File #: Int 0579-2026, **Version:** A

Int. No. 579-A

By Council Members Gutiérrez, Hudson, Zhuang, Restler, Louis, Cabán, Aldebol, Lee, Banks, Hanks, Narcisse, Wilson, Brewer, Farías 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 early childhood education programs

Be it enacted by the Council as follows:

Section 1. Chapter 43 of title 21-A of the administrative code of the city of New York, as added by local law number 73 for the year 2026, is redesignated chapter 44, and the heading of such chapter is amended to read as follows:

CHILD CARE AND EARLY CHILDHOOD [CARE AND] EDUCATION [REIMBURSEMENTS]

§ 2. Section 21-1015 of the administrative code of the city of New York, as added by local law number 73 for the year 2026, is redesignated section 21-1016.

§ 3. Chapter 44 of title 21-A of the administrative code of the city of New York, as proposed by section one of this local law, is amended by adding a new section 21-1017 to read as follows:

§ 21-1017 Early childhood education programs outreach. a. Definitions. For the purposes of this chapter, the following terms have the following meanings:

Community-based organization. The term "community-based organization" means an organization that provides services to, or operates for the benefit of, a particular community.

Early childhood education program. The term "early childhood education program" means a program that enrolls children who have not reached kindergarten to provide early care and education services and is operated by, or pursuant to a contract with, the department.

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

Shelter. The term "shelter" means temporary emergency housing assistance provided to homeless adults, adult families, families with children, and runaway and homeless youth by the city or a provider under contract or similar agreement with the city.

b. No later than January 31, 2027, and annually thereafter, the department shall develop and implement an annual education and outreach campaign to inform parents, stepparents, guardians, or relatives of children who are eligible to enroll in early childhood education programs about such programs. Such campaign shall prioritize outreach to low-income families and shall include engagement in the designated citywide languages as such term is defined in section 23-1101, and any additional languages as determined by the department in consultation with community-based organizations. Such campaign shall include, but need not be limited to, materials with information on:

1. The benefits of participation in early childhood education programs;

2. Early childhood education program options in the city, including, but not limited to, resources from the office of child care and early childhood education;

3. The application process for early childhood education programs; and

4. Resources about early childhood education programs that may have 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.

d. To the extent practicable, education and outreach required pursuant to subdivision b of this section shall be implemented in multiple settings, including, but not limited to, subways and buses; shelters; and in or near schools, places of worship, and public housing.

e. When developing and implementing the inaugural campaign required pursuant to subdivision b of this

powered by Legistar™

section, the department shall collaborate with the department of health and mental hygiene, the office of child care and early childhood education, 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 department. The department may collaborate with any office or agency as determined by the department for subsequent campaigns.

f. No later than January 31, 2028, and annually thereafter, the department shall submit a report to the mayor and the speaker of the council regarding the education and outreach campaign conducted in the previous year. Such report shall include the following information:

1. A list of the methods of communication and settings utilized;

2. A description of outreach materials used;

3. An estimate of the number of people reached, which may include information about the number of visits to an identified website, the number of text messages or emails sent, and the number of people in attendance at an event;

4. A list of the agencies with which the department collaborated on the methods of communication for outreach, including, but not limited to, the department of health and mental hygiene pursuant to section 3-119.8.1, and a description of such collaboration.

§ 4. This local law takes effect immediately, except that section three of this local law takes effect 30 days after the date on which a local law amending the New York city charter, relating to establishing an office of child care and early childhood education to oversee the planning and implementation of child care for any child who resides in the city at no cost to a parent, stepparent, guardian, or relative of such child, as proposed in introduction number 580-A for the year 2026, takes effect.

NJF/JGP
LS #12406/13394/13869/16270/16383/16604
Int. #1033-2024
6/3/2026 8:50 PM