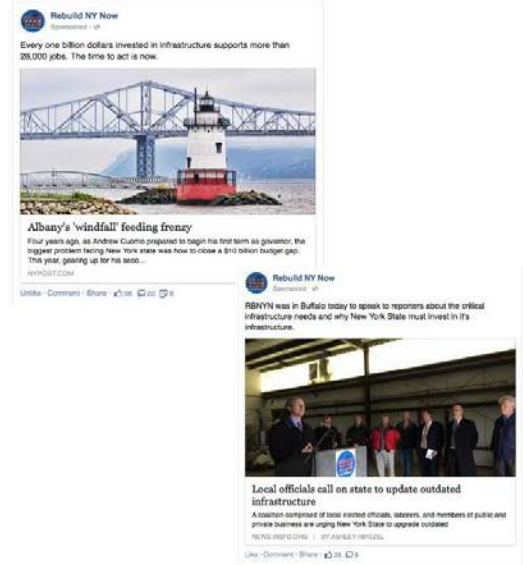
-WNYT, 12/15/15

Local officials announce Rebuild New York Now campaign

-WTEN, 12/15/15

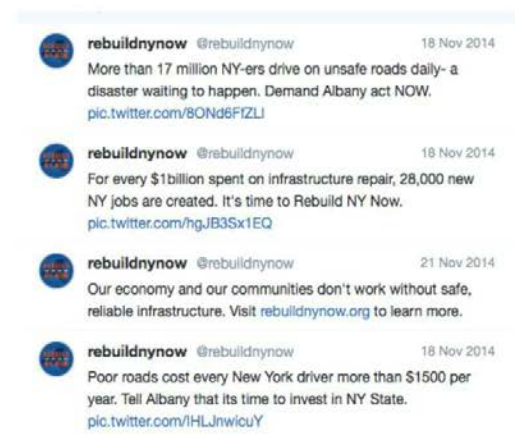
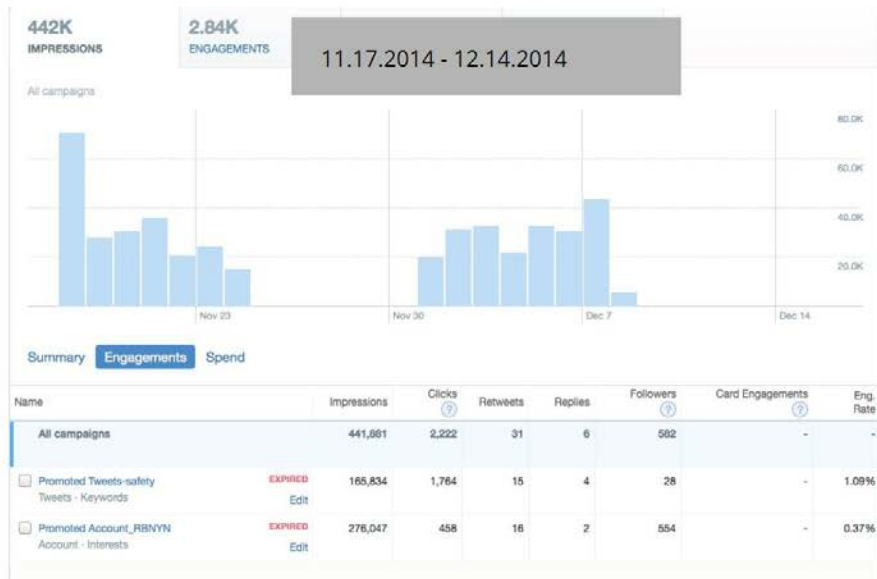
DIGITAL INFLUENCE

- Facebook ad messages reached over 685k unique users and generated more than 1.2 million impressions.
- On Twitter, our targeted influencer advertising generated 958k impressions in NY State, resulting in 5,760 clicks to read more and 1,568 new followers including media luminaries like Joy Reid (MSNBC), Margaret Cho and many more.
- On Pandora, our video and audio messaging was consumed more than 6.5 million times with over 44k clicks to site.
- Put simply, our users didn't just see our messages, they acted on those messages. Our display campaign also performed well, generating over 500k impressions across web and email sponsorships.



FACEBOOK SPONSORED CONTENT

Our targeted promoted posts reached 243,398 individual Facebook users and generated 5,014 post engagements (likes, comments, or shares) which will directly impact the organic reach of future RBNYN content.



TWITTER ADVERTISING

Our indirect influencer outreach campaign on Twitter targeted key influencers and their followers, positioning our content directly within their Twitter timelines. This campaign generated 957,953 impressions and resulted in 5,760 clicks, 1,568 new followers and 93 retweets of original content.

HOW DID WE DO?

Ultimately, the Rebuild NY Now campaign was a strong success. The final budget, which was vastly improved from the Governor's initial budget, increased transportation and environmental infrastructure investment by \$3.49 billion. The enacted budget provides a significant down payment on New York's infrastructure future. As a result, nearly 97,720 jobs will be created or supported because of this investment. Rebuild NY Now played an integral role in making this happen. Below is a brief outline of the \$3.49 billion investment.

- \$1.2 billion for the Thruway Authority
- \$750 million over five-years for bridge repairs
- \$750 million over five-years for the MTA
- \$250 million increase for regional DOT projects
- \$200 million increase for water infrastructure improvements
- \$177 million for the Environmental Protection Fund
- \$100 million increase over two years for CHIPs
- \$65 million for ports and rail

Furthermore, the state budget included unspecified infrastructure investments including the \$1.5 billion upstate revitalization competition and \$400 million for downstate economic development and other infrastructure projects.

RETURN ON INVESTMENT

Total Spent: \$1,432,456.07

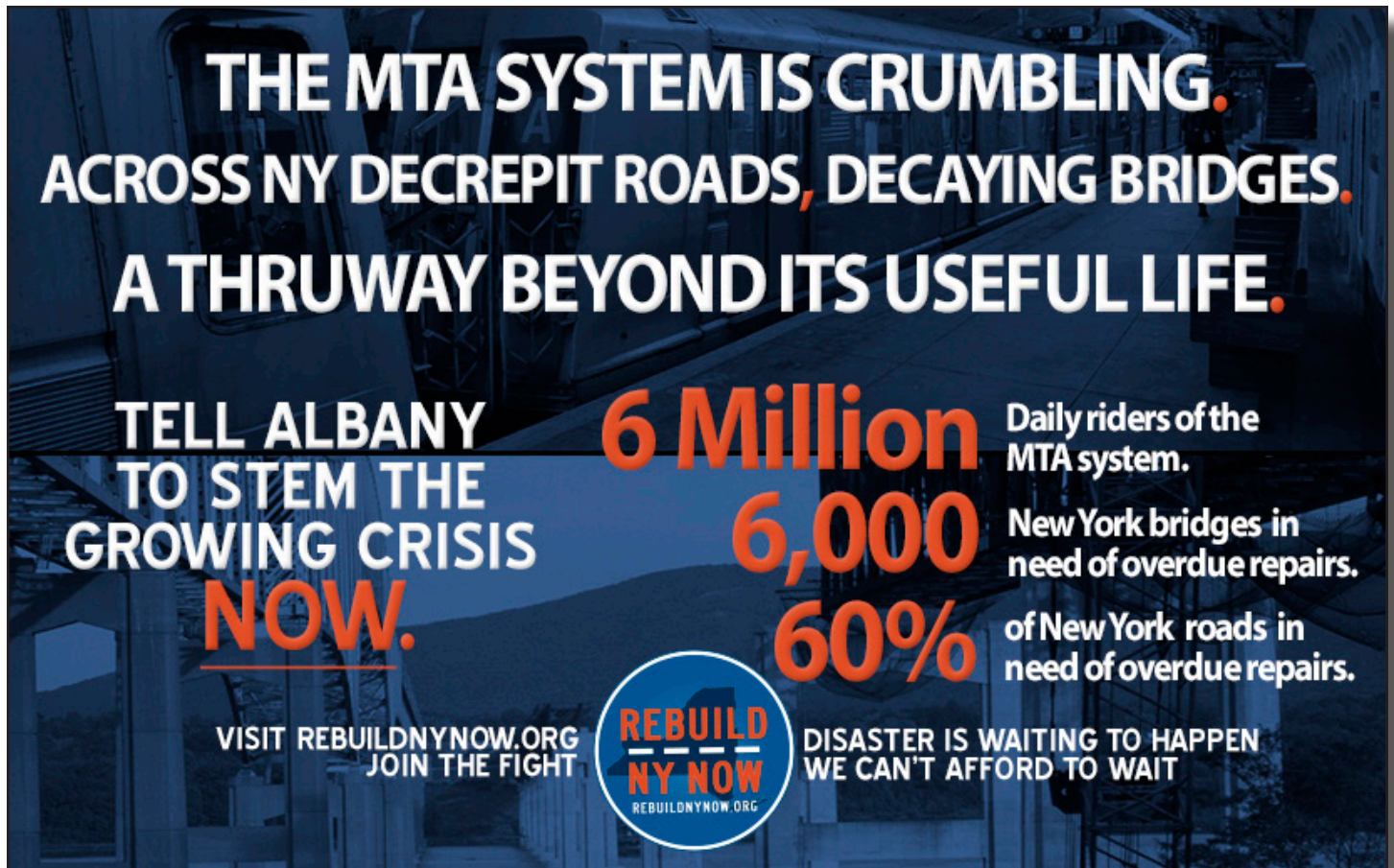
Total Return: \$3,490,000,000

ROI: \$2,436 new dollars invested in infrastructure for every \$1 spent by Rebuild NY Now



WHAT'S NEXT?

Rebuild NY Now continues to roll out powerful grassroots campaigns on behalf of infrastructure funding to improve New York State. In July of 2017, the coalition renewed its commitment to MTA and DOT funding, launching a social media campaign to draw attention to the "Summer of Hell" woes with transportation across the state. The campaign reached over 100,000 people in less than one week, generating thousands of impressions and responses to the growing infrastructure crisis. We will be working to increase funding for all systems, including the NYS Thruway, and to maintain parity.



THE MTA SYSTEM IS CRUMBLING.
ACROSS NY DECREPIT ROADS, DECAYING BRIDGES.
A THRUWAY BEYOND ITS USEFUL LIFE.

**TELL ALBANY
TO STEM THE
GROWING CRISIS
NOW.**

6 Million Daily riders of the MTA system.
6,000 New York bridges in need of overdue repairs.
60% of New York roads in need of overdue repairs.

VISIT REBUILDNYNOW.ORG
JOIN THE FIGHT

**REBUILD
NY NOW**
REBUILDNYNOW.ORG

DISASTER IS WAITING TO HAPPEN
WE CAN'T AFFORD TO WAIT

**JOIN THE MOVEMENT TO
STRENGTHEN OUR STATE AT
WWW.REBUILDNYNOW.ORG**



INVEST IN NEW YORK STATE'S
INFRASTRUCTURE.

OUR FUTURE AND ECONOMY
ARE BUILT ON IT.

THANK YOU TO OUR SUPPORTERS:

A. Colarusso & Son, Inc.
A. Servidone, Inc.
Accent Stripe, Inc.
ACEC
Advance Testing Co., Inc.
AGC NYS Chapter
AJ Gallagher
Amstar of Western New York, Inc.
Amsure Insurance/Adirondack Trust
Anderson Equipment Company
Apex Striping, Inc.
Barney & Dickenson, Inc.
Barrett Paving Materials, Inc.
Barton & Loguidice, D.P.C.
BCI Construction, Inc.
Benchley Contracting & Rental Corp.
Bonded Concrete, Inc.
BOTHAR Construction, LLC
Bove Industries
Broome Bituminous Products, Inc.
Buffalo Concrete Accessories, Inc.
Buffalo Crushed Stone
Building Contractors Association
BVR Construction Company, Inc.
C. P. Ward, Inc.
Callanan Industries, Inc.
CCI Companies, Inc.
Certified Safety Products
CFR Paving
Christine Lacey
Cianbro
Clough, Harbour & Associates
Clover-Leaf Nurseries, Inc.
Cold Spring Construction Co.
Comet Flasher, Inc.
Concrete Applied Tech. Corp./CATCO
Const. Industry Council of Westchester & Hudson Valley
Construction Advancement Institute
Construx LLC
Contractors Association of Rockland County
Contractors Sales Co., Inc.
Cool Insuring Agency, Inc.
Couch White, LLP
County Line Stone Co., Inc.
Curran Company LLC
D.A. Collins Construction Co., Inc.
Dannible & McKee, LLP
Di Highway Sign & Structure Corp.
Dimension Fabricators, Inc.
Direct Retirement Solutions
Dolomite Products Co.
Donegal Construction
Donnelly Construction, Inc.
Eastwood Industries, Inc.
Eberl Iron Works, Inc.
Economy Paving Co., Inc.
El Sol Contracting
Elderlee, Inc.
ELM Transit Mix
EMI Guide Rail LLC
Ernstrom & Drete LLP
Ferrara Brothers Building Supply
Ferraro Pile & Shoring, Inc.
Firley, Moran, Freer & Eassa
Gernatt Asphalt Products, Inc.
Gorman Brothers, Inc.
Grace Industries LLC
Graymont Materials (NY)
H. O. Penn Machinery Co., Inc.
Hanson Aggregates New York, LLC
Harrison & Burrowes Bridge Constr.
HD Supply Waterworks
High Steel Structures, Inc.
Hohl Industrial Services Inc.
International Union of Operating Engineers
Ironworkers
Iroquois Bar Corp.
Island Pavement Cutting
Jamestown Macadam, Inc.
John Ray & Sons
Keeler Construction Co., Inc.
Kocher-O'Brien Constr. Co., Inc.
Laborers Local #621
Lancaster Development, Inc.
Lehigh Construction Group, Inc.
Long Island Contractors Association
Longhouse Construction Group
Mason & Concrete Contractors Assoc
McQuade & Bannigan, Inc.
Milton CAT
Monroe Tractor
MYSMTA
NBT Bank
New Century Construction/Ing Civil
New York Construction Materials Assoc.
New York State LECET (Laborers Union)
Northeast Diversification
NYS Laborers Organizing Fund
NYS Laborers PAC
NYS Motor Truck Association
Oakgrove Construction, Inc.
Patrick DiCerbo/Northwestern Mutual
Pavilion Drainage Supply Co., Inc.
Peckham Materials Corp.
Ponderosa Fence Enterprises, Inc.
Port of Coeymans (P&M Brick LLC)
Posillico Civil, Inc.
Posillico Materials
R. DeVincentis Construction, Inc.
Ramsey Constructors, Inc.
Riccelli Enterprises Inc.
Rifenburg Construction, Inc.
Robert H. Finke & Sons, Inc.
Rose & Kiernan, Inc.
Safety Marking, Inc.
Schultz Construction
Sessler Wrecking Div. LM Sessler
Sheats & Bailey, PLLC
Slate Hill Constructors, Inc.
St George Enterprises Contracting, Inc
Stilsing Electric, Inc.
Straight Line Industries, Inc.
Surianello Gen'l. Conc. Contr., Inc
Syrstone, Inc.
Teal, Becker & Chiamonte, CPA's
TH Kinsella
Thalle Industries, Inc.
The Bonadio Group
The Business Council
The Fort Miller Co., Inc.
The L. C. Whitford Company, Inc.
The Pike Company
The Saunders Companies
The Wesson Group, LLC
Tilcon New York, Inc.
Tioga Construction Company, Inc.
Tracey Road Equipment, Inc.
Transit Construction Corp.
Troy Sand & Gravel
Tully Construction Co., Inc.
Tuscarora Construction Co., Inc.
Union Concrete & Construction Corp.
United Brotherhood of Carpenters,
Northeast Regional Council
United Materials
Upstate Ironworker Employers Assoc.
Upstate Steel/Upstate Rebar
Vanner Insurance Agency
Vantage Equipment LLC
Vector Construction Corp.
VHB Engineering
Warden Asphalt Company
Waterford Group, NY
Whitacre Engineering Co., Inc.