



# Strategic Re-Election Plan for Assemblymember Stefani Zinerman (NY AD-56, 2026 Primary)

## Executive Summary

Assemblymember **Stefani Zinerman** faces a **competitive 2026 Democratic primary** in a changing political landscape. District 56 (Bedford-Stuyvesant and part of Crown Heights) remains a predominantly Black community (about **77% African American** per 2020 Census <sup>1</sup>) with deep-rooted civic and faith institutions, but it's also experiencing demographic shifts and **rising progressive activism**. In 2024, Zinerman narrowly fended off a **Democratic Socialist (DSA)** challenger, **Eon Huntley**, by just 6 points (516 votes) <sup>2</sup> <sup>3</sup>, and he is now *poised for a rematch*. Meanwhile, DSA's citywide influence has grown – **Zohran Mamdani's stunning victory** as NYC Mayor-elect at age 34 epitomizes this progressive wave <sup>4</sup>. To secure re-election, Assemblymember Zinerman must **leverage her track record of community-driven results**, broaden her coalition across generations and groups, and clearly contrast her **proven leadership** against the challenger's narrative.

### Key Recommendations:

- **Highlight Delivered Initiatives & Community Impact:** Aggressively publicize Zinerman's **tangible accomplishments** (e.g. a new \$6 million Bed-Stuy Health & Wellness Hub, support for volunteer EMS and violence prevention, school and food security programs) to show voters real outcomes that improve daily life <sup>5</sup> <sup>6</sup>. Use ribbon-cuttings, op-eds, and social media to tie these wins to residents' needs in health, safety, housing, and education. This will **raise public awareness of the office's impact** and outshine opponents' promises.
- **Craft a Unifying Message of Trust & Coalition-Building:** Center the campaign on "**Community Rooted, Future Focused**" leadership – emphasizing Zinerman's lifelong ties and trust in the district alongside her forward-looking solutions. Feature **testimonials from diverse community voices** (clergy, seniors, youth leaders, tenant advocates, small business owners) to validate that "**she delivers for us.**" This builds broad credibility and counters any "outsider" narrative from challengers.
- **Mobilize Core Base with Clergy & "Souls to the Polls":** Partner with influential faith leaders and the **African American Clergy and Elected Officials (AACEO)** coalition to energize churchgoing voters <sup>7</sup>. Plan "**Souls to the Polls**" voter drives during early voting (e.g. church vans to polling sites) and have pastors speak to Zinerman's work from the pulpit. The trusted clergy-elected relationship in central Brooklyn is a force multiplier for turnout and **community validation**.
- **Engage New Allies & Intergroup Outreach:** Expand outreach to **intergroup partners** beyond the traditional base. Conduct listening sessions and business walks with **Orthodox Jewish neighbors** in Crown Heights and **Yemeni/Arab American bodega owners**, emphasizing shared concerns like public safety, small business support, and hate crime prevention. Proactively show up for *all*

community cultural events. This intergroup bridge-building not only brings in additional voter blocs but showcases the Assemblymember's inclusive leadership in a multicultural district.

- **Anticipate & Neutralize Opponent Narratives:** Develop a fact-based rapid response to key critiques from Huntley's DSA campaign:
  - *"Big-money interests vs. people power"*: Note that **Zinerman's funding** enabled **community wins** – e.g. Speaker Heastie praised how she *"fought hard"* to secure resources for maternal health and violence prevention <sup>8</sup>. Emphasize **full transparency** and commitment to people's needs over ideology.
  - *Housing and gentrification*: Highlight Zinerman's efforts on **housing stability** – e.g. fighting deed theft, supporting 100% affordable housing plans and tenant programs – to prove she's actively addressing displacement, not beholden to developers <sup>9</sup> <sup>10</sup>. If Huntley pushes "Good Cause" or tenant rights, point to her **record of advocacy for renters and homeowners** in the district.
  - *Public safety*: Underscore her **public safety reform approach**: working with **neighborhood-based anti-violence groups** and funding community responders (BSVAC ambulance, KAVI) in line with modern justice reform ideals <sup>11</sup> <sup>5</sup>. This community-partner strategy aligns with Brooklyn DA's *Justice 2020* vision to *"empower residents through neighborhood safety partnerships"* <sup>11</sup>, giving her progressive credibility on justice.
  - *Responsiveness and generational change*: Publicize her constant engagement – e.g. **monthly Community Action Network meetings** at Restoration Plaza where residents get updates and tasks <sup>12</sup> – to show she's present and accountable. Stress that as a **Deputy Majority Whip** in Albany <sup>13</sup>, she delivers clout for the district. Meanwhile, position the challenger as *well-meaning but untested: "Bed-Stuy needs results, not just rhetoric,"* bridging elder and younger voters' aspirations.
- **Execute a Phased Voter Engagement Plan:** Begin **early 2026** with community town halls and issue forums (health, housing, education) co-hosted by local organizations to spotlight her policy work and invite constituent feedback – reinforcing trust. During spring, **deploy an energized field operation** blending experienced local organizers and younger volunteers: door-knock every block with literature highlighting "promises kept," and use **peer-to-peer outreach** (e.g. PTA networks, block associations, tenant associations) for personalized contact. Coordinate closely with aligned campaigns (e.g. Hakeem Jeffries' team if he faces a primary) to share turnout efforts. As primary day nears (June 2026), intensify GOTV with church events, block parties, senior center visits, and youth-led canvasses, ensuring **high turnout especially among reliable older voters and motivated pro-Zinerman constituencies**.

Together, these strategies form a comprehensive plan to **reinforce Zinerman's community-rooted credibility, unify a broad coalition across age and ethnic lines, and maximize voter enthusiasm and turnout**. By amplifying her authentic record of service and partnerships – and contrasting it with her opponent's relative inexperience – Assemblymember Zinerman can confidently chart a path to **victory in the June 2026 primary**.

# Detailed Strategic Plan

## 1. Campaign Context and Background

**District Profile & Demographics:** New York's 56th Assembly District covers the heart of Bedford-Stuyvesant and parts of Crown Heights in Brooklyn <sup>14</sup>. The community is historically African-American – as of 2020, about **77% of residents are Black**, 12% Hispanic, 6% white, 2% Asian <sup>1</sup>. It's a neighborhood rich in cultural legacy and civic activism, known as a hub of Black culture and political power. However, rapid gentrification and rising housing costs in recent years have brought socioeconomic change. Longtime residents face displacement pressures even as new businesses and more affluent newcomers arrive <sup>15</sup> <sup>16</sup>. The median age is around 35 <sup>17</sup>, reflecting many working-age adults and young families, but **seniors remain a key voting bloc** and community anchors (Bed-Stuy's tradition of multi-generational households and church communities means elders hold influence). Voter turnout in the district **fluctuates with competition** – in the **2020 primary (open seat)** over 18,000 votes were cast <sup>18</sup>, whereas **2024's primary** saw about 8,800 voters <sup>19</sup>. This indicates a *large pool of potential voters* exists, though only a fraction participate in off-year primaries. Mobilizing sporadic voters (especially younger residents and recent movers) while holding the reliable base will be crucial in 2026.

**Political Landscape Shift (DSA Influence):** Since Zinerman's first win in 2020, the local political environment has been altered by the rise of the **Democratic Socialists of America (DSA)** in NYC politics. This trend reached a crescendo with Assemblymember **Zohran Mamdani's election as New York City Mayor in 2025**, a remarkable ascent for a 34-year-old democratic socialist <sup>4</sup>. Mamdani's victory as mayor-elect signals that progressive activists now command significant citywide support and are eager to extend their influence into state legislative races. Central Brooklyn has become a **proxy battleground between DSA-aligned insurgents and the established Democratic organization** <sup>20</sup>. Indeed, City & State NY describes the Zinerman vs. Huntley contest as part of an "ongoing DSA-Hakeem Jeffries proxy war in central Brooklyn" <sup>20</sup>. Congressman **Hakeem Jeffries (whose district overlaps Bed-Stuy)** leads the moderate wing nationally and locally, and he backed Zinerman last cycle. In 2026 he himself may face a DSA-backed primary (Councilmember Chi Ossé has signaled interest in challenging Jeffries <sup>21</sup>), further electrifying the political climate. **Bottom line:** the campaign unfolds amid a **surging progressive challenge to Brooklyn's old guard** – yet also potential overreach by DSA that could worry moderate voters. Voters see evidence of DSA's growing clout (a new mayor, several socialist city council members) but also will be evaluating its results. Zinerman must navigate this environment by proudly standing on her **progressive achievements through pragmatic means** – essentially demonstrating that one can deliver bold outcomes *without* being a firebrand outsider.

**Incumbent Profile – Zinerman's Record:** Assemblymember Zinerman is a lifelong Brooklynite and seasoned community advocate. Elected in 2020, she quickly gained a reputation for championing **education access, food justice, housing stability, and maternal health** <sup>22</sup> – issues at the core of her district's needs. She brought years of public service experience (former Chief of Staff in NYC Council and aide to State Sen. Velmanette Montgomery) and deep local ties (NAACP member, Community Board 3, etc.) <sup>23</sup>, giving her credibility across generations. **Key initiatives during her tenure include:**

- **Bed-Stuy Health & Wellness Hub:** Zinerman secured **\$6 million in the FY2024-25 state budget** to develop a multi-service health center at the Bedford-Stuyvesant Volunteer Ambulance Corps site <sup>24</sup>. This project – achieved through persistent advocacy with Speaker Carl Heastie – will fund a **modern community health hub** featuring **emergency medical services, a maternal health birthing**

**center, and violence prevention programs** <sup>25</sup> <sup>5</sup>. It is a signature achievement addressing healthcare disparities and public safety through community institutions. Speaker Heastie publicly praised Zinerman for “fighting hard for this funding” to expand critical care for families in Bed-Stuy <sup>8</sup>. A land-conveyance bill she sponsored passed the Legislature to give BSVAC ownership of their longtime headquarters land, protecting them from rent hikes and enabling this expansion <sup>5</sup>. **Alignment with borough priorities:** This directly advances Brooklyn’s “**Health, Wellness + Justice**” goal, as Borough President Reynoso’s Comprehensive Plan calls for **health equity and community-based wellness infrastructure** <sup>26</sup>. By investing in a holistic public-health hub – “*Bed-Stuy’s first*,” as Zinerman notes <sup>5</sup> – she is delivering on borough-wide objectives of improving healthcare access and violence prevention at the neighborhood level.

- **Community-Based Public Safety Initiatives:** Long before “defund vs. police” debates, Zinerman quietly fostered **community-rooted public safety** programs. She partnered with **Kings Against Violence Initiative (KAVI)** – a local anti-gun-violence nonprofit – to expand trauma-informed youth programs that interrupt cycles of violence <sup>5</sup>. She also supports the 81st Precinct Community Council and other resident-led safety efforts <sup>27</sup>, exemplifying a balanced approach: *accountable policing* plus *empowered community intervention*. Notably, this mirrors recommendations from the Brooklyn DA’s **Justice 2020** action plan, which urges engaging communities as “partners in justice” and expanding community-based justice options to reduce incarceration <sup>11</sup>. Zinerman’s role in funding KAVI and BSVAC’s emergency response upgrades shows she’s putting that philosophy into practice – “*strengthening trust in law enforcement requires that the community be included*,” as Justice 2020 envisioned <sup>28</sup> <sup>29</sup>.
- **Housing and Development Advocacy:** Housing affordability is a flashpoint in Bed-Stuy, and Zinerman has positioned herself as a defender of **housing stability**. She has publicly backed efforts to prevent **deed theft** (a scam depriving Black homeowners of property) and supported investing in NYCHA repairs and tenant services (aligning with her opponent in broad strokes on keeping people in their homes). On new development, she has walked a fine line – supporting *deeply affordable* housing but also insisting on community input. For example, when the city’s Atlantic Avenue Mixed-Use Plan proposed building affordable units on a historic school site, residents feared gentrification. Sources indicate Zinerman worked behind the scenes with officials to ensure any project on public land is **100% permanently affordable** and includes community space <sup>30</sup>. (The City has since committed to an RFP for a fully affordable development on that site <sup>30</sup>.) Going forward, she can tout this as proof that *she stands with the community* on development: *public land for public benefit*. Additionally, Zinerman introduced legislation to establish a “small rental housing development initiative” – aiming to fund construction of small multifamily buildings (which could increase local housing supply without mega-developments) <sup>31</sup>. **Alignment with borough priorities:** These efforts sync with Brooklyn’s plan emphasis on “**Housing Growth + Housing Choice**” – balancing growth with genuine affordability <sup>26</sup>. By advocating permanent affordability and protecting existing residents (homeowners and renters alike), she aligns with strategies to prevent displacement while welcoming equitable development.
- **Education and Youth Engagement:** A former school PTA president and longtime education activist, Zinerman continues to push for **quality public education** funding and programming. She has secured resources for local schools’ technology and after-school programs (for instance, helping 15 schools start **hydroponic farming labs** to teach STEM and improve nutrition access <sup>6</sup>). During the COVID crisis, she supported mutual aid like school-based food pantries. As a member of the

Assembly's Education Committee (and given her opponent's emphasis on fully funding schools), she can point to her advocacy for Foundation Aid increases and her collaboration with teachers and parents. It's worth noting she enjoys goodwill from many in the education community **despite receiving contributions from pro-charter school groups** – a nuance she'll need to address. Her stance has been that she supports all **paths to help children succeed** but remains committed to strengthening the public school system first and foremost (which is why she's backed by figures like Public Advocate Jumaane Williams and AG Tish James, both staunch public ed supporters <sup>32</sup>). Going into 2026, highlighting her **real results for students** (e.g. new funding or programs in District 56 schools) will help neutralize any "sold out to charters" accusations.

- **Food Justice and Senior Services:** From community gardens to senior centers, Zinerman has made "food justice" and elder care part of her platform <sup>22</sup>. She helped channel state grants to Bed-Stuy's network of urban farms and farmer's markets, promoting healthy food access. In interviews, she proudly noted that the district now has dozens of community gardens and even school-based farms thanks to investments she championed, which enhances local resilience: "*we have 15 schools growing food...26 community farms...my investments over the last four years have been in those spaces*" <sup>6</sup>. This proved visionary during supply chain disruptions – a point she can mention to voters concerned about food prices and self-sufficiency. For seniors, she chaired an "Age-Friendly" initiative while at the City Council, expanding senior programming and accessibility (Brooklyn was recognized as an Age-Friendly City in 2019 in part due to those efforts <sup>33</sup>). She continues that focus in the Assembly, fighting for homecare funding and sponsoring regular senior resource fairs. These community-rooted issues underscore her **ethos of care and intergenerational solidarity**.

In sum, Assemblymember Zinerman's record is one of **tangible community investments combined with bridge-building leadership**. She has shown that *pragmatic progressivism* can yield real benefits: whether it's a new health center or gardens flourishing on formerly vacant lots, she turns policies into on-the-ground change.

**Challenger Profile – Eon Huntley:** Zinerman's chief opponent, **Eon Tyrell Huntley**, is a 30-something **DSA-aligned activist and tenant organizer** who nearly upset her in 2024. Huntley is a **third-generation Brooklynite**, raised in NYCHA housing in East New York, who moved to Bed-Stuy in 2025 to run again <sup>34</sup>. He frames his candidacy around "*people over profit*" populism and has refused corporate donations <sup>35</sup> <sup>36</sup>. His 2024 run rallied a significant youth-driven, socialist-leaning coalition: he won ~47% in the primary <sup>37</sup> through door-to-door organizing and NYC-DSA's endorsement. Key planks of Huntley's platform include:

- **Housing for All:** Huntley casts himself as a **fierce anti-gentrification champion**. He vows to "say no to the real estate lobby" and to **defend renters** from displacement <sup>38</sup> <sup>39</sup>. His platform calls for expanding rent control, passing Good Cause eviction protections, enacting the Tenant Opportunity to Purchase Act (giving tenants first crack at buying their buildings), massively reinvesting in NYCHA, and building new "**green social housing**" <sup>40</sup>. He often cites soaring rents and instances of landlords pushing out families as motivation for his run. This message resonates in Bed-Stuy, where many feel the "*neighborhood's soul is being ripped out by developers*" <sup>41</sup>. Expect Huntley to hammer any association Zinerman has with developers or her acceptance of real-estate-linked PAC money in 2024.
- **Education & Public Investment:** As the husband of a public school teacher and a former PTA president, Huntley emphasizes **fully funding public schools** and opposing charter school

expansion. He recounts personal stories of school budget cuts and rallies against Mayor Adams' education reductions <sup>42</sup>. He proposes free CUNY/SUNY tuition and universal childcare <sup>43</sup>. By invoking his own organizing of a school food pantry during COVID, he demonstrates grassroots leadership and mutual aid – implicitly contrasting with incumbents "who weren't there." His education stance aligns him with teachers' unions and progressive parents, though Zinerman can neutralize this by highlighting her similar priorities and any UFT support she has.

- **Labor and Economic Justice:** A union member (Workers United Local 340) who helped negotiate a contract for his shop, Huntley advocates strongly for **workers' rights, higher wages, and unionization** <sup>44</sup>. He presents himself as the *working-class* candidate who understands the squeeze of rising costs. This can appeal broadly, but notably, Zinerman can point to her own labor endorsements and votes for minimum wage increases to show common ground.
- **Criminal Justice & Immigration:** Huntley supports cutting ties with ICE and blocking local cooperation with immigration enforcement (he backs the New York For All Act) <sup>45</sup>, positioning himself as a defender of immigrant neighbors – salient with fears of federal crackdowns. On justice, he echoes decarceral policies and would likely highlight any vote of Zinerman's perceived as too moderate on policing or bail (though she generally toes a progressive line on such issues). His association with DSA also means he's tied to their stances on policing (DSA members often support reallocating police funds to community services). Importantly, Huntley is vocally **pro-Palestine** – endorsing the "Not on Our Dime" Act to bar NY nonprofits from funding Israeli settlements <sup>46</sup>. In the current climate, this could galvanize young leftists but also alienate some voters (e.g. Jewish or more moderate voters troubled by heated rhetoric on this issue). Zinerman might quietly leverage this by solidifying support among any local Jewish community leaders or those uncomfortable with DSA's foreign policy foray.
- **Campaign Narrative:** Huntley's overarching narrative is that **Zinerman represents the establishment** – bolstered by "big money" and out of touch with on-the-ground struggles – whereas **he is the grassroots voice** for ordinary people. On his website he notes in 2024 "*Big Real Estate and the AIPAC of New York' spent a record amount to [help Zinerman] win by 516 votes*", arguing that the incumbent can be bought while he "*rejects all corporate donations*" <sup>36</sup>. He positions himself as "accountable only to the people" <sup>36</sup>. This narrative taps into a real sentiment among some voters for a new generation of leadership free from entangling alliances. In addition, Councilmember Chi Ossé's public call for a primary challenge against Zinerman (and his own break with the local party establishment) lends Huntley's campaign a **youth vs. old guard** dynamic. Huntley will likely also critique specific issues such as: Zinerman's perceived lukewarm support for **Good Cause Eviction** law (she did not co-sponsor it in 2023-24, whereas DSA will push that she should have), and her acceptance of funds from pro-charter and real estate PACs (to imply she isn't truly progressive on housing or education).

**Primary 2024 Post-Mortem – Lessons:** In analyzing 2024's close result, a few factors emerge: - **Voter Geography:** Huntley, despite living just outside the district then, mobilized pockets of support especially among younger renters and some progressive homeowners in gentrifying parts of Bed-Stuy. Zinerman maintained strength among churchgoing seniors and long-tenured residents, and benefited from being on the **Jeffries/James team**, which campaigned for her <sup>32</sup>. For 2026, with Huntley now a resident and presumably correcting that vulnerability, Zinerman must assume he will consolidate the progressive vote even more. - **Turnout and Ground Game:** Huntley's grassroots canvassing nearly matched the traditionally

higher-turnout senior vote that Zinerman relied on. However, turnout was relatively low. There is a pool of voters – e.g. middle-aged homeowners, moderate working-class families – who didn't turn out in 2024 but might if sufficiently motivated (these are folks not naturally in DSA's organizing network, but also not reached by a low-key incumbent campaign). A concerted effort to **expand turnout beyond 2024 levels** will benefit Zinerman, since Huntley likely maxed out the easily-tapped activist base last time. Every additional church convoy or tenant association voting en masse for Zinerman could tip the scales. - **Money and Matching Funds:** Huntley leveraged NYC's public matching funds program to amplify small donations <sup>20</sup>, giving him a competitive budget. Zinerman's campaign and supportive PACs outspent him, but not by an overwhelming margin in terms of field presence. In 2026, she will need sufficient funds for robust voter contact (mailers, digital ads, canvass operations) to match DSA's volunteer-driven efforts. The good news: as an incumbent with legislative wins, she has more positive content to fuel fundraising and advertising.

Overall, the stage is set for another **close primary contest** in June 2026. Voters will effectively choose between **Zinerman's track record of community-focused pragmatism** and **Huntley's call for activist-driven change**. The strategic plan below lays out how Assemblymember Zinerman can maximize her strengths, address her weaknesses, capitalize on opportunities, and guard against threats – essentially a roadmap to win over the hearts, minds, and ballots of District 56 Democrats once again.

## 2. Strategic Objectives and Themes

Based on the context above, the campaign's strategy will revolve around a core theme of "**Trust, Results, and Unity**" – highlighting that **Zinerman is the trusted hometown leader who delivers real results and unites diverse communities**, as opposed to an unproven agitator. The strategic objectives are:

- **Build Unshakeable Trust and Credibility** with voters by showcasing Zinerman's proven **service and accessibility**. Every communication should reinforce that she has *always* been there for the community and will continue to be its **dependable advocate**. We want voters – especially older and long-time residents – to feel "*she has our back, she's one of us.*" This involves not just reminding them of accomplishments but also showing humility, listening, and shared values (faith, family, justice).
- **Publicize Impact and Progress:** Ensure that the electorate is aware of **concrete improvements** in the district tied to Zinerman's work. Many initiatives, like the BSVAC health hub or school hydroponics, are first-of-their-kind and deeply beneficial – but voters won't automatically credit their Assembly Member unless we connect the dots. By election day, an average voter should be able to recall *at least two specific positive things* Zinerman has done that have made a difference locally (for example: "*she got that new health center built*" or "*she helped save the volunteer ambulance corps*"). This undercuts any "what has she done for us lately?" arguments.
- **Forge a Broad, Intergenerational Coalition:** Given the split in her last race, the campaign must **expand the tent**. The goal is a coalition that spans:
  - **The Faithful and Seniors** – longtime church members, civic association elders, NYCHA tenant leaders, etc., who are loyal voters (and likely Zinerman supporters if engaged properly). We need these voters not only turning out, but also **enthusing their peers and younger family members** to vote Zinerman.
  - **Middle-Age and Working Families** – homeowners, union members, small business owners in the district who may not be as vocal but value stability and experience. They might be less captivated by

DSA rhetoric and open to Zinerman if reached through practical messages (safe streets, property values, school quality). Many in this group may have sat out 2024; winning them is key.

- **Younger Progressives and Newcomers** – the hardest group for an establishment incumbent, but not monolithic. Not all young voters are DSA hardliners; many simply want active representation. By leaning into her progressive achievements (climate resilience projects, justice reform stance, etc.) and maybe adopting a couple of Huntley's policy ideas (if genuine), Zinerman can peel off some progressive support or at least persuade them *not* to demonize her. Engaging local youth leaders, and demonstrating respect for the causes young people care about (climate, racial justice, etc.), will help. Additionally, appealing to the **shared Brooklyn identity and pride** can resonate: e.g. “*we Brooklynites stick together to solve problems – I welcome your energy as we fight for housing, but let's do it together.*”
- **Minority Communities within the District** – such as **Orthodox Jews in Crown Heights** and **Arab/Yemeni Americans** in the local business community. These groups might not be huge in number but can provide important support and moral authority. A bloc of Orthodox voters, for instance, could be motivated to vote for Zinerman given Huntley's stance on Israel (if that becomes known) and Zinerman's record of cooperation with Jewish institutions. Similarly, Yemeni bodega owners (many of whom live in the community or nearby) have political clout – recall the 2017 Yemeni bodega strike that demonstrated their unity. They appreciate elected officials who acknowledge their contributions and safety concerns. Outreach here can yield endorsements or visible backing (like shop owners putting her poster up) that signal multi-ethnic solidarity.
- **Undercut the Opponent's Momentum** by addressing his selling points without naming him. Essentially, **neutralize Huntley's narrative**:
  - If he claims to be “*for the people*”, the campaign should illustrate that **Zinerman is the people's choice**, trusted by community pillars (pastors, principals, block presidents) who have *known* and worked with her for years. Use community testimonials to this effect.
  - If he rails against big donors, Zinerman can commit to a positive reform agenda on campaign finance (e.g. “*I support public financing too – let's get money out of politics, but I won't unilaterally disarm when extremists are spending against our community*”). Remind voters that outside PACs stepped in because Huntley's platform was seen as extreme by some; frame that support as a defense of the community's interests (e.g. pro-charter funds = parents worried about education quality; pro-Israel funds = neighbors concerned about extremism). This must be done carefully and mostly **indirectly**, so as not to elevate his attacks but to give moderate voters reassurance.
  - On **housing**: Acknowledge the crisis and overlap with Huntley's diagnosis, but differentiate on solutions. Zinerman's messaging: “*I share Eon's passion for housing justice – every family deserves a home. I'm fighting for that in Albany, and getting results like [XYZ]. What we don't need is slogans that won't pass – we need someone who can actually get the funding and laws we need.*” Emphasize her support for tenant protections (she can mention co-sponsoring the Housing Access Voucher Program or similar, if applicable) and local homeowner support programs, to show a holistic approach.
  - On **being 'new' vs 'experienced'**: Turn experience into a positive (clout, proven efficacy) and newness into a risk. However, avoid disparaging Huntley personally – instead praise youth activism in general but suggest it's most effective working *with* seasoned leaders: “*Our movement in Bed-Stuy is strongest when youth energy and elder wisdom unite. That's how we've won before – and that's how we'll*

*keep winning for our community.*" This reinforces her coalition theme and counters the age divide narrative.

- **Align with Larger Progressive Agendas while Maintaining Local Focus:** Leverage parts of the **DSA agenda that overlap with community needs**, effectively co-opting some of the energy. For instance, Zinerman can highlight her support for the New York Health Act (if she indeed supports single-payer healthcare) or her commitment to climate action (pointing to any community solar or green jobs funding she's brought in). By doing so, she narrows the space for Huntley to paint her as anti-progressive, and she ties her work to popular citywide movements (public healthcare, etc.) *on her own terms*. At the same time, keep the **focus on local outcomes** – voters ultimately care about what their Assembly Member is delivering in Bed-Stuy, so even big ideas should be discussed in terms of local impact (e.g. *"If we pass the NY Health Act, folks in our district won't have to worry about Mount Sinai hospital bills"*).

Each objective feeds into the ultimate mission: **win the primary convincingly while strengthening community unity**. A win achieved by pitting groups against each other (young vs old, newcomers vs natives) could deepen divisions; instead, Zinerman's plan intentionally emphasizes *bridge-building*, so that her victory feels like a collective community achievement.

These strategic objectives set the tone. Next, we translate them into concrete tactics, messaging, and an operational timeline.

### 3. Messaging Strategy and Narrative

The campaign's messaging will revolve around a compelling **narrative of trust, tangible progress, and inclusive leadership**. All communications – from speeches and mailers to debate answers – should reinforce a few central storylines:

**"Born of the Community, Working for the Community":** Convey Zinerman's **deep Bed-Stuy roots and lifelong service**. For many voters, knowing an elected official is *from* their world is the first basis of trust. We will remind people that: - She is the daughter of Bed-Stuy (her parents met here, as noted in Amsterdam News profiles, and she has family roots going back decades) <sup>47</sup> . - She raised her own children here and has lived the struggles and hopes of this community. - Before ever holding office, she was organizing block clean-ups, PTA meetings, NAACP voter drives – *"Stefani has been in the trenches with us"*.

This bio narrative undercuts any outsider appeal Huntley attempts. We'll use phrases like **"Bed-Stuy is in my blood"** or **"I'm not just your Assemblymember – I'm your neighbor"**. Visuals: campaign literature and social media should feature her in familiar local settings (church pews, Brownstone stoops, NYCHA courtyards, the Fulton Street market, etc.) interacting warmly with residents. The goal is to evoke a feeling of *homegrown authenticity*.

**"Proven Leadership, Real Results":** This is the crux to differentiate from a challenger. We will repeatedly list **specific accomplishments** and tie them to individuals or groups in the community: - **Health Hub & Ambulance Corps:** *"When Bed-Stuy's volunteer medics needed help to keep saving lives, Stefani Zinerman delivered – securing \$6 million for a state-of-the-art health and wellness center right here on Greene Ave* <sup>5</sup> . Now our community will have faster ambulances, a birthing center for mothers, and violence intervention programs for our youth." - **Safer Streets Initiatives:** *"When gun violence hurt our blocks, Stefani brought in Kings Against*

*Violence Initiative to mentor our youth and stop the cycle* <sup>48</sup> . *She didn't just talk about 'public safety' – she built a coalition to achieve it.* - **Housing Wins:** *"When developers eyed public land at the old Girls High School, Stefani stood with residents to demand 100% affordable housing and community space* <sup>30</sup> . *No private luxury towers on our public land – Stefani made sure of that.*" Also, *"She's helping longtime homeowners fight deed theft and get repairs, so we don't lose our legacy homes."* - **Education & Youth:** *"Remember those hydroponic gardens at our schools? That was Stefani's doing – turning our schools into innovation hubs so our kids learn and we grow fresh food* <sup>6</sup> . *She's always looking out for our children's future."* - **Quality of Life & Seniors:** *"Stefani helped Bed-Stuy become an Age-Friendly City, expanding senior centers and services* <sup>33</sup> . *She's organized monthly Community Action meetings for anyone to come speak out and get resources* <sup>12</sup> – *that's real accessibility.*"

By peppering these into communications, we paint a picture of an incumbent who *gets things done*. Each example will be accompanied by either a direct citation (in written materials) or a testimonial if possible. For instance, have a BSVAC volunteer or nurse say in a campaign video: *"Stefani made this health center happen. She fought for us."* Or a local senior: *"Thanks to Stefani, my block now has a community garden. She listens."* Community validation in their own words is extremely powerful, lending credibility that no generic claim can match.

**"One of Us, Leading All of Us":** Emphasize her **inclusive coalition-building**. She isn't just the representative of one faction – she brings people together: - Use her involvement in **A.A. Clergy & Elected Officials (AACEO)** as proof of her convening power. E.g., *"Stefani prays with our pastors and works with them to uplift families – she understands faith and community go hand in hand."* We can mention that Gov. Hochul recognized the *"power of the relationship between the clergy and the elected leaders"* at an AACEO event <sup>7</sup> – and Stefani leverages that power for Bed-Stuy. - Highlight endorsements and kind words from **a rainbow of supporters**: Black church pastors, a rabbi or Jewish community activist (if obtainable), Latino business owners on Fulton, the president of the Yemeni merchants association (YAMA) if possible (they have been politically active citywide). The messaging here: *"She makes everyone feel heard and valued – whether you worship on Sunday, Saturday, or Friday, whether you've been here 50 years or 5 – Stefani works with you."*

This inclusive framing not only attracts votes from those groups but signals to all voters that she embodies the **unity** and **diversity** of the district.

**"Standing on Shoulders & Lifting New Voices":** Given the generational aspect, incorporate a narrative that **honors the legacy** of past leaders and encourages rising ones. For example: - *"I was mentored by giants like the late Hon. Al Vann and Assemblywoman Annette Robinson who taught me that service is sacrifice. I carry their torch."* This pays homage to Bed-Stuy's political lineage, which older voters appreciate. - Simultaneously: *"I'm proud to mentor young leaders and include them in decision-making – from my interns to young activists at our Community Action Network meetings. We're in this together."* Perhaps mention a young person (maybe a college student from Bed-Stuy) who interned in her office and now is leading a project. This conveys that she's not holding the younger generation back; she's empowering them within the system. - Use a tagline like **"Progress is a relay race – I'm running my lap strong and also passing the baton to the next generation."** This poetic framing can diffuse the "time for new blood" argument by showing she's part of that pipeline of progress.

**Contrast: "Results, Not Rhetoric / Partnership, Not Polarization":** While staying positive, the campaign should draw an implicit contrast with Huntley's approach. Phrases to use: - *"It's easy to shout and tweet; it's harder to govern and actually change things – I prefer doing the hard work."* (without naming him). - *"Some in politics want to divide us into camps – old vs young, tenant vs owner, this group vs that group. I reject that. Bed-*

*Stuy has always been strongest when we unite – that's how we beat back COVID, how we reduced shootings last year, how we demand more school funding. I build coalitions to get things done.*" This addresses the potential divisiveness of a left-vs-establishment fight and positions her as the unifier. - *"I don't take a pledge of purity; I take responsibility for delivering."* This is a subtler jab at ideological purists, framing her practicality as a virtue.

**Campaign Slogan and Hashtags:** We should condense the message into a memorable slogan. Possibilities:  
- **"Rooted in Bed-Stuy. Delivering for Bed-Stuy."** (Simple, hits the main points of roots and results.) -  
**"Trust Stefani – She Delivers."** (Emphasizes trust and accomplishments; could be used on palm cards.) -  
**"One Community, One Vision, One Stefani."** (Speaks to unity; maybe a bit cheesy but unifying.) For social media, hashtags like **#BedStuyStrong** or **#TeamStefani** could work, but more importantly, we will use content that highlights community stories (#FacesOf56th for mini-profiles of supporters could be a nice touch, humanizing the coalition).

**Tone:** The tone should remain **upbeat, proud, and empathetic**. Zinerman's personal warmth is an asset – let that come through. Even when responding to criticisms, maintain a respectful tone toward the opponent (never attack his character; instead counter his claims with facts and values). Voters should see her as *confident but not arrogant, firm but not nasty*. This especially appeals to older voters who dislike negative campaigning, and it deprives Huntley of any sympathy boost from attacks.

**Example Messaging in Action:** Here's a sample of how a debate answer might encapsulate the narrative:

*"My opponent and I both love this community; I don't doubt that. But I've been in the trenches delivering for this community. When our Bed-Stuy Volunteer Ambulance Corps was at risk, I brought home the funding to build them a permanent home and health center <sup>5</sup>. When gun violence spiked, I partnered with local organizations to mentor our youth and interrupt violence <sup>48</sup>. I've helped our seniors get the services they deserve and our kids the quality education they need. This isn't theory or slogans for me – it's my life's work. I was born here, I'm raising my family here, and every day I'm fighting for every one of my neighbors – renters and homeowners, young and old, longtime residents and new arrivals. That's the Bed-Stuy way: we take care of each other. I'm proud of the progress we're making – safer streets, new jobs coming, more affordable housing on the way – and I'm running so we can keep moving forward together. Others might want to experiment with our community; I want to empower our community. If you honor me with your vote, I'll continue to bring people together, bridge divides, and deliver real results for Bed-Stuy and Crown Heights – as I've done from day one."*

Such an answer weaves in accomplishments, values, coalition, and subtle contrast (the "experiment" line implying risk in inexperienced leadership) – all without going negative. This is the kind of messaging discipline we'll maintain across platforms.

In summary, the messaging strategy is to make **Stefani Zinerman synonymous with trust, effective advocacy, and inclusive progress** in the minds of voters. By election day, voters should associate her name with *community pride and tangible benefits*, whereas any doubt cast on her should be outweighed by the affirmative narrative we've built.

#### **4. Coalition and Endorsement Strategy**

Winning this race will require not just persuading individual voters, but also rallying the **influencers and networks** that shape voter behavior in the district. Assemblymember Zinerman must consolidate a

formidable coalition of supporters – formal endorsements and informal community alliances – to amplify her message and turn out voters. Key components of the coalition strategy:

**African American Clergy & Faith Communities:** This is arguably the **most critical pillar** of Zinerman's coalition. Bed-Stuy's churches (Baptist, AME, Pentecostal, etc.) have historically driven Black political empowerment – the tradition of "Souls to the Polls" is strong. Zinerman, a woman of faith herself, has solid relationships here. We will: - **Engage AACEO Early and Often:** The **African American Clergy and Elected Officials Coalition (AACEO)** in Brooklyn, led by figures like Rev. Dr. Robert Waterman of Antioch Baptist, regularly convenes clergy across denominations <sup>49</sup>. Zinerman should attend their monthly or special issue meetings throughout 2025 and early 2026 to both listen and quietly shore up support. By the start of campaign season, we want AACEO's key members firmly in her corner, ready to activate their congregations. - **Secure Church Endorsements & Pulpit Support:** Many pastors won't officially "endorse" from the pulpit, but they can make their leanings clear via church announcements, pastoral letters, or participating in rallies. We will privately seek commitments from prominent clergy (e.g., Rev. Waterman, Rev. Daughtry at House of the Lord Church if he's active, Bishop Hudson of RTCC, etc.) to **publicly support Zinerman**. This could be as simple as them appearing in campaign literature ("Faith Leaders for Stefani") or as powerful as organizing joint church-based voter drives. She should also attend as many church services and events as possible (especially those big Sunday services in May/June 2026) where the pastor can acknowledge her presence and contributions – a subtle nod of approval that congregants notice. - **"Souls to the Polls" Initiative:** Plan a coordinated effort on the **Sunday before Primary Day (or during Early Voting Sunday)** to get churchgoers out to vote. For example, after services, designated volunteers (perhaps church van drivers or young ministry members) can shuttle willing voters to early voting sites. This should be done in collaboration with multiple churches to create a big push. The campaign can help by providing flyers for church bulletins with early voting info and perhaps a gentle reminder that *"your votes have power – as we've seen with the first Mayor of NYC from DSA, every community must speak through the ballot"* (linking turnout to counterbalance the new political wave). - **Clergy Surrogates in Media:** Enlist a couple of respected clergy to write op-eds or be quoted in press releases: e.g., *"As a pastor in Bed-Stuy for 30 years, I've seen many politicians come and go. Stefani Zinerman is special – she walks the walk. She's in our prayer circles when we mourn, she's at our block parties when we celebrate. We trust her to fight for us because she shares our faith and values."* Such statements, even if used in campaign mail, can powerfully sway undecided churchgoing voters.

**Elected Officials & Political Organizations:** Traditionally, incumbent legislators rely on a phalanx of endorsements from fellow electeds and Democratic clubs. Zinerman likely will have: - **Elected Allies:** We anticipate support from **Congressman Hakeem Jeffries**, who endorsed her last time and will continue to back anti-DSA incumbents. His endorsement brings not just name recognition but also his political operation's assistance (phone banks, etc.). Similarly, **Attorney General Letitia James** endorsed her in 2024 <sup>32</sup> and is a Bed-Stuy resident herself; she can be an influential surrogate, perhaps headlining a fundraiser or canvass launch. Other likely allies: Brooklyn Borough President Antonio Reynoso (though he's more aligned with progressives, he has worked with Zinerman on the Comprehensive Plan – she should emphasize common ground on health and housing). State Assembly colleagues like Latrice Walker (AD55, Brownsville) and Crystal Peoples-Stokes (Assembly Majority Leader) could endorse, signaling she's valued in Albany's Black caucus. City Council members – Chi Ossé is out (he's critical), but perhaps neighboring Councilwoman **Darlene Mealy** (if still in office in 2026) or others can step up. - **Labor Unions:** Unions can provide both endorsement and field muscle. Huntley, being a union member, will court labor too, but many unions tend to back incumbents who have relationships with them. We should target endorsements from: - **1199 SEIU (healthcare workers)** – Given her health hub success, frame it as benefiting healthcare jobs, etc.

- **1199's fellow union 32BJ (building service workers)** and **District Council 37 (public employees)** – highlight her support for labor contracts and services. - **UFT (teachers union)** – if Huntley's wife is a teacher and he's pro-public ed, UFT might be torn, but Zinerman can point to her votes for school funding. Personal outreach to key UFT borough reps is needed. Even a neutral stance by UFT (no endorsement) would be better for her than them endorsing Huntley. - **Construction trades unions** (like Laborers, Carpenters) – if Huntley is seen as anti-development, these unions might side with Zinerman who supports building with community benefits. - **Transport Workers (TWU)** for any transit improvements she's backed.

A strong labor endorsement slate helps counter the “for the people” narrative of Huntley by showing *working people's representatives trust Zinerman*. It also provides foot soldiers for canvassing on election day.

- **Democratic Clubs and Organizations:** Engage local Democratic clubs (e.g., Vanguard Independent Democratic Association (VIDA) historically in Bed-Stuy, though its influence waned after Al Vann; the *Thomas Jefferson Club* is more East Brooklyn machine, etc.). If there are new progressive clubs in the area, try to speak to them too; even if they lean DSA, showing up can win respect or at least discourage active opposition. Also seek support from the **Working Families Party (WFP)** if possible – though WFP often backs progressives, they did not endorse Huntley in 2024 (Ballotpedia noted no endorsements <sup>50</sup>). If WFP stays neutral or with her, that's advantageous. Community organizations like NAACP Brooklyn chapter (where she's a member) might not formally endorse, but NAACP leaders could personally support her. The key is to not cede any organized base entirely to Huntley.

**Community Leaders & Influencers:** Beyond formal endorsements, cultivate visible support from non-elected but influential community figures: - **Block Association Presidents & Tenant Leaders:** Bed-Stuy is full of block associations and NYCHA tenant associations. Zinerman's office has likely worked with many. Identify those leaders who are supportive and equip them to rally their members. For instance, the president of the Tompkins Houses Tenant Association could host a “Know Your Rep” meet-and-greet with Zinerman in the building lobby, giving her exposure and implied endorsement. - **Education Leaders:** School principals, respected teachers, PTA heads (where she has history). Perhaps a well-known former principal or education advocate in the community can speak on her behalf: *“Assemblywoman Zinerman has been a champion for our schools, securing funds for technology and after-school programs when budgets were tight.”* Even if they don't formally endorse, their positive quote can appear in literature. - **Small Business Owners:** Bed-Stuy's small businesses (restaurants, salons, hardware stores, etc.) are networks of their own. If the campaign can get, say, a popular diner owner or the head of a local merchants association to publicly support, it sends a message that she cares about economic vitality. A plan: host a **business roundtable** early in 2026, invite local shop owners (including Yemeni bodega owners, Caribbean-American business owners, etc.), listen to their needs (likely concerns: crime, shoplifting, commercial rents). From that, form a “Small Business for Zinerman” committee who might help canvass customers or at least display campaign signs in storefronts. Seeing her posters in bodegas and stores gives the impression of widespread backing. - **Youth and Cultural Figures:** While Huntley might claim youth support, find *some* younger influencers – maybe a local artist, a community organizer not aligned with DSA, or alumni of a youth program she supported – to endorse her. If any popular social media personalities or local hip-hop artists (Bed-Stuy has many) are willing, that could help appeal to under-30 voters. The campaign could also highlight interns or Youth Council members: *“I'm voting for Stefani because she gave me my first chance to serve the community.”*

**Intergroup Outreach and Bridge-Building:** - **Orthodox Jewish Community:** Crown Heights has a significant Lubavitch Jewish population largely around Eastern Parkway and north – depending on district lines, some of them might be in AD56 (though many might be just outside). Regardless, symbolically it's important to show unity. Arrange a meeting with the **Crown Heights Jewish Community Council** or local

rabbis. Discuss issues like public safety (there have been anti-Semitic incidents – she can express solidarity and what she's doing about hate crimes) and city services. An ideal outcome: a statement from a Jewish community representative like, *"We appreciate Assemblymember Zinerman's open door and her friendship with our community."* If any Orthodox leader explicitly endorses, that would be gold. At minimum, avoid any endorsement of Huntley by them – which is likely given his stance on Israel. She might receive quiet backing that translates to votes. Perhaps coordinate with Councilmember Crystal Hudson (who represents a mixed district including Crown Heights) on joint outreach. - **Muslim and Arab Communities:** Many Yemeni-American small business owners operate in Bed-Stuy; also, there is a growing West African Muslim community. Zinerman should attend a **Friday prayer service** at a local mosque (like Masjid At-Taqwa on Fulton St.) or community Iftar during Ramadan in spring 2026. Publicly acknowledging their contributions – e.g., the Yemeni bodega strike of 2017 that demonstrated their civic engagement – will be meaningful. Seek endorsement from the **Yemeni American Merchants Association (YAMA)** which has become active in NYC politics. If YAMA endorses (they endorsed some candidates in past elections), it could swing votes among those networks and also signal that Zinerman isn't anti-immigrant despite being more moderate than DSA. Since Huntley emphasizes the NY For All Act (anti-ICE) which is broadly popular in these communities, Zinerman should clarify she supports protecting immigrant families as well – perhaps cite that she opposes the Muslim ban (she indeed spoke against Trump's anti-immigrant orders in Our Time Press <sup>51</sup> <sup>52</sup> ). Emphasize common ground: both she and these communities value *family, entrepreneurship, and faith*. Possibly have an Arab business owner quoted: *"Stefani visits our stores, listens to us – we trust her to fight for all our families."* - **Caribbean Community:** Bed-Stuy has many Caribbean-American residents. Engage community centers or churches with Caribbean congregations. If she has West Indian heritage stories, mention them. Also the annual West Indian Day Parade (even though that's more Crown Heights and earlier in September) – her presence and support for Caribbean culture is noted. Perhaps an endorsement from an influential Caribbean civic leader (like from the Caribbean Women's Health Association, etc.).

**Engaging DSA Sympathizers Constructively:** While most hardcore DSA members won't back her, there is a segment of progressive voters and organizations (like certain issue-based groups: e.g. Riders Alliance for transit, Tenants PAC, etc.) that might be up for grabs. Where Zinerman's record aligns, she should actively seek those endorsements: - For example, if she co-sponsored the "Good Cause Eviction" bill or is willing to support it now, she could win over **TenantsPAC** or at least neutralize them. - If she has a strong environmental record, go for **NY League of Conservation Voters** endorsement, etc. - Emphasize that she is part of the progressive majority in Albany (Democratic supermajority) that has passed things like marijuana legalization, and she was specifically praised by Gov. Hochul for helping shape the cannabis equity effort (Hochul mentioned lifting up Tremaine Wright for cannabis regulation at AACEO <sup>53</sup> ; Zinerman can tie into that narrative since Tremaine was her predecessor and ally).

Finally, once these pieces are in place, **publicize the coalition:** - Issue press releases as endorsements roll in (e.g., "Clergy Coalition Endorses Zinerman," "Congressman Jeffries and AG James Stand with Zinerman," "Local 1199 SEIU Endorses..."). - Use photos: a photo of her flanked by 10 pastors, or shaking hands with Jeffries, or with union members holding her sign, sends a visual message of strength. - In literature, perhaps include a list of key endorsers to reassure voters that trusted names back her. The endorsement list itself can sway undecided Democrats who see names like James, Jeffries, pastors, union logos.

The coalition serves not only to persuade but to **multiply campaign efforts**. Each endorsing group should be mobilized to assist: - Clergy can announce events and encourage voting. - Unions can send mailers to their members and do phone banks. - Elected officials can appear at rallies or send robocalls ("Hi, this is Tish

James asking you to vote for my friend Stefani"). - Community leaders can host meet-and-greets or simply talk to neighbors.

By election day, we want an image of **Zinerman as the consensus choice of a broad cross-section of the community**, versus Huntley as the choice of one segment (young DSA activists). If we execute this coalition strategy, even voters who don't follow every issue will feel the prevailing wind that "*all the people I respect are with Stefani*", which is persuasive in itself.

## 5. Field Operations and Voter Engagement Plan

An effective ground game is vital to translate support into votes, especially in a low-turnout primary. Here is a timeline-driven plan for field operations, voter contact, and GOTV ("Get Out The Vote") efforts, emphasizing **tactical voter engagement** and community visibility:

### **Late 2025 (Now - January 2026): Laying the Groundwork - Constituent Outreach as Campaign Precursor:**

In her official capacity, Zinerman should continue high visibility in the district: host holiday toy drives, senior Thanksgiving luncheons, etc. These are not campaign events per se, but they maintain her presence. Each interaction is an opportunity to solidify goodwill. - **Data Gathering & Voter File Prep:** Obtain the voter file and analyze the 2024 primary voters and the larger universe of Democrats. Identify segments: - *Core supporters* (e.g., older Dems who voted in 2024 for her) - mark them for early re-mobilization. - *Persuadables/Low-propensity* (e.g., people who voted in 2020 primary but not 2024; or registered Dems in gentrified areas who didn't vote in either) - these are targets to convert or at least get to polls. - *Likely Huntley base* (young newly-registered voters, etc.) - decide whether to attempt persuasion or simply focus on outnumbering them. Likely focus on turnout of base over converting DSA die-hards, though some might be neutral if reached personally. - **Volunteer Recruitment Quiet Phase:** Begin recruiting reliable volunteers - especially from the coalition groups. For example, ask each friendly church if a few parishioners will commit to phone banking or canvassing. Reach out to union members in the district who could volunteer off-hours. Building a volunteer base early means when petitioning starts, we're ready. - **Precinct and Block Captains:** Identify key blocks or buildings (NYCHA developments, etc.) and find supporters there who can act as "captains" - distributing literature in their building, talking to neighbors, organizing small gatherings. This peer-to-peer approach increases trust. A captain might be a tenant association leader, for instance, who can swing dozens of votes internally. - **Visibility at Community Board and Precinct Council:** Zinerman or surrogates (like campaign staff or supportive community members) should attend Community Board meetings, NYPD Precinct Council meetings, etc., to stay informed of hyper-local issues and be seen engaged. If any contentious issue arises (garbage pickup, new bike lanes, whatever), she can be on top of it. It's part of a strategy to *leave no vacuum for the challenger to occupy* on community concerns.

### **February - March 2026: Petitioning and Base Activation - Petition Drive (likely mid-Feb to early April):**

This is when campaigns collect signatures to get on the ballot. Zinerman's operation must be flawless here to demonstrate strength. Aim to collect far more signatures than required, showing Huntley that we have an army. Engage volunteers, elected allies, and even hire temp workers if needed, to blanket the district. The act of petitioning is also an early canvass - use it to ID supporters and gauge sentiments. Train petition carriers to also ask, "Can we count on your vote for Assemblywoman Zinerman?" and mark down responses.

- **Launch of Campaign HQ and Hotline:** Open a storefront campaign office in the district by March, easily accessible for volunteers and voters (maybe on Fulton or Nostrand). This becomes the hub for phone banking, canvass launch, etc. Also, establish a campaign phone line or WhatsApp for voters to ask questions

- showing accessibility. - **High-Visibility Launch Event:** Around the time of petition filing (mid-March), hold a **campaign kickoff rally**. Invite the press and supporters. Feature some of the coalition endorsers (e.g., clergy praying over the campaign, Jeffries or James if schedules allow, union reps). The rally theme: *"Forward Together"* – celebrating the community's progress and officially starting the re-election push. This energizes volunteers and makes a public statement of momentum. - **Canvassing Begins:** After petitions, pivot immediately to canvassing for persuasion and turnout. Start with **weekend canvasses** targeting high-density voter areas. Initially focus on *friendly turf* to firm up base (e.g., blocks that voted majority Zinerman in '24 or known supportive areas like certain co-ops, senior buildings). As volunteer ranks grow, expand to neutral areas. Use literature that highlights accomplishments and endorsements. Ensure canvassers are well-versed in key talking points (and have FAQs to handle questions like "What about affordable housing?").

- **Community Forums and Town Halls:** Organize issue-based forums in late March: - A **Public Safety Town Hall** with BSVAC, KAVI, local precinct reps, and Zinerman discussing community safety efforts (underscores her leadership on the issue). - A **Housing & Tenant Rights Forum** – invite tenants and homeowners, perhaps in partnership with a local housing nonprofit. Zinerman can announce support for Good Cause Eviction here (if she decides to) or at least discuss what she's doing for renters (which could take some wind out of Huntley's sails). - An **Education Roundtable** with teachers, parents, and maybe a rep from the Dept. of Education or CUNY about school funding and youth programs. - A **Youth Meet & Greet** – a more informal event where young voters can ask her anything, possibly held at a café or library, showing she listens to youth. Each of these events serves dual purposes: demonstrating her engagement and also generating content (photos, quotes) to use in campaign materials. We will invite local reporters to these as well, to generate positive media coverage (e.g., "Zinerman Holds Community Forum on Housing, Touts Funding for Repairs" etc.).

**April – May 2026: Persuasion Phase and Early Voting Prep - Direct Mail & Literature:** Begin a sequence of direct mail pieces to Democratic voters in April. At least 3-4 pieces: 1. **Introduction/Bio + Endorsements mailer:** reintroduce her, list of key endorsers (with a headline like "Stefani Zinerman – The Experienced Progressive Fighting for Us"). 2. **Community Impact mailer:** focused on achievements, with photos of local projects (ambulance corps building rendering, community garden, school event) and short blurbs on each accomplishment with citations 5 6 . 3. **Comparison mailer (Positive for her, gentle contrast):** show her plan vs opponent's promises. Possibly a table: *Housing: Zinerman – delivered \$X for repairs, passed Y law; Opponent – no record, vague proposals. Education: Zinerman – did A, B, C; Opponent – just talking points.* Keep it factual and fair. 4. **GOTV mailer:** closer to June, urging vote with polling info and reiterating the coalition support ("Don't let our community lose a champion – vote Stefani"). - **Digital Outreach:** Ramp up social media content. Short videos of Zinerman at work ("Day in the Life of your Assemblywoman" showing her at a senior center, then at Albany, then at church, etc.), testimonial videos from constituents, and myth-busting posts addressing any false claims (e.g., if Huntley attacks her on an issue, respond with a friendly explanatory graphic or video). Targeted Facebook/Instagram ads can reach specific demographics (e.g., an ad with a pastor's endorsement aimed at users 45+ in zip codes within the district; an ad highlighting her environmental efforts aimed at younger voters). - **Phone Banks:** Start phone banking with volunteers to call likely voters. Initially, focus on friendly lists to shore up support and recruit more volunteers ("if you're with Stefani, come join our effort!"). By May, expand calls to less certain voters with a persuasive script emphasizing her accomplishments and asking for their support. Closer to voting, calls will shift to reminders. Consider using a bilingual phone bank for any significant Spanish-speaking or French-Creole-speaking populations (some Haitian residents might respond to Creole outreach). - **Debate or Candidate Forum:** If any debates or forums with Huntley occur (likely in May, hosted by a civic group or local media), prepare thoroughly. Use those as field ops opportunities too – have supporters in the audience to clap for her points (with civility), and maybe hold a "debate watch" house party for volunteers to build camaraderie.

After the debate, push clips of her best moments on social media. - **Street Presence:** Increase visibility via **posters, lawn signs, and literature drops.** Distribute lawn/window signs especially on blocks where she has strong support to create a bandwagon effect. (We should also quietly note where Huntley signs pop up and counter with presence nearby). In commercial strips on Fulton, Nostrand, etc., ask merchants to put up a small "Re-elect Zinerman" sign – if many do it, that's free advertising to all passersby. - **Community Events & Festivals:** Late spring often has street fairs, cultural festivals (e.g., Memorial Day parades, block parties as weather warms). Ensure the campaign has a presence at all: a small table or at least pass out flyers. Continue constituent services tables at busy spots (train stations, supermarkets) – e.g., a weekend morning at the Bed-Stuy Fulton Street market with campaign literature plus a helpful handout like "city services hotline info" to draw interest.

**Early June 2026: Get-Out-The-Vote (GOTV) Push - Early Voting Period (likely 9 days ending the Sunday before Primary):** Organize "Souls to the Polls" for the Sundays, as discussed. Also, have volunteers stationed near early voting sites handing out palm cards (outside the legal distance). Campaign should track early vote numbers daily if possible – if there are signs of lower turnout in key areas, adjust tactics. - **Literature Blitz and Canvass Tidal Wave:** The final two weekends are all about door-knocking every likely supporter identified and leaving "door hanger" reminders at every door. Use **literature with voting info (dates, sites, hours)** and a succinct closing argument. Perhaps a personal letter-style piece from Zinerman: "Dear Neighbor, this Tuesday I ask for your vote... [reiterate stakes]... Sincerely, Stefani." - **Peer Pressure/Community Norms:** Use community networks to encourage voting. For example, ask supportive pastors to have congregation members pledge to vote and bring a friend. Use the block captains: they can create WhatsApp groups or text chains of neighbors to remind them. People are more likely to vote if nudged by someone they know. - **Election Week Visibility:** In the last 72 hours, deploy volunteers to high-traffic areas with **signs and flyers** ("Vote Tuesday!"). Morning of Election Day, cover subway stops, bus stops, coffee shops – anywhere commuters go. Having teams wearing campaign T-shirts, waving, and smiling creates an atmosphere of enthusiasm. It also shows Huntley's camp (and media) that she has a strong ground presence. - **Election Day (June 23 or 30, 2026 – TBC):** This is an **all-hands-on-deck** scenario. Plan for: - **Poll site staffing:** Volunteers (and union allies) at as many poll sites as possible, especially in target districts, handing out palm cards to last-minute deciders. They should also quietly observe turnout numbers and any issues. - **Door-to-door 'knock and drag':** Starting by afternoon, teams should revisit known supporters who haven't voted (we will have a system to track who voted, via the Board of Elections poll site books or a party app if available). Literally knock and ask if they need a ride or reminder. If someone says "I'll go later," mark them for a follow-up knock in the evening if they still haven't. - **Phone and Text Banks:** From campaign HQ, continuously call through the list of "not voted yet" supporters (if data available in real-time) to push them. Text blasts can also go out to all identified supporters with a friendly, "Hi, polls are open until 9pm! Every vote counts – please make time to vote for Stefani Zinerman. Need a ride? Call us at XXX-XXXX." - **Rides to Polls:** Have a small fleet of cars (volunteer drivers or rented vans) ready to transport voters who need it – especially seniors from senior centers or NYCHA developments. Pre-arrange pickup times where possible (e.g., coordinate with a senior center to take a group at 11am). - **Election Protection:** Ensure poll watchers at key sites to monitor any irregularities and report turnout. This helps if, say, a site is experiencing low numbers unexpectedly – we can surge more GOTV in that area as evening falls. - **Energy and Care for Volunteers:** Feed your volunteers! (Have coffee, snacks, pizza at HQ). Happy volunteers work harder. Also celebrate small milestones during the day to keep morale (e.g., announce when we hit certain number of voters confirmed).

Throughout GOTV, keep emphasizing what's at stake: "*Every vote is crucial – remember, last time the margin was just 516 votes!* <sup>2</sup> <sup>3</sup> *We can't sit this out.*" Use that statistic to motivate Zinerman's base to outperform 2024.

## 6. Countering Challenger's Campaign & Narrative

We've woven in several counter-narratives earlier, but here we consolidate a proactive plan to **neutralize Huntley's strategies** and any attacks:

**Monitor Opponent's Messaging:** Assign a couple of volunteers or staff to keep tabs on Huntley's social media, campaign events, and literature. We need to know what he's saying to respond effectively. If he spreads misinformation or overly negative attacks, we will address them swiftly (but not defensively) through our channels. For instance, if he accuses Zinerman of blocking tenant protections, we respond with evidence: *"In fact, Assemblywoman Zinerman co-sponsored the 2025 Tenant Protection Act, and helped secure \$X for tenant legal assistance* <sup>8</sup> *. Claims to the contrary are simply false."* Keep responses factual and calm, possibly delivered by surrogates or a press statement rather than always by the candidate (so she stays above the fray).

**Debate Strategy:** In any direct debate, Huntley's strengths will be passion and maybe painting a big vision; Zinerman's advantage is detailed knowledge and community stories. We will prep her with concise rebuttals: - If he says "She's funded by billionaires," she can reply: *"No one owns me. My track record proves I only answer to this community. Yes, I welcome support from anyone who cares about Bed-Stuy, and I've used every resource to deliver for my neighbors. The proof is in the new health center, the school funding, the violence prevention – that's all funded and it's helping people, not corporations* <sup>54</sup> <sup>5</sup> *."* - If he says "She's not doing enough on housing," respond: *"I share the urgency on housing – that's why I've been working non-stop on it. I helped over 200 families avoid eviction through our district office clinics, I'm pushing Albany for stronger rent laws (list something tangible). What I won't do is make empty promises – I'll do the work needed to actually get laws passed."* Perhaps gently note he lives in a subsidized apartment now thanks to existing affordable housing – implying these systems matter. - If he attacks her for any vote (e.g., say he criticizes her vote on some budget), she should be ready to explain in plain terms why that vote was in the community's interest, and perhaps highlight something in that legislation that helped the district (often big budget bills have goodies she can point to).

**Public Safety and "Defund" issue:** If Huntley is pushing decarceration, Zinerman can thread the needle: She supports reform (cite Justice 2020 and her own work) **and** she values community safety. Make clear she does *not* support defunding the police outright – she wants reform *and* adequate resources for safety. Many moderate residents, including some who might like Huntley's housing stance, could be uneasy if they perceive him as anti-police. Without attacking him on it, Zinerman can emphasize her balanced stance. If there's any endorsement from law enforcement groups or community safety coalitions, tout that (e.g., if a retired NYPD officer who lives locally supports her because she funded security cameras or something, that speaks volumes to safety-conscious voters).

**Leverage Third-Party Validators:** Where appropriate, allow outside entities to counter Huntley's narrative: - For instance, if the **NY Times or other media** do an analysis pointing out DSA's left positions, her campaign can subtly share that around. - If **Canary Mission or similar** highlights Huntley's anti-Israel activism <sup>55</sup>, the campaign itself might not touch it (to avoid backlash), but surrogates in the Jewish community could raise concerns to their networks, which indirectly helps her. (We must handle this carefully

to avoid any smear traps.) - If Huntley is caught in any slip-ups (like an insensitive comment or a factual error), our team can quietly ensure that spreads among community rumor mills (not officially from us, but via our supporters). The idea is not to go negative first, but be ready to capitalize on his missteps.

**Avoiding Complacency:** Stress to our team: though we're incumbent, we campaign like we're 10 points behind. Huntley's near-miss means we leave nothing to chance. This mindset will prevent any laxity that could give him an opening.

**Contingency Plans:** - If Huntley receives a major endorsement that surprises us (say WFP or a popular local figure), we immediately counter by securing another big endorsement or doubling down on that group's constituents. Example: If WFP endorses him, rally the labor unions and moderate Dem clubs to fortify Zinerman, and communicate to voters that mainstream progressive leadership (like those in Albany's Black Caucus) back her. - If polls (internal or external) show her trailing at any point, adjust messaging to be more contrast-forward (without panic). Possibly highlight that Huntley's support comes from outside DSA activists (if true) vs her broad local support. - If negative ads appear (e.g., DSA might attack her via mailers for donors or votes), respond with our own positive piece plus maybe a rebuttal on social media or surrogate letter to the editor, so misinformation doesn't linger.

Essentially, the best neutralizer is **overwhelming positive presence and community testimony** in her favor. When voters see with their own eyes what she's done and who stands with her, the opponent's arguments lose potency. We want voters walking into the booth thinking, *"Stefani has proven herself, and all these folks I trust vouch for her - why risk it on someone unknown?"*

## 7. Alignment with Borough-Wide and Justice Initiatives

To add a layer of strategic depth, we will align Zinerman's campaign messaging with broader borough and justice reform initiatives – not only to tap into popular policies but to demonstrate that **her work fits into a bigger picture of progress for Brooklyn**. This gives voters a sense that supporting her is part of advancing citywide goals and not just parochial interests. Key alignments:

**Brooklyn Borough President's Comprehensive Plan (2025):** Borough President Antonio Reynoso's plan for Brooklyn focuses on **"Access to Opportunity"** across housing, health, education, jobs, etc., with an equity lens <sup>56</sup> <sup>57</sup>. Zinerman's priorities dovetail with this: - The Plan's emphasis on **healthy living and environmental justice** – Zinerman can highlight her food justice initiatives and the health hub as advancing the BP's vision of a "healthier, more equitable borough" <sup>56</sup>. - The focus on **housing and not displacing communities** – her stance on keeping public land for public good and fighting deed theft aligns with ensuring long-term residents aren't left behind (a theme Reynoso champions). - The idea of **community-driven planning** in the Plan – Zinerman's monthly community meetings and engagement with block associations exemplify that approach. We will explicitly mention this alignment in materials targeting policy-aware voters: e.g. *"Zinerman's work supports the Brooklyn Comprehensive Plan's goals: She's delivering on health, housing, and community infrastructure at the neighborhood level* <sup>58</sup> <sup>59</sup>. This could attract those who follow borough politics or planners who might otherwise lean progressive.

Perhaps have the Borough President or his office's members acknowledge her cooperation: maybe Reynoso won't endorse against a fellow Dem publicly if he's neutral between establishment and DSA, but if we get even a neutral-positive comment (or he appears with her at a non-campaign event about the health hub), that can be used to show unity of purpose.

**Justice 2020 and Public Safety Reform:** Brooklyn DA Eric Gonzalez's **Justice 2020** plan sought to make the borough a model of progressive prosecution by partnering with communities <sup>11</sup>. Zinerman's support for groups like KAVI and her approach to justice (preventive, restorative) can be framed as complementing that effort: - Talking point: *"Our Assemblymember worked with Brooklyn's progressive DA on community justice – bringing programs like the Kings Against Violence Initiative to intervene and give youth a chance away from crime* <sup>48</sup>. *That's exactly what Justice 2020 called for: engaging communities as partners in justice* <sup>11</sup>." - She can mention how she advocates for resources for diversion programs and re-entry support in state budget talks, aligning with the shift away from incarceration that Justice 2020 promotes (like funding for mental health courts, etc., if applicable). - If possible, get a nod from DA Gonzalez or someone in his circle praising her commitment to safety and justice reform. That could reassure moderate voters (DA is law enforcement) while also appealing to reform-minded voters (since Gonzalez is seen as a progressive DA).

**Economic Revitalization & Jobs:** The district, like much of Brooklyn, needs good jobs and economic development. Tie Zinerman's actions to wider initiatives: - The state and city have various programs for small business recovery post-pandemic. Show she's facilitated grants or storefront improvements in line with city programs. - Borough President's plan highlights **Jobs and economic prosperity** as a pillar <sup>60</sup> - Zinerman can point to any workforce development she's supported (maybe that EMT training at BSVAC, or tech training hubs). She could say *"I'm working to ensure Bed-Stuy gets its fair share of the new green jobs and tech hubs coming to Brooklyn."* (Even mention PeopleShores tech center if relevant, which was noted as first tech facility in Bed-Stuy <sup>61</sup>). - If she helped bring any city funding through the NYC Economic Development Corp for a local project, tout that.

**Public Space & Placemaking:** Another element of the Borough plan <sup>62</sup> - her stance on keeping community gardens and creating new green/community spaces instead of overdevelopment fits here. She can claim to be an advocate for more open space in Bed-Stuy (which has fewer parks compared to some areas). This can garner support from livability/crime prevention angles (active public spaces = safer community). Possibly mention collaboration with NYC Parks (like the refurbishment of basketball courts with NYC Parks and NY Liberty that she participated in <sup>63</sup> ).

By connecting her local achievements to these broader frameworks (borough plan, Justice 2020), we reinforce that she's a forward-thinking leader who works within larger coalitions for change. It tells voters: *"Re-electing Zinerman doesn't just keep things status quo; it propels ambitious plans for Brooklyn's future, with our district leading the way."*

## 8. Timeline of Key Actions and Milestones

To keep the campaign on track, here is a **timeline of major activities and milestones** from now until the primary:

- **Dec 2025 – Jan 2026:** Coalition Building Phase
- Solidify major endorsements (quietly secure clergy commitments, elected officials, unions by end of January).
- Conduct internal strategy meetings with coalition reps to coordinate support roles.
- Launch campaign exploratory committee publicly (if not already announced re-election) by January to start voter contact legally.

- **February 2026:** Campaign Filing & Petition Launch

- Feb 1: Officially announce re-election campaign with press release citing broad support.
- Mid-Feb: Begin petitioning; aim for 3,000+ signatures by early March (need ~500 valid, overshoot to guard against challenges).
- Mid/late Feb: First campaign mailer (intro/endorsements piece) hits mailboxes as petitioning signals campaign's start.

- **March 2026:** Voter Contact Ramps Up

- Early March: Petition submission (show of strength with high count). Press event thanking volunteers, highlighting community enthusiasm.
- March: Host **Housing forum** and **Public Safety town hall** (showcases her issue engagement).
- March: Door-to-door canvassing every weekend. By March 31, target to have knocked on 5,000 doors and phone-banked all core supporters at least once.
- Coalition Endorsement rollouts: e.g., first week of March announce clergy coalition support in a press conference at a church; mid-March announce labor endorsements with union leaders at campaign HQ.

- **April 2026:** Persuasion & Visibility

- Early April: Second mailer (Achievements/Community Impact) out.
- Apr 1-15: Candidate forums (NAACP forum, local newspaper Q&A, etc.) – use these to solidify her image.
- Easter (April 5) & Ramadan (ends mid-April): Community outreach around religious observances (attend services, interfaith iftar).
- Late April: Hold a **Youth rally or Block party** one weekend to show campaign's fun side – maybe with music, local artists, and her talking about future plans (draw in younger crowd in a positive environment).
- By end of April: Have identified and firmly locked down votes from 50% of needed winning total (i.e., if aiming for ~5,000 votes to win, have ~2,500 identified commitments through canvass/phone).

- **May 2026:** Full Court Press

- Early May: Third mailer (Comparison/Plan for Next Term) out. Also possibly a local newspaper endorsement (seek endorsement from Brooklyn Paper or Amsterdam News around this time).
- Debates likely in May – perform strongly.
- May 5 (approx): Early Voting information mailer or robocall to all supporters, "Early voting starts soon."
- Mother's Day weekend: Emphasize her maternal health and family initiatives (maybe a small Mother's Day event in the community, given her work on the birthing center).
- Late May: Final mailer (GOTV letter) arrives just before early voting.
- May: Door-knock ALL likely voters at least once. Intensify presence at community events as weather allows. Street teams passing out flyers at supermarkets, schools during pickup time, subway stops (cover all bases).

- Memorial Day (May 25): Appear in any neighborhood Memorial Day commemorations, use that to talk about community unity and safety (since often that involves anti-violence messaging too).
- **Early June 2026:** Early Voting & Final Persuasion
  - June 1: Early Voting begins (approx). **Souls to Polls** on first Sunday of Early Vote (June 7 likely): coordinate church push.
  - Daily GOTV texting to identified supporters with "Skip the lines – vote early today at [site]!"
  - June 10: Host a "**Victory is Our Unity**" rally with all endorsers present to energize for final week – a show of force for media (could double as a volunteer appreciation event).
  - Last weekend before Primary (June 20-21): Massive canvass known as "Knock every door weekend." Aim to have every identified supporter get a knock or call reminding them to vote. Also canvass uncommitted likely voters one last time with a persuasive pitch.
- **Primary Day (June 23 or 30, 2026):** GOTV Execution
  - 6AM: Volunteers at poll sites as they open, campaign distributes water/snacks to them to keep them going.
  - Morning: Check-ins with all captains to ensure known seniors or those needing rides have a plan; troubleshoot any polling place issues (machines down, etc., coordinate with BOE).
  - Afternoon: Pull operation with updated voter lists, dispatch door-knockers to lagging areas.
  - 9PM: Polls close. Gather at campaign HQ or a local venue for election night watch. Have precinct volunteers report any indications (if possible).
  - Late night: Hopefully celebrate victory! If results are close, be prepared to communicate carefully (declare confidence and ensure every vote counted, etc.).

Each milestone will be monitored by campaign leadership to adjust strategy if needed (for example, if early May we sense younger turnout is low, maybe pivot messaging slightly more to inspire youth, or vice versa).

## 9. Post-Primary Path to Victory and Beyond

If all the above steps are executed, the anticipated outcome is a **primary victory for Stefani Zinerman** with a stronger mandate. The measure of success will not just be winning, but *how* she wins: - Ideally, an increased turnout from 2024, signifying she mobilized new voters. - A broader margin than 6 points, demonstrating that the coalition strategy worked to widen the gap. - Minimal intra-community rancor, thanks to a positive campaign – which matters for governing after the primary.

Victory in June/July 2026 ensures virtually certain re-election in November (given the district's heavy Democratic lean). But importantly, the campaign itself will have **strengthened Zinerman's bond with the community**. By emphasizing trust and coalition-building, she would emerge not just as the incumbent, but as a *community champion with a rejuvenated coalition*. This helps in the longer term as well: she'll have new allies (like those younger residents who came on board) and can incorporate some of the challenger's constituency into her support base, healing divisions.

Additionally, the campaign's focus on **intergenerational bridge-building** will pay dividends beyond the election: - Older and younger activists working together on the campaign might continue collaborations in

civic projects. - The dialogue opened with Orthodox and Yemeni communities can translate into ongoing partnerships (perhaps establishing a district interfaith council or merchant roundtable). - The public awareness raised about her office's work (through all that publicity) means more constituents might engage with her office for help or to volunteer in community efforts.

**Mitigating Challenger Narratives Long-Term:** By neutralizing Huntley's narrative during the campaign, we also set the stage such that if he (or another) tries again in the future, it will be harder to gain traction. For example, if "people didn't know what she did" was a reason some tried a challenger, after this campaign far more people *will* know her impact, blunting that critique.

**Policy Commitments:** Through this campaign, Zinerman can also carve out a proactive second-term agenda that resonates with both her base and some of Huntley's supporters, e.g.: - Pledge to push for the **Tenant Opportunity to Purchase Act** in Albany (something Huntley advocated <sup>64</sup> and which she could champion too, given it empowers tenants – that would win points). - Pledge to fight for **fully funded public schools** and perhaps a pilot program for free CUNY tuition (if fiscally feasible) – aligning with progressive goals. - Continue expanding the **holistic public health model** of the Bed-Stuy Wellness Hub to other needs (maybe mental health services, rehab programs – matching Justice 2020 ideals of community-based justice). These policy promises show she's not resting on laurels but aiming higher, co-opting the "vision" mantle.

Finally, plan a "**Thank You Tour**" in the weeks after the primary: attend church services to thank congregations, hold a unity event with even those who might have opposed her to show no hard feelings and commitment to all constituents. This cements the trust built and positions her as the undisputed community leader moving forward.

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**Conclusion:** Assemblymember Stefani Zinerman's re-election campaign will succeed by doubling down on what has always been her strength – **authentic community connection** – and marrying it with savvy strategic outreach in a changing political tide. By elevating local voices, proving her effectiveness, and extending hands across every neighborhood group, she can overcome the DSA challenge and emerge with an even stronger mandate. This plan provides a roadmap to not only **secure victory in the June 2026 Democratic primary**, but to do so in a way that **strengthens community trust, fosters intergenerational and intergroup unity, and lays the foundation for continued progress** in Bedford-Stuyvesant and Crown Heights.

With disciplined execution of this strategy – and an unyielding focus on "**trust-building, coalition-building, and community-rooted credibility**," – Assemblymember Zinerman will be well on her way to a successful re-election and an empowered second term serving the people of the 56th District.

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