

# Graphic Design is a Tactic for Organizers

Organizing 2.0 Conference — April 17 and 18, 2020 — Virtual Conference during COVID19

**Ange Tran, Visual-Communications Strategist + Graphic Designer**

**Social:** @angetranland **Email:** design@angetran.me

*or*, how to be **visually effective**  
within the immediacy of our  
current constraints

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**If you're an activist, newshound and/or**

**cultural enthusiast... the flood of images**

**you are accustomed to seeing across**

**digital platforms is likely to look a lot**

**like this background collage...**

Viagra is govt funded (\$4.6bil/yr). If pregnancy is GOD'S WILL, SO IS LIMP DICK.

THE ENEMY DOESN'T ARRIVE BY BOAT HE ARRIVES BY LIMOUSINE

If ICE is at your door, do not open it. Not even a little bit. Ask for any warrants to be slipped underneath the door.

**VICTORY!**  
Ohio's abortion ban is blocked.  
STOP THE SPANS.  
HEALTHCARE FOR ALL

DON'T BUY SEBERGHEIT  
S. J. Lohman

**CANCEL THE DEBT**  
DECOLONIZE PUERTO RICO  
US GOVT MUST KEEP OUT

Joshua 4 Congress @Jo... 24m  
Billionaires become billionaires massively under-paying their workers, using infrastructure & n paying for it, & by squeezing profits out of natural resources.

Why is it "if you can't pay rent, buy less lattes" and not

The fortunate I'm still alive. I was a child there, I experienced time there.

PEPERO  
SOBR  
TOD  
MUCH  
AMO

HOMELAND SECURITY!  
trillions of dollars for wars, things like raises for teach

PERO  
SOBR  
TOD  
MUCH  
AMO

They don't earn their wealth. They steal it. They extract it. They cheat their way into it.

They don't earn their wealth. They steal it. They extract it. They cheat their way into it.

LIVES TO PROTECT OUR RIGHT TO BEAR ARMS

This city quit failing

PERO  
SOBR  
TOD  
MUCH  
AMO

HOMELAND SECURITY!  
trillions of dollars for wars, things like raises for teach

PERO  
SOBR  
TOD  
MUCH  
AMO

USA  
WICK  
WED. A.P.

USA  
WICK  
WED. A.P.

ENDORSEMENT ANNOUNCEMENT  
ALEXANDRIA Ocasio-Cortez

THE MOMENT OF LIFT.

PERO  
SOBR  
TOD  
MUCH  
AMO

LGBTQ Justice

0.0012 INCH PIPE

"This did not need to happen."

Right gentrification! With Development without Displacement

Black Banjo Reclamation Project

WHERE

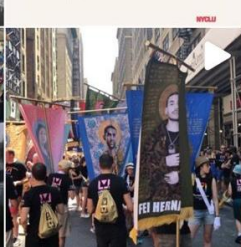
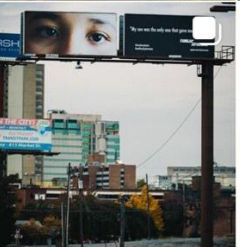
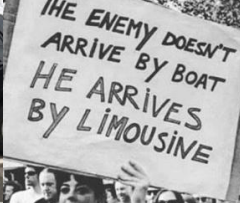
PERO  
SOBR  
TOD  
MUCH  
AMO

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NNSYLVAN  
r People's Campa  
TIONAL CALL for MORAL RE

HOME

HOME



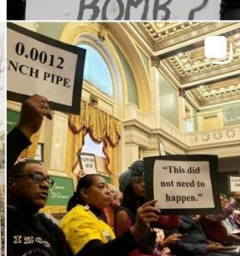
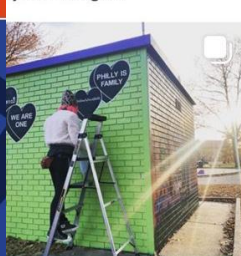
Joshua 4 Congress @joshua4congress · 24m Billionaires become billionaires massively under-paying their workers, using infrastructure & n paying for it, & by squeezing profits out of natural resources. They don't earn their wealth. They steal it. They extract it. They cheat their way into it.



andy lassner @andylassner Why does America always seem to spend trillions of dollars for wars, and on things like raises for teachers and healthcare and social security and other things in danger?



THIS APRIL, 3 CONSTRUCTION WORKERS WERE KILLED ON THEIR WORKSITES IN 1 WEEK



!!Urgent Action!! Thursday Nov 29th at 8pm lowest Atlanta will vote on whether to approve a 22.5 million dollar tax break to New City to develop luxury apartments, a Krory hotel, and upscale office space on the Beltline. These tax dollars are supposed to help fund 5,000 affordable housing units on the Beltline. Take action! Contact lowest Atlanta board members and tell them enough is enough, no more tax breaks for rich developers to build luxury! Please vote on re-scheduling those that already have no much!

Black Banjo Reclamation Project



r People's Campa  
TIONAL CALL for MORAL RE





## **FACTORS YOU ALREADY KNOW**

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## **FACTORS YOU ALREADY KNOW**

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- **The digital tactics you use and posts you create need to stand on their own and lift-up the work previously done with in-person tactics**
- **Visual design is an integral part of the digital environment. Visual/attention fatigue is a consistent challenge to overcome**

**CORPORATIONS**

**ESSENTIAL EMPLOYEES**



**What do you want?**



**HAZARD PAY**



**How about a light show  
and applause?**



**HAZARD PAY**

“...Don’t just think about the subject matter; think also about, and in fact, primarily about, **the job that your content is doing for the reader or the viewer.**”

— Dao Nguyen  
BuzzFeed’s Publisher

Source: <https://kottke.org/19/04/cultural-cartography>

CORPORATIONS

ESSENTIAL EMPLOYEES



What do you want?



HAZARD PAY



How about a light show and applause?



HAZARD PAY



How about we call you heros?



HAZARD PAY

## SOCIAL PLATFORM REFRESHER



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### Facebook

avg post half-life: **90 minutes**  
(newsfeed)

- 68% of online Americans across all demographics
- 43% of US adults gain news here
- Algorithms play a significant role in post half-life & organic reach

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#### **Org 2.0 presentations w/more FB depth:**

Facebook 101 for Organizing (Caldana),  
Introduction to Facebook Ads (Bielasiak), Making  
Friends with the Facebook Algorithm (Becker,) *and more!*

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## Instagram

avg post half-life: **24 hours**

- Most who use Ig daily also view stories
- $\frac{2}{3}$  of users are 18–34
- Algorithms = least significant limiting factor
- 66.6% of Instagram posts include a hashtag

### **Org 2.0 presentations w/more Ig & other**

**platform depth:** Instagram, Do You Need It and What Should You Do With It? (Cabrera,) Intro to Tiktok (Wanjuki,) Whats App? What Works! (Miranda,) *and more!*

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## Twitter

avg post half-life: **18 minutes**

- 24% of online adults in US
- Twitter = popular for politicians
- 40% of tweets include a hashtag
- Account engagement & follows = larger indicator than a hashtag for reach

### **Org 2.0 presentations w/more Tw depth:**

Twitter for Absolute Beginners (Huey,) Intermediate Twitter (Escalante, Levin,) Public Policy and Pop Culture on Social Media Without Being Boring (Periyasamy, O'Toole...) *and more!*



**“ Organizing is leadership that enables people to turn the resources they have into the power they need to make the change they want. ”**

—A Definition of Organizing

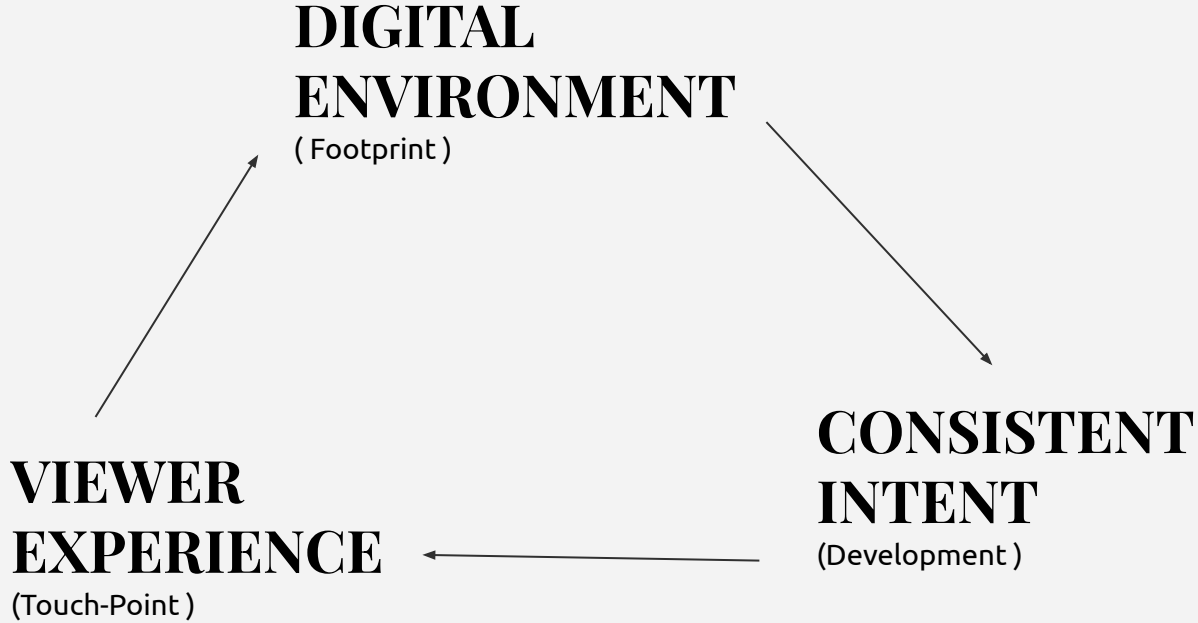
*Source: Shea Sinnott and Peter Gibbs (2014), Organizing: People, Power, Change\**

## SOCIAL PLATFORM REFRESHER



- **Consider the central job** of your content is intended to do for the viewer.  
Limit each post to a single communication goal
- **Iterate, iterate, iterate posts:** iterate text, your quality visuals, etc. and always point back to the same central messages of your campaign
- **Publish your content to multiple platforms**—you’ve already made it, it’d be a shame not to do so
- **Visuals leave more of an imprint:** We’re 65% more likely to remember info if it includes an image
- **Visual content in the forms** of infographics, follower photos & memes, promo of news coverage/ public awareness, etc. are among the most shared types
- **Tweets** w/visual content are 3 times more likely to get engagement; **Facebook** posts get more likes and comments; **Instagram** is widely popular w/youths and adults up to 34
- **Strategy:** without purpose, narrative, timing, and other strategic elements, you’ll be doing your art a disservice.
- **Be realistic:** foreground the job your content is trying to do, concepts it represents, and reinforce the main messages of the campaign authentically
- **Think small, iterate, get feedback** on artwork before posting + incorporate it; use a common vocabulary across posts and platforms to help build presence & clarity

**POINT BACK TO MESSAGES OF THE CAMPAIGN**



# That's enough recap.

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*Now it's time to  
look at some pictures  
and stuff!*

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**Process**  
*(learn by doing)*

## **A TRUE STORY**

**One day I had to make a picture to help drive and circulate  
some press coverage...**

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**One day I had to make a picture to help drive and circulate  
some press coverage...**

**[ TRIGGER WARNING: my design, it didn't start out so good ]**



## A TRUE STORY

TAX THE RICH  
Fight the virus



WEALTH AUGUST 19, 2011 / 9:17 AM / 9 YEARS AGO

# Super rich still making money in crisis

Christopher Vellacott

4 MIN READ

MAKEBILLIONAIRESPAY.INFO

- **I was super tired and struggling...**
- I knew it wasn't very good but my team was supportive of all the work I had done so far
- If I hadn't told them that I didn't think it was very good and let them know that I thought I could do better... they would not have complained (my primary teams knows that I am dedicated + work hard)
- **This image** = 2 screen grabs, the news header and the article head, some hand typography I painted and scanned to try and make it more interesting (instead of just digital type), digital type

## A TRUE STORY

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Fight the virus



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### THINGS I DID RIGHT:

- **As requested**, make an image that could be posted along with the article that offered more than just posting the article link could
- **Attempt to build in visual interest** by taking creative approaches to creating/building visual elements
- **Get feedback** on artwork before posting

### THINGS I DID NOT DO RIGHT:

- Foreground the job the content is trying to do, concepts it represents, or (successfully) reinforce the main messages of the campaign authentically
- Make something that added VISUAL PRESENCE or CLARITY

## A TRUE STORY

The  
Intercept\_

# BIG PHARMA PREPARES TO PROFIT FROM THE CORONAVIRUS

The truth is that profiting off public investment is business as usual for the pharmaceutical industry.

...

When the coronavirus funding was being negotiated, Schakowsky tried again, writing to Health and Human Services Secretary Alex Azar on March 2nd that it would be “unacceptable if the rights to produce and market that vaccine were subsequently handed over to a pharmaceutical manufacturer through an exclusive license with no conditions on pricing or access, allowing the company to charge whatever it would like and essentially selling the vaccine back to the public who paid for its development.”

– Sharon Lerner, March 13 2020, 2:46 p.m.

**TAX THE RICH. FIGHT THE VIRUS.**

MAKEBILLIONAIRESPAY.INFO

## So... I tried again!

### THINGS I DID RIGHT:

- **I made a layout** that could accommodate different news articles (eg more post visuals) with a more consistent/predictable experience
- **Attempted to build in visual interest** by taking actual quote text/ content from the article itself that I thought might be more of a hook than just a headline
- **Get feedback** on artwork before sharing w/the broader coalition

### THINGS I DID NOT DO RIGHT:

- While I attempted to build in more visual interest, I think that we can agree that in a landscape of visual/content fatigue... this doesn't really reach that “high bar” we talked about at the beginning of this session

"In this all-hands-on-deck moment, when all of us need to pull together to overcome the crisis, we should ask the wealthiest New Yorkers to step up and do more to fund the strongest possible public health response to the coronavirus and its aftermath."

[buffalonews.com/2020/03/25/wea...](https://buffalonews.com/2020/03/25/wea...)



HTTPS://  
MAKE  
Billionaires  
PAY  
.INFO

## THE BUFFALO NEWS

*Our state has more billionaires than anywhere else on the planet – 112 at last count.*

*Many are holing up in the Hamptons or in their second, third, or fourth homes, waiting out the crisis in luxury. One hedge fund is up over 77% during the crisis.*

| By Debora Hayes and Michael Kink. March 25, 2020

So I tried again, again. And this time... this time it was good.

### THINGS I DID RIGHT:

- Made something visually appealing that could iterate into other articles, and other types of visual content
- Made something that, dimensions wise, was easy to modify for misc. platforms and uses

**Note:** I made this very “beauteous” because I am able to add light and texture quickly, but if this had been a very plain illustration, with a light colored flame and very dark background... it’d function largely the same and in appearance the only difference would be a choice in aesthetic. **Eg** This could be done in canva, or even more simply drawn by hand with digital type added in a la Google docs/ draw and it’d still be functionally effective in the same manner.

"In this all-hands-on-deck moment, when all of us need to pull together to overcome the crisis, we should ask the wealthiest New Yorkers to step up and do more to fund the strongest possible public health response to the coronavirus and its aftermath."

[buffalonews.com/2020/03/25/wea...](https://buffalonews.com/2020/03/25/wea...)

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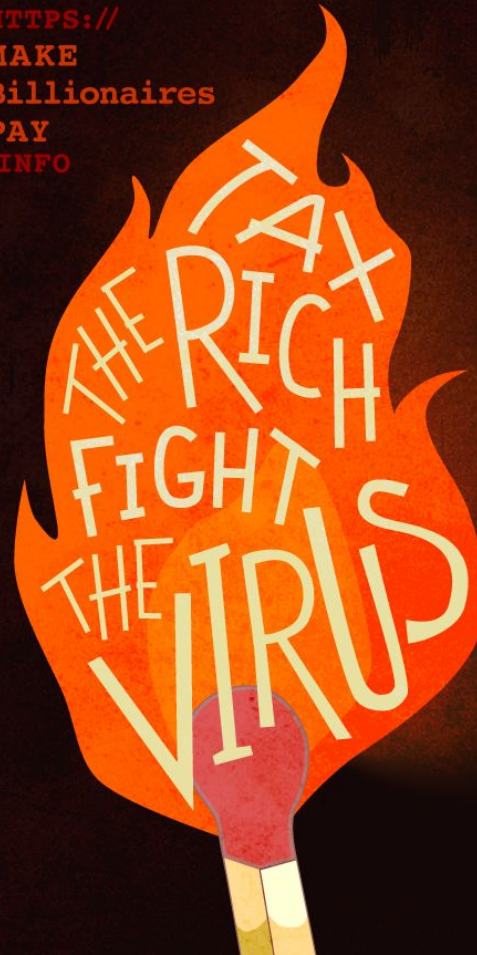
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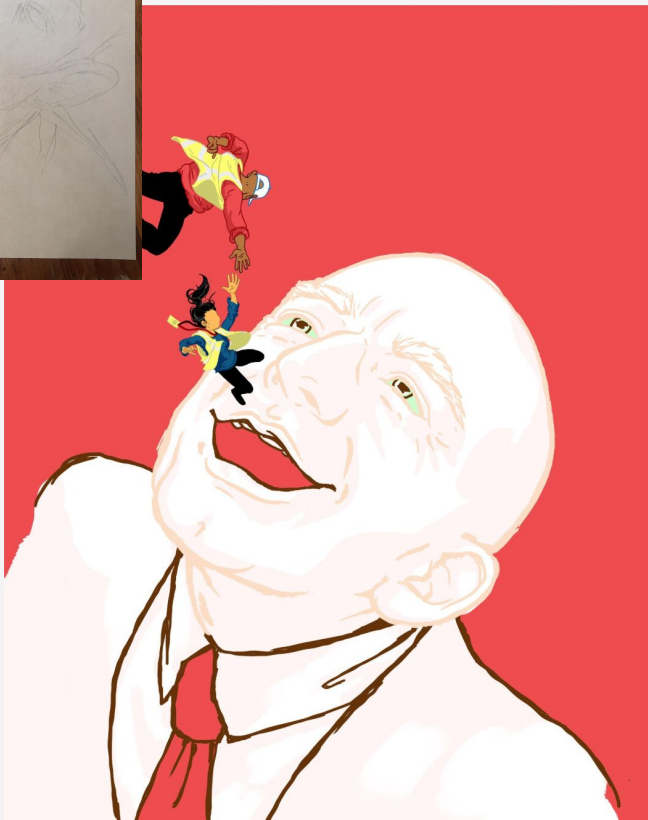
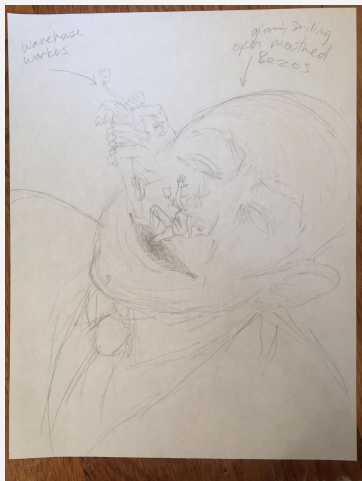
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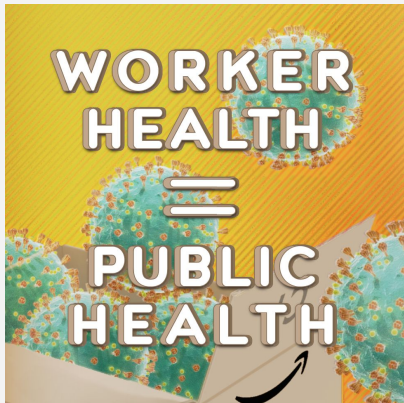
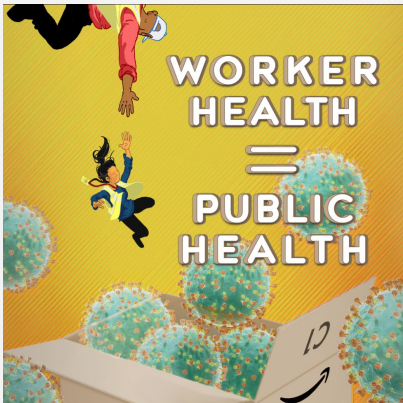
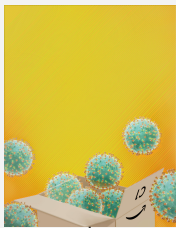
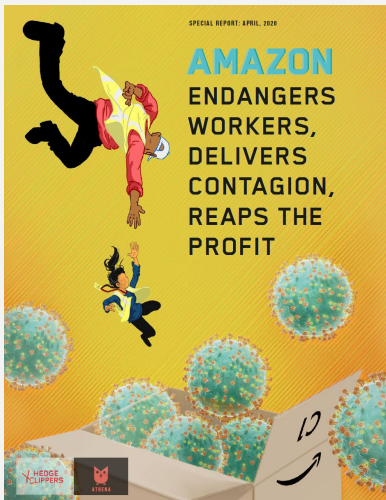
| By Debora Hayes and Michael Kink. March 25, 2020

HTTPS://  
MAKE  
Billionaires  
PAY  
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**Positive** (*good*)  
**Redundancy**





Events

Events

Calendar 1


Birthdays

Discover

Amazon: Endangers Workers, Delivers Contagion, Reaps the Profit

Hosting

+ Create Event



APR 16 Amazon: Endangers Workers, Delivers Contagion, Reaps the Profit

Public · Hosted by The Hedge Clippers and 3 others

★ Interested ✓ Going

Share

Tomorrow at 1 PM – 2 PM Tomorrow

About Discussion





YuLing Koh Hsu  
@lingkohsu

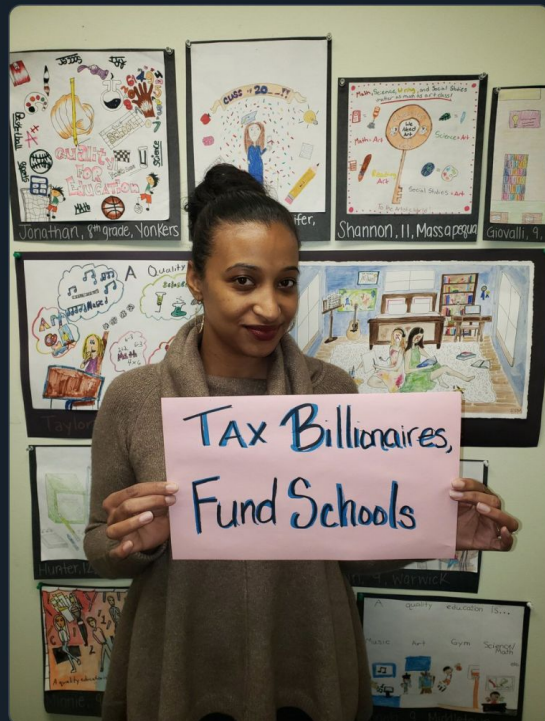
.@NYGovCuomo, we need thoughtful healthcare transformation, especially during #COVID19. Your desire to cut \$2.5B to Medicaid funding shows us (again) how you put profits over people.  
#NoMedicaidCuts #ProtectMedicaid #PassNYHealth #MakeBillionairesPay @CarlHeastie @AndreaSCousins



Campaign for New York Health and 4 others

Jasmine Gripper  
@Jasgrripper

.@NYGovCuomo @AndreaSCousins @CarlHeastie in this budget protect kids, not billionaires  
#FundNYSchools #CantStopWontStop #MakeBillionairesPay  
NY schools need the \$3.8 billion they're owed in Foundation Aid.



10:49 AM · Mar 17, 2020 · Twitter for Android

Marilyn Mendoza  
@MariMendHer

Heres what I'm asking the USA to do  
CANCEL RENT AND MORTGAGES  
#makeBILLIONAIRESpay  
#Recovery4All



Make the Road NY

2:03 PM · Apr 17, 2020 from Queens, NY · Twitter for Android

Daniel Altschuler  
@altchulo

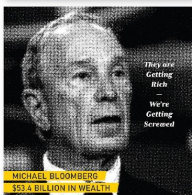
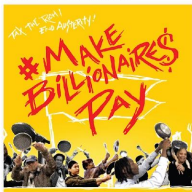
While people die, the billionaires are doing just fine.

TAX THEM. #MakeBillionairesPay



10 Billionaires Gained \$51 Billion This Week As Markets Edged Up From T...  
The Federal Reserve's plan to support the economy sent some shares soaring. Good news for billionaire shareholders.  
forbes.com

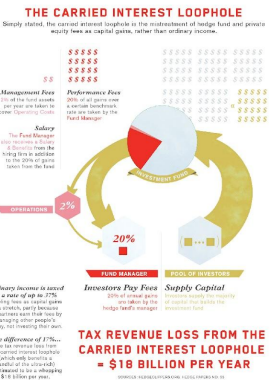
1:39 PM · Apr 14, 2020 · Twitter Web App



Twitter posts from Michael Kink, NY Working Family, and NY Daily News discussing the 'Make Billionaires Pay' movement and Governor Cuomo's response.

Twitter posts from angetrailand, Michael Kink, and Yuling Koh Hsu discussing the 'Make Billionaires Pay' movement and Governor Cuomo's response.

INFOGRAPHIC BREAKDOWN



MISCELLANEOUS

COMMUNITY PORTRAITS EXPRESSING PERSONALITY, DIGNITY, UNITY AND STRENGTH



Large image showing 'OCCUPY SANDY' signs and a person holding a sign that says 'RESTORING POWER TO THE PEOPLE VOLUNTEER'.

DEBT COLLECTIVE PICTURES BUILD CONTEXT + PRESS & VIEWER INTEREST IN OUR COMMUNICATIONS

BuzzFeed News article snippet: 'Education Department Will Meet With Student Debt Strikers'.

360 Action News article snippet: 'I-Team: Corinthian Colleges students join strike against repaying student debt'.

gizmodo article snippet: 'More Students Refusing to Repay Fraudulent Online College Loans'.

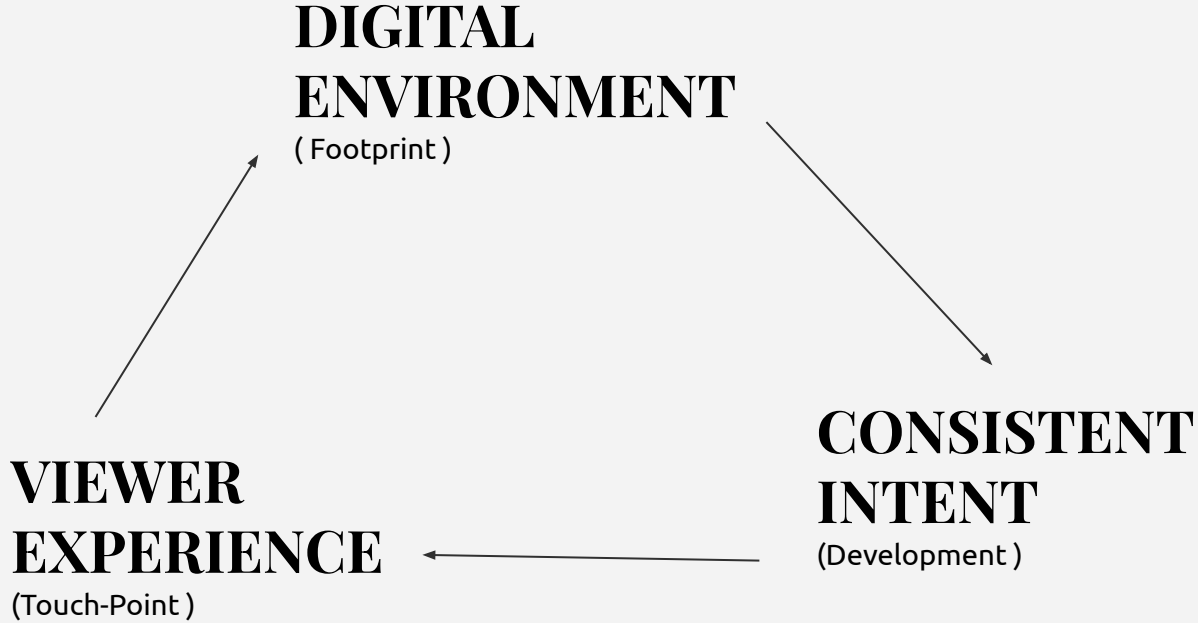
*Now then,*  
*Let's look at some*  
*sharables specifically*

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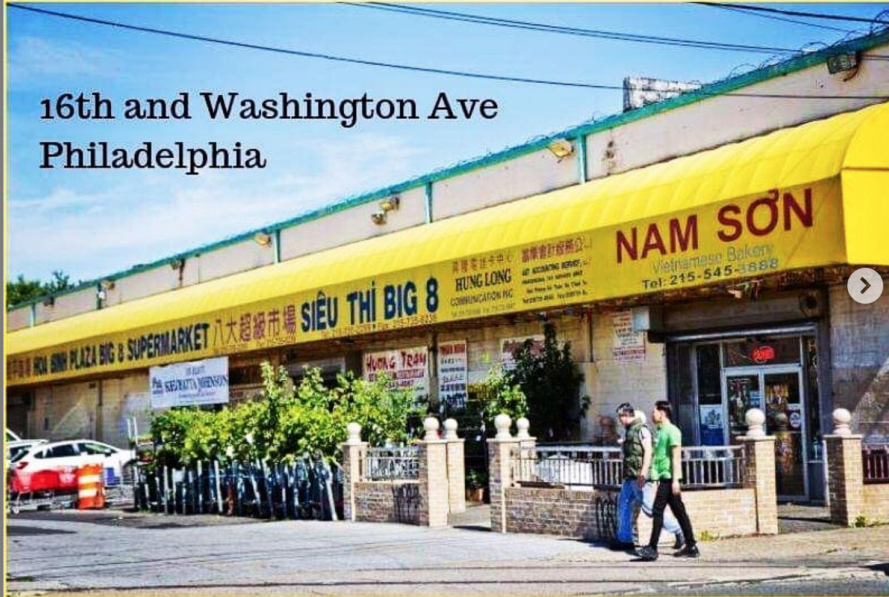
**POINT BACK TO MESSAGES OF THE CAMPAIGN**



# A TRUE STORY: THESE ARE ALL GREAT & FUNCTION DIFFERENTLY

## SAVE HOA BINH HAI TIEN 和平商場 PLAZA!!

16th and Washington Ave  
Philadelphia



**We Demand Development  
without Displacement!**



vietlead • Following  
Nam Son Bakery



philipvinguyen Smh



42w 1 like Reply



minz\_bts1201 Where am I going to get my favorite Thai tea and milk tea at



42w 1 like Reply



instasauce @mixmastaj



42w Reply



cesaramg1990 White people always ruining everything. #Resist



42w 3 likes Reply



Liked by monequiltia and 4,289 others

JUNE 19, 2019

Add a comment...

Post



netrootsnation • Following



quakes, and now you can support a #justrecovery in PR:

climatejusticealliance.org/prearthquake" —#NewEconomyCoalition Art/REpost @micahbazant who wrote: "Another major earthquake just hit #PuertoRico.

100s of 1000s of people have been without power or water. People are terrified and have been sleeping outside for days. And Trump still refuses to release \$18 billion in federal aid designated after Hurricane Maria.

Art created after Hurricane Maria in collaboration w beloved Puerto Rican organizer artists @AgitArte"

13w



122 likes

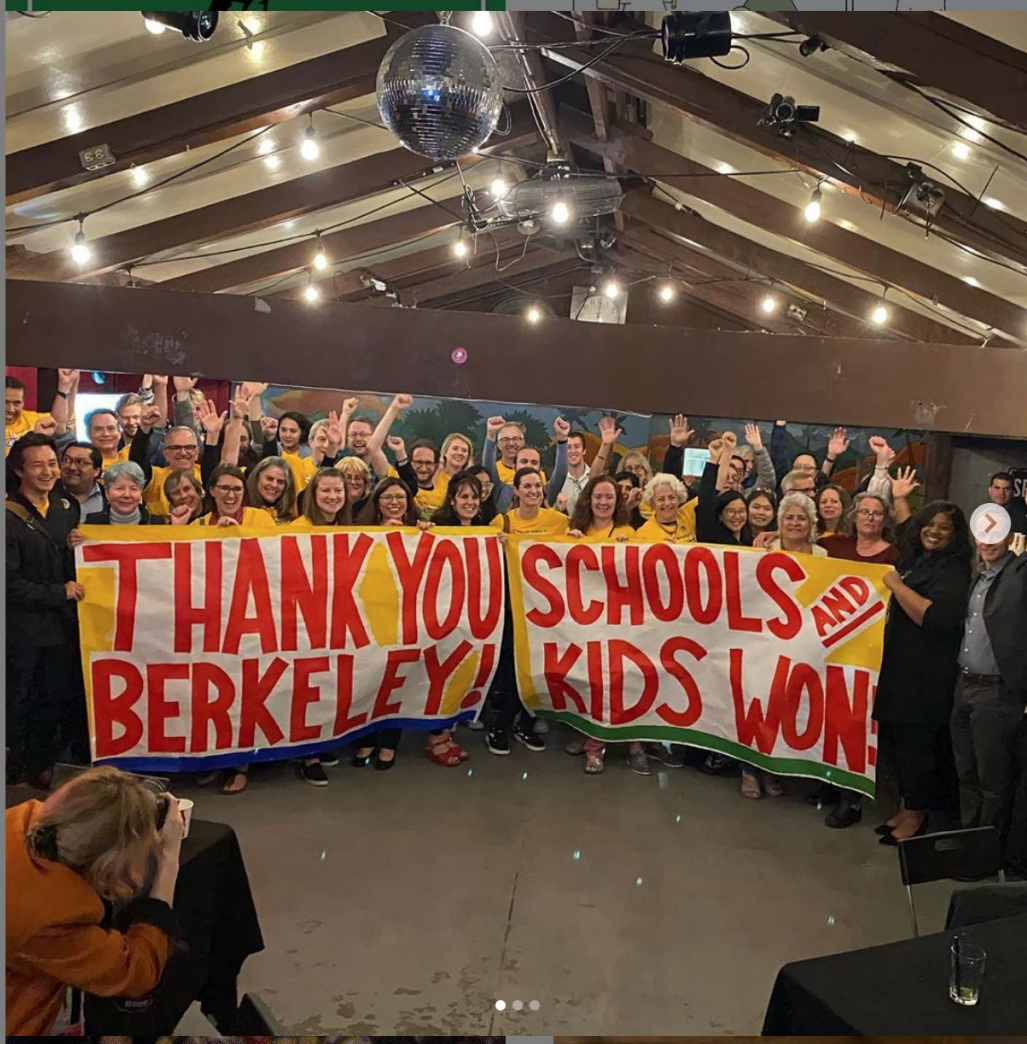
JANUARY 11

Add a comment...

Post



neweconomycoalition



davidsolnit • Following



Start running tonight. Thank You Banner for Election party and campaign office. Propositions EGH passed thanks to hard work of teachers union, families and community. #keepteachersinberkeley #fundpubliceducation

6w



nayelijs 🍷 ❤️ 🍷 🍷



6w 1 like Reply



angetranland Really lovely💖



5w 1 like Reply



elana\_brooklyn Yessss



5w 1 like Reply



Liked by elana\_brooklyn and 91 others

MARCH 4

Add a comment...

Post

# NOBODY NEEDS \$1 BILLION.

IMAGINE HOW DIFFERENT YOUR LIFE WOULD BE  
IF YOU MADE \$1,000,000/YEAR. THAT'S \$83,000/MONTH,  
OR \$480 EVERY HOUR.

Even the poorest Billionaire could  
spend **\$1m/year for 1,000 years**  
before running out.

Jeff Bezos could have spent **\$1m/year**  
since the **Stone Age** and still have  
\$157 Billion today.

**Nobody needs that much money.**



thingsoverheard • Following



thingsoverheard Feeling class  
conscious, might delete later.

//

A quick set of simple posters  
inspired by a NYT column by  
@fmanjoo

//

Text is set in Placard Next from  
@bymonotype

//

#posterdesign #poster #posters  
#certainmagazine #postereposter  
#graphicdesign #design  
#posterunion #designfeed  
#visualgraphc #visual  
#selectedworks #posteraday  
#thedesignblacklist #graphicindex  
#affiche #visualcommunication  
#graphicdesigndaily  
#posterdesigncommunity



1,540 likes

AUGUST 1, 2019

Add a comment...

Post



# Rewire.News

*Too Much Water,  
Not Enough Water*

Story by Laurie Bertram Roberts & Dr. Cynthia Greenlee

Art by Jaz Malone

*I'm Laurie Bertram Roberts,  
reproductive justice activist and mom.*

*I live in Jackson,  
the capitol of Mississippi.*



Artist: Jaz Malone, <http://jazimated.com/>



*It makes you feel like you  
don't even live in America.  
We should be able to trust the  
water system in our city,  
but we don't.*



Like

JULY 12, 2023

Add a c



mblwoodshole • Following



**mblwoodshole** Even the MBL sculptures are following the @CDCgov guidelines about mask use. .

A passerby added masks to our "The Scientists" sculpture, which is outside our Marine Resources Center. The sculpture shows a quiet scene of discussion between three scientists portrays the essence of life at the MBL—the spirit of collaboration and peer exchange. The sculpture, made by Elaine Pear Cohen.

2d



**mblwoodshole** #woodshole #marinebiologicallaboratory #art #mblscience #mbl #sculpture





156 likes

2 DAYS AGO

Add a comment...

Post



 **ACCE Action** ⋮  
Sponsored · Paid for by Alliance of Californians for Community Empowerment Action · 

It's common sense: if we don't have income, we can't pay the rent or mortgage. Many of us are already unable to pay. Tens of thousands more will be unable to pay by May 1st. We're demanding Governor Newsom & the legislature [#CancelRent](#) and [#CancelMortgages](#) or we will be forced to act to take action together and [#RentStrike!](#)

Join us! Because [#HousingisHealthcare](#)

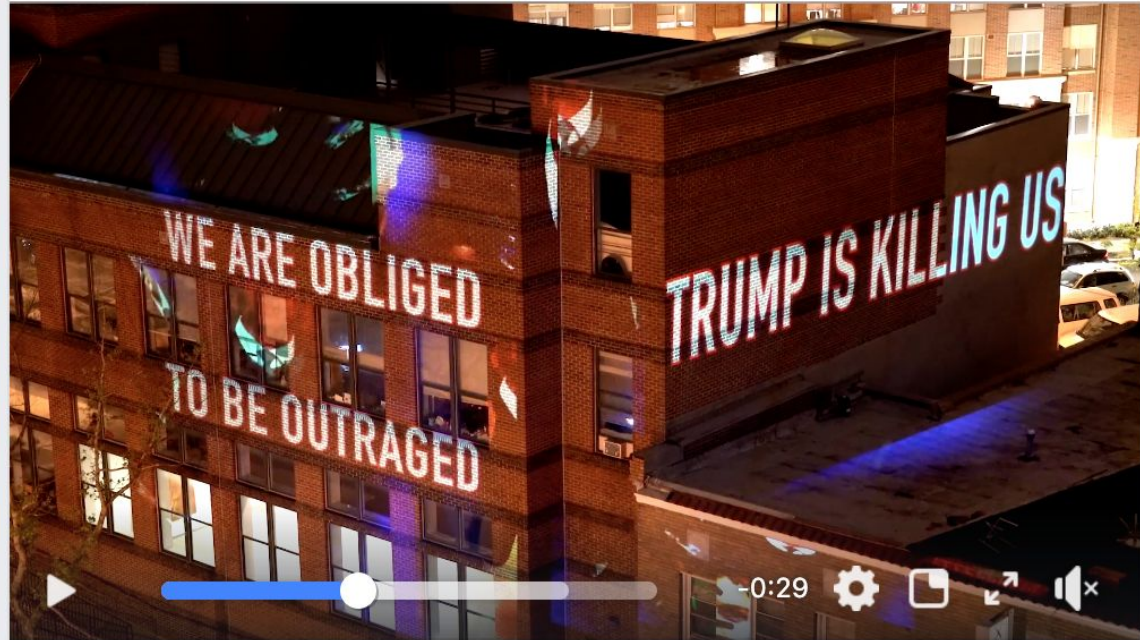



ACCEACTION.ORG  
**Join the Rent Strike Movement!** [Learn More](#)




  1.5K 659 Comments 487 Shares

 **Robin Bell** ⋮  
15 hrs · 

**WE ARE OBLIGED TO BE OUTRAGED** projection in Washington DC 4-14-2020



  Marianne Maeckelbergh and 283 others 12 Comments 288 Shares

 Like  Comment  Share



# CLIMATE JUSTICE MEANS #SHUTDOWNBERKS

RALLY & PRESS CONFERENCE | NOV 14 10:00 - 1:00 PM

BERKS COUNTY COURT HOUSE



sunriseberks • Following  
Berks County Family Detention Center



thepeoplesbailout.org



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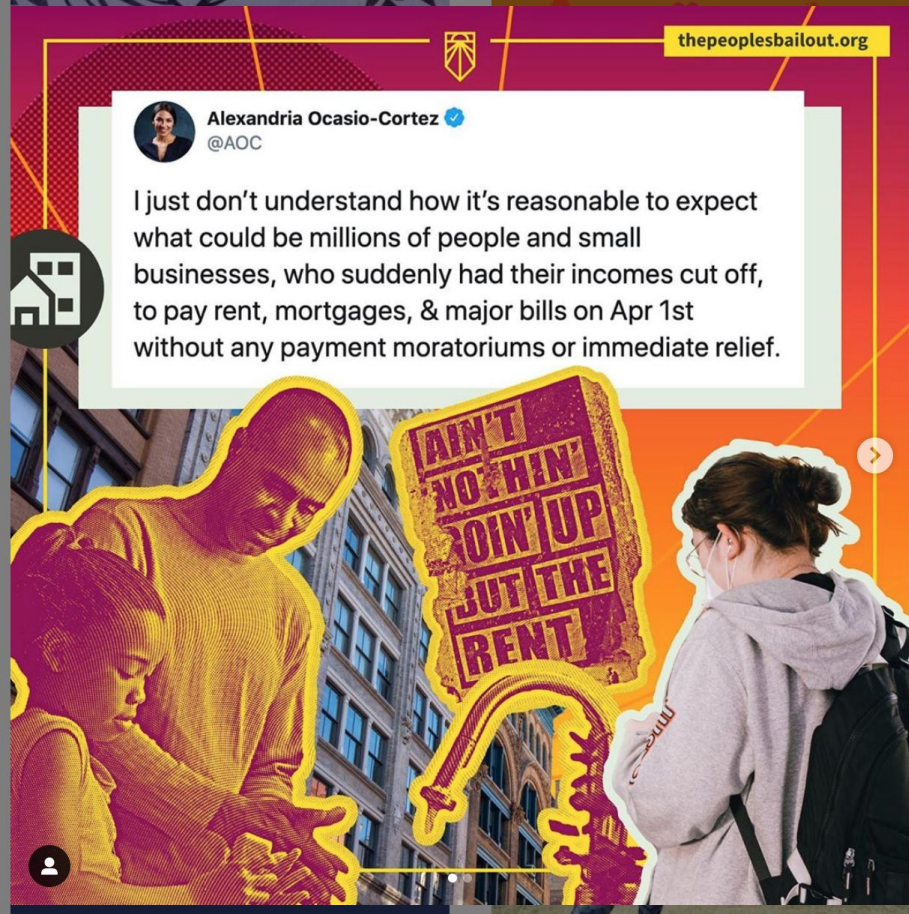
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Liked by

APRIL 1

Add a comm



Alexandria Ocasio-Cortez ✓  
@AOC

I just don't understand how it's reasonable to expect what could be millions of people and small businesses, who suddenly had their incomes cut off, to pay rent, mortgages, & major bills on Apr 1st without any payment moratoriums or immediate relief.



...how to be **visually effective**  
within the immediacy of our  
current constraints

Organizing 2.0 Conference — April 17 and 18, 2020 — Virtual Conference during COVID19

**Ange Tran, Visual-Communications Strategist + Graphic Designer**

**Social:** @angetranland **Email:** design@angetran.me

**That's enough.**

*Let's take some minutes right now  
to hit some **questions—***

Organizing 2.0 Conference — April 17 and 18, 2020 — Virtual Conference during COVID19

**Ange Tran, Visual-Communications Strategist + Graphic Designer**

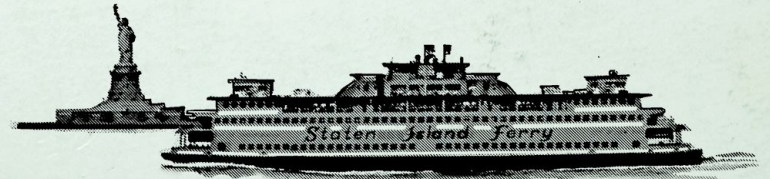
**Social:** @angetranland **Email:** design@angetran.me

# Documents

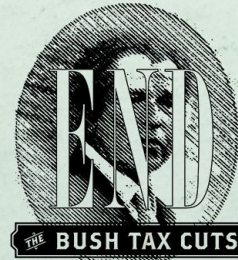
Every hour, the sun provides the earth with enough energy to power all of humanity's current energy needs for an entire year.

★ ★ ★ LABOR! ★ COMMUNITY! ★ STUDENTS! ★ FAITH! ★ PATRIOTIC MILLIONAIRES! ★ ★ ★

Join us Saturday December 1st at 11:30am for



THE PEOPLE'S YACHT TRIP  
ON THE STATEN ISLAND FERRY



For the Rich!

RECOVERY AND RECONSTRUCTION <sup>to fund</sup>  
FOR *Staten Island* AND  
*New York City*

WE WANT A CLEAR STATEMENT FROM U.S.  
REPRESENTATIVE MICHAEL GRIMM

Will you stand up for regular New Yorkers  
who need help? Or do you stand with  
the millionaires and billionaires?

STATEN ISLAND FERRY MANHATTAN TERMINAL  
11:30AM ★ 4 SOUTH ST NY, NY 10004-1940

STATEN ISLAND BOROUGH HALL ★ STATEN ISLAND  
12:45PM ★ 10 Richmond Terrace SI, NY 10301

INFO Olivia Leirer, 646-479-3426 [oleirer@nycommunities.org](mailto:oleirer@nycommunities.org)  
FACEBOOK <http://bit.ly/peoplesyacht> WEB [strongforall.org](http://strongforall.org) ★ [theaction.org](http://theaction.org)



# FOURTEEN TAX-THE-RICH REVENUE PROPOSALS 2020

**Today, big corporations and billionaires are writing the rules in our state.** The super rich lobbied hard for the Trump tax cuts and are now reaping its rewards. Our economy should work for all of us, not just the greedy few.

**Our state leaders have a basic responsibility** to stop the greed and excess of the billionaire class by passing policy to make them pay their fair share. We each do better when we all do better.

**We can invest where it matters and keep wealth where it belongs.** For that to happen, we need to tax corporations and the very rich. These times call for us to have the courage to demand the wealthiest New Yorkers return what was taken from our communities.

**To do that, we need new taxes** to claw back the ridiculous gains from decades of rigged tax policy—like the Trump tax scam. Now is the time: #MakeBillionairesPay

These measures can raise over  
\$35 billion per year for New York

## 1. BILLIONAIRE WEALTH TAX

- **Wealth tax to attack inequality** — new proposal being drafted now
  - **Yearly assessment on the speculative wealth of billionaires**—no one else pays
  - Tax wealth-in-speculation including unrealized capital gains which almost never get taxed under current federal and state law
  - Ten-year lookback period with new, stronger definitions of personal and corporate residency
  - **Legislation under development** in consultation with Senators Gianaris & Ramos and Assembly Member Peoples-Stokes
- » Raises **\$10 billion per year** or more

## 2. ULTRAMILLIONAIRES INCOME TAX

- **Higher income tax brackets for income above \$5M** (9.32%), \$10M (9.82%) and \$100M (10.32%) a year
  - **Current top rate of 8.82% is for \$1M/yr individuals and \$2M/yr households**
  - **New Jersey** raised their marginal tax rate on each dollar earned over \$5 million from 8.97 percent to 10.75 percent and the sky didn't fall —
  - **California** has a top rate of 13.3 percent
  - Proposed as **Part P** of the Assembly 2019 budget bill **A.2009B**
  - Additional bills from Senators Salazar and Gianaris and Jackson — some include "Tax the 1%" options
- » Raises **\$2.2 billion per year** or more

## 3. PIED-É-TERRÉ TAX

- **Assessment of the mostly-vacant extra homes of the rich**
  - Updated by Senator Hoylman and A.M. Glick — totally do-able, politically popular
  - 2019 version was **Senate Bill S.44 and Assembly Bill A.4540**
- » Raises **\$650 million per year** or more

**MORE CUTS FOR US, MORE SPECIAL DEALS FOR THEM . . .**

**WHY WON'T  
COUNCIL  
MEMBER  
RECCHIA  
STAND UP  
FOR OUR  
COMMUNITY?**

**CALL COUNCIL MEMBER**

**Domenic Recchia, Jr.**  
**718-373-9673**

**AND SAY "OUR COMMUNITY CAN'T TAKE MORE CUTS - RAISE THE REVENUE AND STOP THE CUTS"**

21 CITY COUNCIL MEMBERS SUPPORT RAISING REVENUE INSTEAD OF CUTTING CRUCIAL SERVICES.

**WE NEED COUNCIL MEMBER RECCHIA TO STAND UP FOR US AND JOIN THEM.**

Mayor Bloomberg's City budget proposal would cut services we need — big cuts to afterschool and child care programs for kids and families, more cuts to libraries and museums, firehouses, job training and placement, HIV/AIDS, homeless & runaway youth and homelessness prevention services, more tuition increase for CUNY community college students.

There is an alternative — make them pay their fair share. We could raise over \$750 million if we stop the tax breaks for hedge funds and millionaires, cut contracts for big banks, take back subsidies from big companies that didn't meet their job-creation promises and make DOE bureaucrats fill out the paperwork to get Medicaid payment for special-needs services.