



Legislation Text

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Int. No. 138-A

By Council Members Brooks-Powers, Brewer, Hudson, Louis, Schulman, Cabán, Won, Narcisse, Holden, Sanchez, Hanks, Gennaro, Banks and Dinowitz

A Local Law to amend the administrative code of the city of New York, in relation to public service announcements in American sign language for persons who are deaf or hard of hearing on advertising structures

Be it enacted by the Council as follows:

Section 1. Chapter 10 of title 23 of the administrative code of the city of New York is amended by adding a new section 23-1006 to read follows:

§ 23-1006 Public service announcements in American sign language.

a. Definitions. For purposes of this section, the following terms have the following meanings:

Administering agency. The term “administering agency” means the agency or office in the executive office of the mayor designated by the mayor pursuant to subdivision b of this section to establish the program required by this section.

Advertising structure. The term “advertising structure” means a structure, including a public communications structure, on which advertising is permitted pursuant to a franchise agreement with the city.

Video relay service. The term “video relay service” means a service that enables a person using American sign language to use video equipment to communicate with a person using a telephone.

b. No later than May 1, 2025, the mayor shall designate an agency or office in the executive office of the mayor to establish a program to provide public service announcements for persons who are deaf or hard of hearing on advertising structures in accordance with this section. On and after May 1, 2026, no fewer than 5 such public service announcements shall be available for display on advertising structures.

c. The administering agency shall consult agencies or offices to assist with the establishment of such program, including but not limited to the department of information technology and telecommunications and the office for people with disabilities.

d. Any public service announcement required pursuant to this section shall provide information for the benefit of persons who are deaf or hard of hearing, and shall communicate such information in American sign language with accompanying captions. Any such public service announcement shall be displayed on advertising structures at a frequency that, to the extent practicable, is at least as frequent as public service announcements are displayed for persons who are not deaf or hard of hearing.

e. No less than 1 such public service announcement shall include information relating to:

1. The availability of 911 text message transmission capability; and
2. The availability of video relay services on advertising structures.

f. Such public service announcements may include:

1. General public service announcements in American sign language with accompanying captions; or
2. Information on accessing agency resources and services for persons who are deaf or hard of hearing.

g. No later than March 1, 2027, the administering agency shall submit to the mayor and the speaker of the council a report assessing the program established pursuant to this section. Such report shall include, but need not be limited to: (i) an assessment of the effectiveness of providing public service announcements in American sign language with accompanying captions on advertising structures to persons who are deaf or hard of hearing; and (ii) any recommendations relating to the program, including any changes that should be made to such program. The administering agency shall solicit feedback from agencies or offices, including but not limited to the department of information technology and telecommunications and the office for people with disabilities, and persons who are deaf or hard of hearing prior to submission of such report.

§ 2. This local law takes effect immediately.

Session 13

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LS #11887

2/5/25 7:55 PM

Session 12

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LS #11887

7/28/23 11:45 AM