



The League of Women Voters of New York State
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THE LEAGUE
OF WOMEN VOTERS
of New York State

July 29th, 2020

ATTN: Commissioner Marie Therese Dominguez
NYS Department of Transportation
Main Office
50 Wolf Road
Albany, NY 12232

ATTN: Executive Director Matthew J. Driscoll
New York State Thruway Authority
200 Southern Blvd.
P.O. Box 189
Albany, NY 12201

Dear Commissioner Marie Therese Dominguez and Executive Director Matthew J. Driscoll,

With voter registration and voter turnout a continuing challenge in New York State during the ongoing COVID-19 pandemic, the League of Women Voters of New York State is seeking alternative means to remotely encourage voter registration and participation in the 2020 election. Although the state legislature recently passed a bill to allow for automatic voter registration in New York State, this legislation will not take effect until 2023. The deadline to register for the November General election is October 9th, we write to you to urge the Department of Transportation and Thruway Authority to use digital highway signs to promote the importance of registering to vote for the upcoming election before this deadline.

New York State residents are continuing to social distance and limit in person interactions, but now as restrictions are being lifted, residents are beginning to leave their homes for longer durations and travel longer distances. Highway signs were highly effective in encouraging residents to stay home and use masks when going out was necessary during the early stages of our state of emergency. These signs served as a positive reminder to keep residents safe and increased awareness for those who may not have been keeping up with changing rules.

With the general election less than 100 days away, we urge you to consider using digital roadway signs to help increase awareness and encourage active participation in our democracy by promoting voter registration. Typically, the League and other voting rights organizations spend the spring, summer, and fall hosting voter registration drives and educating voters about upcoming elections, but because of the ongoing coronavirus pandemic, our voter registration and educational efforts have to be done remotely. We have made use of social media and traditional media to promote the importance of registering to vote but adding an additional reminder through the use of highway road signs will further encourage voters to register to vote and take part in the general election.

We urge you to encourage motorists to make use of the DMV's online voter registration portal before the registration deadline. We would recommend signs use the following language:

REGISTER TO VOTE BEFORE OCTOBER 9 AT DMV.NY.GOV

Using digital signs to promote voter registration through the DMV's online portal is a cost-effective and safe way to increase voter participation. We look forward to discussing this request and collaborating with you on this effort and appreciate your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Suzanne Stassevitch', with a stylized flourish at the end.

Suzanne Stassevitch
President
The League of Women Voters of New York State