



Legislation Text

File #: Int 1085-2016, **Version:** A

Int. No. 1085-A

By Council Members Cumbo, Espinal, The Speaker (Council Member Mark-Viverito), Palma, Dickens, Rose, Gentile, Rodriguez, Menchaca, Lander, Van Bramer, Rosenthal, Wills, Cohen, Chin, Dromm, Levin, Koslowitz, Vallone, Kallos and Ulrich

A Local Law to amend the administrative code of the city of New York, in relation to requiring the department of consumer affairs to provide outreach and education on consumer protection issues that affect women

Be it enacted by the Council as follows:

Section 1. Subchapter 1 of chapter 5 of title 20 of the administrative code of the city of New York is amended by adding a new section 20-706.5 to read as follows:

§ 20-706.5 Consumer protection outreach and education program for women. By December 1, 2016, the commissioner, in consultation with the commission on gender equity, the mayor's office to combat domestic violence, and other city agencies as appropriate, shall establish and implement an outreach and education program to promote women's financial independence, stability and success. Such program shall provide information on issues that typically and especially affect women, including but not limited to the following: (i) short- and long- term financial planning, including planning for retirement; (ii) navigation of public benefits programs; (iii) the prevalence of gender-based pricing; and (iv) deceptive business practices and predatory consumer and financial products. Such outreach and education program shall also provide information related to the office of financial empowerment and its financial education providers. The outreach and education program required by this section shall include the production of educational materials that shall be made available on the department's website and submitted to the commission on gender equity and the mayor's office to combat domestic violence. Such educational materials shall be made available in English and in the six languages most commonly spoken by limited English proficient individuals in the city as determined by the

department of city planning. The commissioner shall review the educational materials made available on the department's website on an annual basis, update the educational material as needed, and submit such updated material to the commission on gender equity, the mayor's office to combat domestic violence, and other city agencies as appropriate on or before December 1 of each year.

§ 2. This local law takes effect immediately.

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7/5/2016 5:49 PM