

# Rebuild NY Now



**2014-2015 Campaign Review**

## Campaign Launch



INVEST IN NEW YORK STATE'S  
INFRASTRUCTURE.

OUR FUTURE AND ECONOMY  
ARE BUILT ON IT.

**FOR IMMEDIATE RELEASE**  
November 17, 2014

**Contact: John Gallagher**  
212.681.1380

### REBUILD NY NOW LAUNCHES MEDIA CAMPAIGN

**Albany, NY...** Rebuild NY Now, a broad-based coalition seeking to raise public awareness about the issues impacting New York State's infrastructure today released both television and radio advertisements entitled "Infrastructure."

On November 17, 2014 Rebuild NY Now officially launched the campaign. The campaign started with the purchase of a statewide television and radio ad called "Infrastructure." In addition to the release of the ads, a press release went out to generate additional earned media off of the ad buy and Mike Elmendorf made the first of several appearances on YNN's Statewide Capital Tonight to discuss the campaign.



Together between Mike's interview, the press release, and the actual ad being up on television, the campaign was off to a strong start and generating significant earned media.



## **Regional Press Conferences**

### ***A Statewide Earned Media Tour***

As part of a statewide earned media tour, Rebuild NY Now held a series of press conferences throughout New York State. Below is a list of the events:

#### **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"

**Buffalo, NY**  
**December 3, 2014**



*"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, NY**  
**December 4, 2014**



*"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**

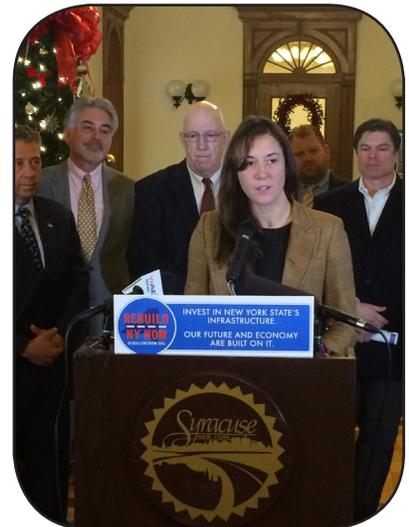


# Syracuse, NY December 9, 2014



***"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, NY

## December 15, 2014



*"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**



## **Rebuild NY Now Releases Second Ad** ***Ahead of Executive Budget RBNYN Releases Second Ad***

In preparation of Governor Cuomo's Executive Budget, Rebuild NY Now released a second ad "Tipping Point," which took a much sharper tone. The message used dramatic imagery and verbiage to strengthen the theme of the ad while staying focused on jobs and safety – as polling showed would be the most effective.



"Tipping Point" was released at an Albany press conference - about a month ahead of Governor Cuomo's Executive Budget Address.



[WWW.REBUILDNYNOW.COM](http://WWW.REBUILDNYNOW.COM)

**MAKE OUR  
ROADS AND BRIDGES  
SAFER**

PAID FOR BY REBUILD NY NOW

**Yonkers, NY**  
**January 8, 2015**



***"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**



# Legislative Rally and Lobby Day at the

# February

**O**n a snowy Monday in February, hundreds of infrastructure advocates braved the wintry elements and traveled to the State Capitol for a rally and lobby day in support of increased infrastructure investment in the New York State Budget. The rally and lobby day was hosted by Senate Transportation Committee Chairman Joseph Robach and organized by Rebuild NY Now.

Dozens of AGC NYS Members coordinated efforts to organize the nearly 700 employees, arrange transportation, and schedule meetings with Legislators to send a clear message that infrastructure investment creates jobs and stronger communities. For many, the rally and lobby meetings were not just simply another day at the State Capitol; it was a fight for jobs and the future.

Many dressed in hard hats and reflective safety vests, the advocates stormed the State Capitol sending a strong visual message to the Legislators and Governor that this is the year to make a significant investment in infrastructure. The rapid arrival of advocates jammed security lines causing the New York State Police to open additional security entrances. One State Senator remarked, "I haven't seen a crowd like this in Albany in a very long time, well done."



# Legislative Office Building - Albany, NY

9, 2015



# Long Island February 23, 2015



*"There is widespread agreement that New York needs to invest in its infrastructure if we're going to remain competitive and create jobs. And yet the Governor missed a major opportunity to improve our crumbling roads and bridges in his Executive Budget. 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 of Press Conferences Albany, Buffalo, Syracuse



*As budget negotiations reached a peak, Rebuild NY Now continued to build strong grassroots momentum by holding additional press conferences in key regions. The regions included Albany, Buffalo, and Syracuse. Widely attended, these events continued to pressure the Legislature to make substantial investments in New York's decaying infrastructure.*



Talking About Rebuild NY Now - Earned Media  
Coverage Received - To Name a Few...

**BJ  
NN** Business Journal  
News Network



THE WALL STREET JOURNAL.



**The Record**

 **Lancaster Bee**



[syracuse.com](http://syracuse.com)



**WAER**  
Syracuse Public Media 88.3

**CAPITAL**

The **SARATOGIAN**

[timesunion.com](http://timesunion.com)



**WRVO**  
PUBLIC MEDIA



**YONKERS TRIBUNE**  
*Designated the home of the acid tongued bloggers by "The New York Times"*



**CAPITOL CONFIDENTIAL**

# Talking About Rebuild NY Now - Earned Media

**Rebuild NY Now Campaign Stops  
in Rochester**

-Dec. 4, 2014, WXXI News

**Group lobbying to "Rebuild NY  
Now" with state windfall funds**

-Dec. 9, 2014, WRVO

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

-Dec. 9, 2014, Business Journal News Network

**Rebuilders Out with TV, Radio Ads**

-Jan. 8, 2015, Albany Times Union

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

-Feb. 23, 2015, CBS New York

**Rebuild NY Now Continues Push  
for Budget Surplus Funding**

-March 3, 2015, WAMC Northeast Public Radio

**Coalition targets \$5B state surplus**

-March 3, 2015, Troy/The Record

**Rebuild NY Now Holds News  
Conference**

-Jan. 8, 2015, News 12 Westchester

# Talking About Rebuild NY Now - Earned Media

**Activists want state to invest in roads**

-Dec. 4, 2014, WIVB - Buffalo

**Rebuild NY Now Visits Albany City Hall**

-Dec. 16, 2014, WAMC

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

-Dec. 16, 2014, Albany Business Review

**Local officials call on state to update outdated infrastructure**

-Dec. 3, 2014, WBFO

**"Rebuild NY Now" Statewide Campaign Resumes in Westchester**

-Jan. 8, 2015, Yonkers Tribune

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

-Dec. 9, 2014, Syracuse Post Standard

**Groups push for infrastructure repair, building upgrades**

-Dec. 15, 2015, WNYT

**Local officials announce Rebuild New York Now campaign**

-Dec. 15, 2015, WTEN

# Digital Statistics

## What Was Our Influence?

- Pandora
- Social Media
- Display
- Email

- On Facebook display advertising, our 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 has been 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.

## PANDORA ADVERTISING

Digital Video, Audio and Mobile advertising campaign generated 6.5 million+ impressions. Click Through Rate of 1.3% has vastly surpassed Platform average for Political advertising (0.77%) by 53 bps and the Industry standard CTR (.04%) for political ads by 126 bps.



**17 MILLION+**  
NEW YORKERS DRIVE OVER AN UNSAFE BRIDGE EVERY DAY ON THEIR WAY TO WORK OR SCHOOL

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

JOIN THE FIGHT

**REBUILD NY NOW**  
REBUILDNYNOW.ORG

STUDIES SHOW THAT FOR EVERY

**\$1 BILLION**  
SPENT ON INFRASTRUCTURE REPAIR AND DEVELOPMENT

**28,000+**  
JOBS ARE CREATED

REBUILD NY NOW

**REBUILD NY NOW**  
REBUILDNYNOW.ORG

POOR ROADS COST NY DRIVERS

**\$1500**  
ANNUALLY

JOIN THE FIGHT TO FIX OUR ROADS AND BRIDGES

DEMAND ACTION

**REBUILD NY NOW**  
REBUILDNYNOW.ORG

### Digital Display and Email Advertising

Our display campaign kicked off with 3 distinct messages on Capital NY and Politico NY in addition to Albany Pro email sponsorship with accompanying display units. Our display campaign generated 122,277 impressions and 75 clicks to Join Now landing page. Our email sponsorship garnered an additional 238,686 impressions (reaching 17,050 people daily).

# Social Media Statistics

## What Was Our Influence?

**Rebuild NY Now**  
Posted by Hillary Townsend Ziegenhagen (P)  
November 18 · 48

Get the Facts:

- Recent studies show that for every billion dollars spent on infrastructure repair and development, more than 28,000 jobs are created. That's 28,000 New Yorkers back to work.
- 50% of NY State's paved roads will be in fair-or worse-condition by the end of 2014. These crumbling roads cost each and every New York driver more than \$1500 annually.
- Every day, more than 17 million New Yorkers drive over an unsafe bridge on their way to work or school - this is a disaster waiting to happen.

Join the Fight to Rebuild New York Now: <http://www.rebuildnynow.org/join-now/>

Tag Photo Add Location Edit

Unlike Comment Share

Rebuild NY Now, Mavis Littlejohn, Donna Lawrence Haggerty Bianchini, Darlene Vanderwater and 760 others like this.

24 shares

View 19 more comments

**Rebuild NY Now**  
Sponsored · 48

Every one billion dollars invested in infrastructure supports more than 28,000 jobs. The time to act is now.

**Albany's 'windfall' feeding frenzy**  
Four years ago, as Andrew Cuomo prepared to begin his first term as governor, the biggest problem facing New York state was how to close a \$10 billion budget gap. This year, gearing up for his second...

NYPOST.COM

Unlike · Comment · Share · 256 · 22 · 6

**Rebuild NY Now**  
Sponsored · 48

RBNYN was in Buffalo today to speak to reporters about the critical infrastructure needs and why New York State must invest in its infrastructure.

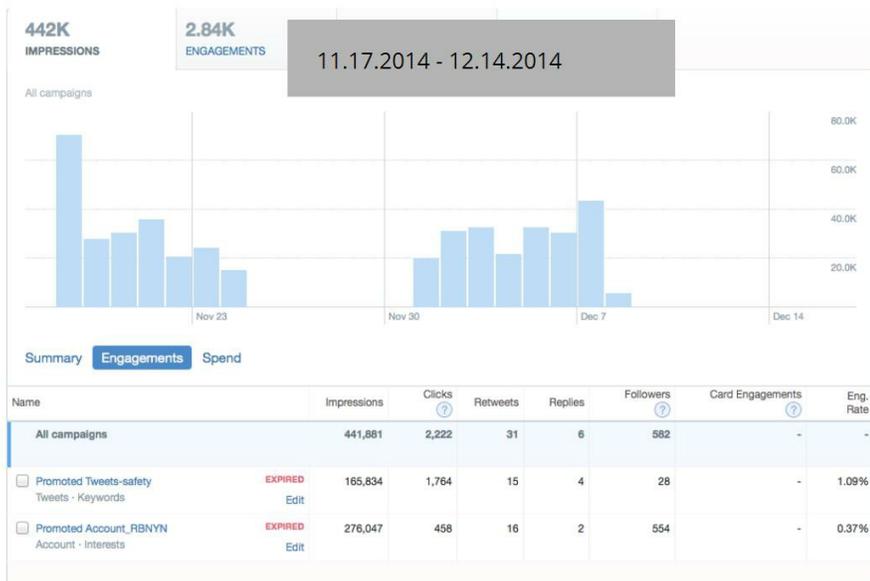
Local officials call on state to update outdated infrastructure  
A coalition comprised of local elected officials, laborers, and members of public and private business are urging New York State to upgrade outdated infrastructure.

NEWS.980.COM · BY ANKLEY HIRZEL

Like · Comment · Share · 438 · 15

## 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.



**rebuildnynow** @rebuildnynow 18 Nov 2014  
More than 17 million NY-ers drive on unsafe roads daily- a disaster waiting to happen. Demand Albany act NOW.  
[pic.twitter.com/8ONd6FZLI](http://pic.twitter.com/8ONd6FZLI)

**rebuildnynow** @rebuildnynow 18 Nov 2014  
For every \$1 billion spent on infrastructure repair, 28,000 new NY jobs are created. It's time to Rebuild NY Now.  
[pic.twitter.com/hgJB3Sx1EQ](http://pic.twitter.com/hgJB3Sx1EQ)

**rebuildnynow** @rebuildnynow 21 Nov 2014  
Our economy and our communities don't work without safe, reliable infrastructure. Visit [rebuildnynow.org](http://rebuildnynow.org) to learn more.

**rebuildnynow** @rebuildnynow 18 Nov 2014  
Poor roads cost every New York driver more than \$1500 per year. Tell Albany that its time to invest in NY State.  
[pic.twitter.com/1HLJnwiuY](http://pic.twitter.com/1HLJnwiuY)

## 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.

## **Final Budget Enacted** *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.



***For Every \$1 billion  
Spent on Infrastructure***