



Legislation Text

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Int. No. 579

By Council Members Gutiérrez, Hudson, Zhuang, Restler, Louis, Cabán, Aldebol, Lee, Banks, Hanks, Narcisse and the Public Advocate (Mr. Williams)

A Local Law to amend the administrative code of the city of New York, in relation to an education and outreach campaign to enroll students in 3-K and pre-K

Be it enacted by the Council as follows:

Section 1. Title 21-A of the administrative code of the city of New York is amended by adding a new chapter 36 to read as follows:

CHAPTER 36

EARLY CHILDHOOD EDUCATION PROGRAMS

§ 21-1007 3-K and pre-K education and outreach. a. Definitions. For the purposes of this chapter, the following terms have the following meanings:

3-K. The term “3-K” means an early childhood education program operated by, or pursuant to a contract with, the department that primarily serves children aged 3 years old.

Community-based organization. The term “community-based organization” means a non-profit organization providing services to, or operating for the benefit of, a particular community.

Pre-K. The term “pre-K” means an early childhood education program operated by, or pursuant to a contract with, the department that primarily serves children aged 4 years old.

Public housing. The term “public housing” means housing owned or operated by the New York city housing authority.

Shelter. The term “shelter” means temporary housing assistance provided to homeless adults, adult

families, families with children, migrants, and runaway and homeless youth by the city or a provider under contract or similar agreement with the city.

b. The chancellor shall develop and implement an education and outreach campaign targeting families with children who are eligible to enroll in 3-K or pre-K. Such campaign shall be designed to prioritize outreach to low-income families. Such education and outreach campaign shall be conducted citywide in the designated citywide languages as defined in section 23-1101, and any additional languages as determined by the chancellor in consultation with community-based organizations, and shall include, but need not be limited to information on:

1. The benefits of early childhood education;
2. How to apply for 3-K and pre-K; and
3. 3-K and pre-K programs with available seats.

c. Education and outreach required pursuant to subdivision b of this section shall include, but need not be limited to, text messaging; phone calls; events held by community-based organizations; events held by the department; and print, radio, internet, and television advertisements. To the extent practicable, such education and outreach shall be implemented in multiple settings, including, but not limited to:

1. Subways and buses;
2. Shelters; and
3. In or near schools, places of worship, and public housing.

d. In developing and implementing such campaign, the chancellor shall collaborate with the New York city housing authority, the department of social services, the administration for children's services, and any other office or agency as determined by the chancellor.

§ 2. This local law takes effect immediately.

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