

**LOCAL LAWS  
OF  
THE CITY OF NEW YORK  
FOR THE YEAR 2016**

---

**No. 99**

---

Introduced 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.

THE CITY OF NEW YORK, OFFICE OF THE CITY CLERK, s.s.:

I hereby certify that the foregoing is a true copy of a local law of The City of New York, passed by the Council on August 16, 2016 and approved by the Mayor on August 31, 2016.

MICHAEL M. McSWEENEY, City Clerk, Clerk of the Council.

CERTIFICATION OF CORPORATION COUNSEL

I hereby certify that the form of the enclosed local law (Local Law No. 99 of 2016, Council Int. No. 1085-A of 2016) to be filed with the Secretary of State contains the correct text of the local law passed by the New York City Council and approved by the Mayor.

STEPHEN LOUIS, Acting Corporation Counsel