

PAID FOR BY VOTE YES FOR CLEAN WATER & JOBS



Friends of the Upper Delaware River Water, Water, Everywhere Conference

**VOTE YES FOR THE
CLEAN WATER, CLEAN
AIR, &
GREEN JOBS BOND ACT**

BALLOT PROP 1

WHAT IS THE BOND ACT?

The **Clean Water, Clean Air, and Green Jobs Bond Act** is a ballot measure that New York voters will have the opportunity to approve on November 8th, 2022.

If passed, the measure will protect clean water, uplift public health and environmental protection, and improve quality of life in every county of the state.

As **Ballot Proposition One**, the measure will be located on the backside of ballots. It's imperative for voters to flip their ballots and continue voting to pass this once-in-a-generation opportunity!



**FLIP YOUR BALLOT OVER AND VOTE YES ON PROP 1 FOR
THE CLEAN WATER, CLEAN AIR, AND GREEN JOBS BOND ACT ON
NOVEMBER 8!**

WHAT WILL THE BOND ACT DO?

CREATE GOOD JOBS



The Bond Act will support nearly 100,000 local, family-sustaining jobs. On municipal or state construction projects over \$25 million, prevailing wage requirements and Project Labor Agreements will be required to ensure labor rights are protected to the highest standard.

INVEST IN DISADVANTAGED COMMUNITIES



The Bond Act will help advance environmental justice by investing at least 35-40 percent of total funding in disadvantaged communities, those most harmed by pollution. This will help ensure all New Yorkers have clean air to breathe and clean water to drink.

WHAT WILL THE BOND ACT DO?



PROTECT CLEAN DRINKING WATER

The Bond Act will safeguard clean drinking water and prevent contamination, runoff, and pollution. It will support communities throughout the state to update aging or failing water, sewer, and stormwater infrastructure.



MODERNIZE INFRASTRUCTURE AND REVITALIZE THE ECONOMY

Replacing lead pipes, upgrading sewers, fixing roads, retrofitting buildings, and expanding clean energy all create jobs and strengthen local economies. For every dollar dedicated to land or water protection projects, \$7 is returned in local revenue.



IMPROVE PUBLIC HEALTH & SAFETY

The Bond Act will improve public health by mitigating the impacts of climate change, cleaning the air we breathe and expanding access to parks and natural areas. The Act will also support clean school buses, community gardens, street trees, green roofs, and cooling centers that save lives during heatwaves.

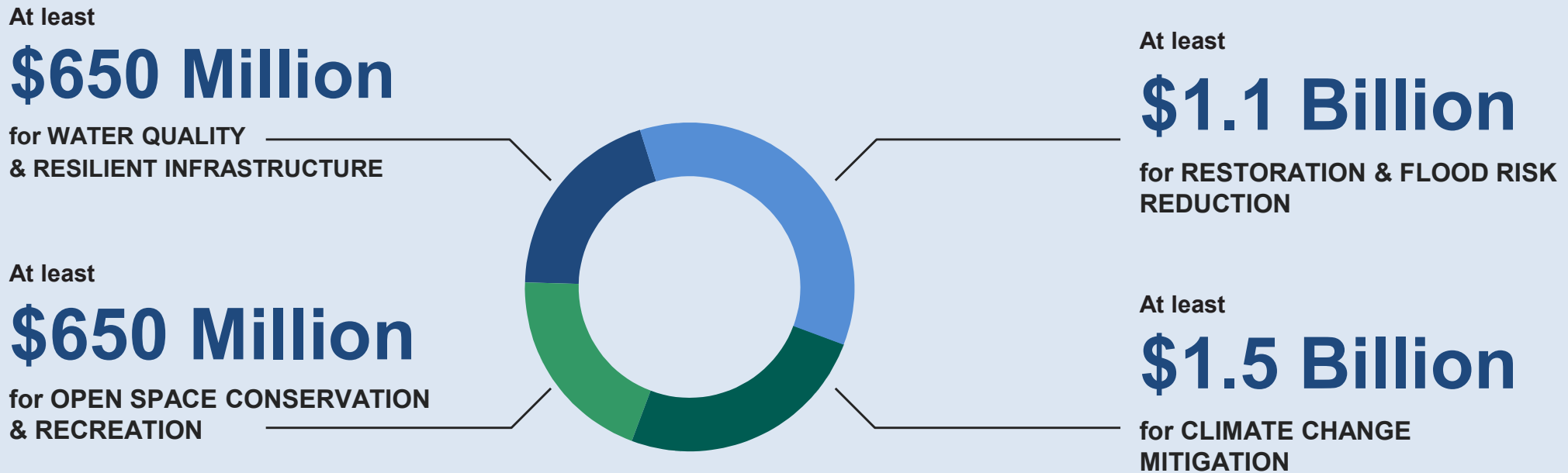


CONSERVE NATURAL RESOURCES

We all depend on what natural resources provide: clean water, fresh air, food for our families, and places to explore the great outdoors. The Bond Act will support family farms, protect wildlife habitats, and expand access to parks and green spaces for all New Yorkers to enjoy.

A HISTORIC OPPORTUNITY TO PROTECT CLEAN WATER AND BUILD SAFER COMMUNITIES

The largest environmental bond act in State history, the Clean Water, Clean Air, Green Jobs Bond Act authorizes \$4.2 billion to fund critical environmental restoration projects throughout the state.



ENVIRONMENTAL JUSTICE

MORE THAN \$1.4 BILLION TO DISADVANTAGED COMMUNITIES

“The department shall make every effort practicable to achieve a goal that forty percent of the funds pursuant to this article disadvantaged communities... disadvantaged communities shall receive no less than thirty-five percent of the benefit of the funds pursuant to this article.”

WATER QUALITY IMPROVEMENT & RESILIENT INFRASTRUCTURE

\$650 MILLION

At least \$200 MILLION for wastewater infrastructure upgrades and repairs

At least \$250 MILLION for municipal stormwater projects

OTHER ELIGIBLE PROJECTS:

- Reduce soil loss and runoff from farms, improve soil health, and restore buffers between farms and streams
- Reduce harmful algal blooms and water pollution
- Extend or establish sewer lines to replace polluting septic systems
- Reduce water pollution by eliminating point or nonpoint source discharges
- Reduce lead exposure by replacing lead service lines



OPEN SPACE CONSERVATION & RECREATION

\$650 MILLION

At least \$300 MILLION for open space
land conservation

At least \$150 MILLION for farmland preservation

At least \$75 MILLION for fish hatchery creation
and upgrades

OTHER ELIGIBLE PROJECTS:

- Land and farmland conservation projects with willing landowners/sellers
- Fee or easement purchases by the state, a municipality, or a not-for-profit organization
- Planning, design, construction of projects to develop and improve parks, campgrounds, nature centers, fish hatcheries, and other recreational facilities



CLIMATE CHANGE MITIGATION

\$1.5 BILLION

At least \$500 MILLION for zero emission school buses and supporting infrastructure

At least \$400 MILLION for green buildings, energy efficiency or renewable energy on state-owned properties, SUNY/CUNY, community colleges and public schools

At least \$200 MILLION for air and water pollution elimination in environmental justice communities

At least \$100 MILLION for climate adaptation and mitigation projects

OTHER ELIGIBLE PROJECTS:

- Urban heat reduction through green roofs, open space, community gardens, cool pavement, community cooling centers, and reflective roofs
- Urban forestry projects such as forest and habitat restoration, planting of street trees
- Protect natural and working lands that store or reduce carbon or methane pollution from agricultural lands



RESTORATION & FLOOD RISK REDUCTION

\$1.1 BILLION

At least \$100 MILLION for coastal rehabilitation and shoreline restoration*

At least \$100 MILLION to reduce inland flooding and revitalize waterfronts*

\$250 MILLION for flood buyouts and associated costs†

OTHER ELIGIBLE PROJECTS:

- Restore natural areas and wildlife habitat including wetlands, streams, and forests
- Protect people, roads, and buildings from flooding by acquiring, moving, lifting, or raising flood-prone properties, structures, and infrastructure; relocate, repair, or raise flood-prone roadways; and update dams, bridges, and culverts.



THE BOND ACT WILL SUPPORT \$8.7 BILLION IN PROJECT SPENDING TO KICKSTART NEW YORK'S ECONOMY.



THE ENVIRONMENTAL
BOND ACT WOULD SUPPORT
84,000 JOBS
IN NEW YORK STATE.

AECOM/Rebuild by February
Design 2022

COALITION TACTICS

PAID

- Television
- Direct Mail
- OTT/CTV & Digital

SOCIAL MEDIA

- Twitter, Facebook, and Instagram: @NYBondAct

EARNED

- Spokespeople
- Proactive media outreach
- Monitor news
- Press conferences
- Editorial boards

DIGITAL

- High-impact visibility platforms

PAID FOR BY VOTE YES FOR CLEAN WATER & JOBS



STATIC ADS & VIDEOS



Video: [100 years | Vote Yes for Clean Water & Jobs](#)

Video: [C+ | Vote Yes for Clean Water & Jobs](#)

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COLLATERAL

PALM CARDS

FLIP YOUR BALLOT
ON NOVEMBER 8TH
VOTE YES ON PROP 1
CLEAN WATER, CLEAN AIR, AND GREEN JOBS BOND ACT

The Bond Act will fund projects that protect and restore our environment. It will:

- ✓ Protect clean drinking water for millions of New Yorkers.
- ✓ Update roads and stormwater infrastructure to prevent dangerous flooding.
- ✓ Expand renewable energy and increase energy efficiency in public buildings.
- ✓ Improve public health with clean school buses, more street trees, and lead-free drinking water.
- ✓ Conserve wildlife habitats, protect local farms, and expand access to parks, campgrounds, and nature centers.
- ✓ Support nearly 100,000 local jobs at family-sustaining wages.

VOTE YES ON NOVEMBER 8
REGISTER TO VOTE BY OCTOBER 14
REQUEST AN ABSENTEE BALLOT BY OCTOBER 24
VOTE EARLY OCTOBER 29 - NOVEMBER 6

VOTE YES PROP 1
for Clean Water & Jobs

PLEDGE TO VOTE
LEARN MORE
info@voteyescleanwaterandjobs.com
voteyescleanwaterandjobs.com
@NYBondAct

ON NOVEMBER 8TH
VOTE YES ON PROP 1
CLEAN WATER, CLEAN AIR, AND GREEN JOBS BOND ACT



THE BOND ACT WILL:

- ✓ Protect **clean drinking water** and clean the air we breathe.
- ✓ **Improve public health** by planting street trees, reducing lead exposure, and increasing energy efficiency in public buildings.
- ✓ **Conserve wildlife habitats** and increase access to parks, nature centers, campgrounds, and public waterfronts.

VOTE YES PROP 1
for Clean Water & Jobs

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YARD AND WINDOW SIGNS

VOTE YES PROP 1
for Clean Water & Jobs

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FOR CLEAN AIR, CLEAN WATER, AND JOBS

— VOTE YES NOVEMBER 8TH —

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EARNED MEDIA WINS



TIMES UNION: [Coalition launches seven-figure campaign for 'green' ballot measure.](#)



NY DAILY NEWS: [New York's \\$4.2B environmental bond act getting big boost from advocates](#)



CRAINS NY: [The largest environmental bond act in NY history is on the ballot Nov. 8](#)

GET READY TO VOTE

OCTOBER 14: Voter Registration Deadline

You may register to vote online if you have a New York driver's license, otherwise by mail or in person at your local Board of Elections or any state agency participating in the National Voter Registration Act.

OCTOBER 19: Change of Address Deadline

If you have moved since the last time you voted in New York, you must notify the Board of Elections by filling out a paper voter registration form and returning it by mail or in-person.

GET OUT AND VOTE



VOTE BY ABSENTEE BALLOT

If you prefer to vote by mail, apply for an absentee ballot!

MAIL APPLICATION DEADLINE:
October 24

IN-PERSON APPLICATION
DEADLINE: November 7

POSTMARK COMPLETED
BALLOT BY: November 8



VOTE EARLY IN PERSON

Every county in New York now offers early voting at designated sites! This offers greater flexibility and generally shorter lines.

EARLY VOTING PERIOD:
October 29 to November 6



VOTE ON ELECTION DAY IN PERSON

Cast your vote in person at your polling location from 6:00am to 9:00pm.

ELECTION DAY: November 8

JOIN US!



VOTE YES on November 8th for Prop 1: The Clean Water, Clean Air, & Green Jobs Bond Act!



Register to VOTE or update your information at ny.gov/services/register-vote



Visit voteyescleanwaterandjobs.com and take the pledge to vote yes!



**Follow & engage with us on social media:
[@NYBondAct](https://twitter.com/NYBondAct)**

On Tuesday, November 8

VOTE YES

**for the Clean Water, Clean Air,
Green Jobs Environmental Bond
Act of 2022**