



To: Interested Parties
From: Matthew Rey
Date: November 3rd, 2021
Subject: The Vote-By-Mail Count (Again)

With roughly 92% of the vote counted (and 99% of the Early Voting and Election Day vote counted), Councilman Justin Brannan may have a deficit as of today—but this is one that will convincingly disappear once all Vote-By-Mail ballots are counted. This raw vote difference is -255—but with no-excuse absentee voting and the complete politicization of mail-in voting, we know that there is overwhelming Democratic strength in the votes left to count.

Councilman Justin Brannan will narrowly win re-election when all votes are counted—a feat that is in stark contrast to Republican victories in other outer-borough districts (including 2 that rejected moderate former Councilmembers trying to re-enter the City Council).

There are 2 key pieces of data that give us this unqualified optimism.

1. We ran a program where **our campaign generated just shy of 1,000 applications** through the online application portal—taking E-Day votes and banking them with Vote-By-Mail ballots.
2. The **partisan split is similar to 2020 levels** and will only get better as more ballots are returned from pollsites and with ballots postmarked in the past couple of days.

As of Wednesday, November 3rd, **there were 3,270 VBM ballots distributed. 2,379 (73%) were Democrats/ Working Families Party, while only 529 (16%) were Republicans/ Conservatives.**

BEFORE ballots dropped off at pollsites are counted and without 6 days of mail collection of potentially valid postmark (ballots are due November 9th if postmarked by the 2nd), there are 1,468 returned ballots. 1,087 are Democrats/ Working Families (75%), and 249 are Republicans/ Conservatives (17%).

Given early vote partisan turnout, what we know about this pool of voters, and their scores in the VAN voterfile, we can expect to conservatively win these votes by at least +400, and have the ability to win this pool of self-selected voters by +700.

Finally—while the return rate is only 45%, we expect that to rise to 60-70%. This will increase our margins on paper to the +570 to +1,010 range. All of the most conservative models provide Councilman Brannan with a margin substantially above 255—and provide enough room to build a winning margin despite a horrible climate for Democrats across the country.