Eli Demo

What issue matters most to you in our state?

| Affordable Housing | Economic Growth | Veterans' Benefits | Environment | Infrastructure Development |

Eli Intelligence Report: New York State Issue Pulse

Client: Senator [Redacted for Sample]

Campaign Date: June 2025

Audience: New York Constituents

Powered by: Eli Works

1. Emoji Engagement Summary

- **10,541 total emoji responses across 5 statewide issues**
- 2,756 follow-up conversations captured via Eli chat (26.1% conversion)
- High curiosity rate with strong signal quality from engaged participants

2. One Big Thing

New Yorkers are most engaged by affordable housing, followed closely by economic growth. *But Eli's conversational intelligence uncovered something deeper: the perceived interconnection of these issues. Voters do not treat housing, jobs, and infrastructure as isolated topics. They experience them as a web of local survival, fairness, and long-term stability.*

For many, housing isn't just a policy—it's a daily struggle. And economic growth doesn't mean much if it doesn't reach working families or repair failing systems.

These sentiments point to a voter base hungry for practical, dignity-driven solutions—not slogans.

3. Issue Selection Breakdown

Issue	Emoji	% of Clicks
Affordable Housing	🏠	32.8%
Economic Growth	💵	26.3%
Veterans' Benefits	🎖	14.9%
Environment	🌳	13.2%
Infrastructure Development	🚧	12.8%

4. Emotional Landscape

Top Themes from 2,756 Conversations:
• Frustration with state inaction—especially around housing permits, rising rents, and outdated zoning laws
• Anxiety about cost of living, inflation, and stagnant wages
• Pride in NY's veterans—but anger at long wait times and disorganized benefit systems
• Hope in infrastructure and green energy job growth—but skepticism on follow-through
• Mistrust in economic policy promises—concerns it only benefits "Wall Street, not Main Street"

5. Strategic Insights for the Senator

• **Housing touches every other issue.** Frame policies as economic security through housing.

• **Voters want equitable growth.** Emphasize how growth will be shared, not just that it exists.

• **Infrastructure = trust.** Position as proof of effective government, not just development.

• **Emotional storytelling matters.** Use real-life consequences to cut through.

6. Social Media Messaging

X (Twitter):
"New Yorkers told us loud and clear: affordable housing is the top concern. If we don't fix housing, we can't fix the rest. That's why I'm pushing bold solutions NOW. I'm listening—and I'll act. #NYHousing #EliListens"

Facebook:
"Over 10,000 of you spoke up: housing, jobs, vets, the environment... and you said these issues are connected. I hear you—and I'm turning your voices into action. Join me this Thursday at our town hall to chart a path forward." 💪🏽 🏠 🌳

7. Voter Town Hall Meeting Messaging

Title: Unity in Action: Connecting Housing, Economic Growth, Veterans, Environment & Infrastructure

Purpose:
• Demonstrate responsive leadership using data from the Eli Intelligence Report.
• Show constituents that their voices directly inform our agenda.
• Build momentum for upcoming legislative initiatives.

Agenda:
1. Welcome & Framing (5 min)
   - Thank attendees and acknowledge key themes.
   - Emphasize the "web of survival" insight.
2. Data Highlights (10 min)
   - Affordable Housing (32.8%): "A daily struggle, not just a policy."
   - Economic Growth (26.3%): "Shared prosperity, not Wall Street alone."
   - Other Priorities: Veterans (14.9%), Environment (13.2%), Infrastructure (12.8%).
3. Policy Response Panels (20 min)
   - Housing: Fast-track zoning reform & pilot rent-to-own programs.
   - Economic Growth: Tax incentives & workforce training.
   - Integrated Solutions: Transit-oriented projects linking housing to jobs.
4. Live Q&A (20 min)
   - Invite constituent questions with real quotes.
5. Commitment & Next Steps (5 min)
   - Announce a "Housing-Jobs Task Force."
   - Solicit sign-ups for working groups.
   - Closing: "You spoke. We listened. Now, together, we act."

8. Press Release

FOR IMMEDIATE RELEASE
June 2025

Senator [Name] Unveils Data-Driven Plan Following Over 10,000 New Yorker Engagements

Albany, NY — Today, Senator [Name] announced a comprehensive policy agenda shaped by constituent insights from the Eli Intelligence Report. More than 10,541 New Yorkers clicked through our smart-emoji engagement, and 2,756 engaged in follow-up conversations—revealing top priorities: housing, economic growth, veterans' benefits, the environment, and infrastructure.

Key Highlights:
• Zoning Reform & Rent-to-Own Pilots: Streamline permitting and mixed-income housing.
• Small Business & Workforce Boost: Targeted tax credits and green energy apprenticeships.
• Infrastructure Transparency: Clear timelines and community oversight.

"Affordable housing is about dignity," said Senator [Name]. "You told me these challenges are interconnected—and that guides every step."

Media Contact:
[Name], Communications Director
[Email] | [Phone]

9. Social Posts Evaluation

• Data-Driven Voice: Both posts cite engagement figures and themes, signaling genuine listening.
• Action-Oriented Language: "I'm listening—and I'll act" commits to follow-through.
• Emotional Connection: Strong verbs and constituent language ensure resonance.
• Urgency & Unity: Links urgency with collective effort.