

Script for NYC Mayoral Primary Canvassing

I. INTRODUCTION

Hi, may I please speak to [NAME]?

Hello! My name is [YOUR NAME] and I'm a volunteer with [ORGANIZATION]. We're focused on fighting for a safer, fairer city for all of us. We're speaking with people about what they think would improve public safety.

II. CONNECTION

Do you think more needs to be done to make our neighborhoods safe?

If yes: When it comes to keeping New Yorkers safe, what do you think is the biggest issue?

If unresponsive: Is it subway safety? Policing? Retail theft? Mental health? Shootings?

[Once you have a response, pivot to one of our solutions for said issue.]

If no: That's good to hear. We've been working with experts in the field to find proven solutions for addressing crime. What do you think has worked in your community?

Can we share what we learned as well? **[see issue list below]**

III. CONTEXT

How does that sound to you?

We call this being "serious about safety," meaning that the city should take a comprehensive approach to public safety and work to prevent crime before it happens

IV. COMMITMENT

After hearing what we said today, would you consider yourself a "serious about safety" voter?

If yes: I'm so glad to hear it! Would you be open to signing a petition asking mayoral candidates to take a serious about safety approach?

If no or not sure: No problem, I'm going to leave you with some information about the serious about safety approach. I'm happy to talk to you about it or you can learn at our website.

[POINT TO QR CODE ON LIT]

Thanks so much, have a nice day!

ISSUE LIST

Subway safety

- I hear you. We should make subways safer with new improvements, like physical barriers and better lighting, and put doctors, nurses, and mental health workers on the subway who can connect New Yorkers in crisis to the care they need.

Retail theft

- It's a pain when shampoo and toothpaste are locked away. Our leaders need to make it harder to resell stolen goods online, but people who are only stealing out of necessity should be directed to services, not jail. Community navigators help people in crisis get support so they can provide for themselves without shoplifting

Mental health

- I understand. It can be unsettling to see someone having a mental health crisis. We need to get people the support they need to be well. Our police do important work, but we can't expect them to be mental health providers or social workers. We can expand resources, create places for people to meet with trained experts, and help outreach workers on the street and subway direct people to help.

Shootings/Violence

- Gun violence is serious. We need solutions to prevent it. Did you know that programs that reduce tensions and connect people to services helped reduce city shootings by over 20%? It's called community violence interruption. Despite its effectiveness, these programs receive less than 1% of the NYPD's funding.

Homelessness

- That makes sense. It is really sad to see how many people are living on the streets these days. Sadly, city shelters are so dirty, dangerous, and overcrowded that many New Yorkers would rather sleep on a park bench than in a shelter. We need more affordable housing and more housing for people with mental illness.

If they mention police: Police can help improve safety, but jail won't solve this.

Public drug use

- I understand that. It's unsettling to see people taking drugs in public, and we need to make it easy for them to access the care they need. That means funding outreach teams who can connect people to substance use treatment. Punishing people with jail doesn't stop the addiction—let's try to break cycles of addiction.

Policing

- Effective, accountable policing is important, but they can't be the only tool to solve all our city's problems. We also need other tools to keep us safe.