

**LOCAL LAWS
OF
THE CITY OF NEW YORK
FOR THE YEAR 2026**

No. 109

Introduced by Council Members Ung, Restler, Williams, Thomas-Henry, Maloney, Banks, Narcisse and Louis.

A LOCAL LAW

To amend the administrative code of the city of New York, in relation to providing outreach and education on consumer protection issues that affect tourists

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 20-706.6 to read as follows:

§ 20-706.6 Consumer protection outreach and education for tourists. a. Definitions. For the purposes of this section, the following term has the following meaning:

Designated citywide languages. The term “designated citywide languages” has the same meaning as set forth in section 23-1101.

b. The commissioner shall establish and implement an outreach and education program to create awareness of common deceptive trade practices targeting and impacting tourists.

c. When implementing such program pursuant to subdivision b, the commissioner shall develop educational materials for tourists and promote such materials in locations that tourists are likely to visit. Such educational materials shall include, but need not be limited to: (i) identification of and safety tips for avoiding common deceptive trade practices; (ii) contact information for reporting deceptive trade practices in real time; (iii) information related to hotel service

disruptions required pursuant to section 20-851; (iv) identification of and rate information for pedicab drivers required pursuant to sections 20-258 and 20-260; (v) identification of sightseeing guides, sight-seeing buses or horse drawn cabs, and ticket sellers required pursuant to sections 20-245, 20-375, and 20-554; and (vi) instructions for filing a consumer complaint with the department and relevant state and federal entities. The commissioner shall make all such educational materials available on the department's website in English and in all designated citywide languages.

d. The commissioner shall review the educational materials made available on the department's website on an annual basis and update such materials as needed on or before December 1 of each year.

e. The program established by this section shall commence no later than 120 days after the effective date of the local law that added this section.

§ 2. The section headings of sections 20-706.1, 20-706.3, 20-706.4, and 20-706.5, the section heading of section 20-706.1 as added by local law number 28 for the year 2015, of section 20-706.3 as added by local law number 100 for the year 2016, of section 20-706.4 as added by local law number 101 for the year 2016, and of section 20-706.5 as added by local law number 99 for the year 2016, are amended to read as follows:

§ 20-706.1 [Outreach] *Consumer protection outreach* and education [on consumer protection issues] for young adults.

§ 20-706.3 [Outreach] *Consumer protection outreach* and education [on consumer protection] for seniors.

§ 20-706.4 [Outreach] *Consumer protection outreach* and education [program] for immigrants [relating to consumer protection].

§ 20-706.5 Consumer protection outreach and education [program] for women.

§ 3. 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 May 14, 2026 and returned unsigned by the Mayor on June 15, 2026.

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. 109 of 2026, Council Int. No. 847-A of 2026) to be filed with the Secretary of State contains the correct text of the local law passed by the New York City Council, presented to the Mayor, and neither approved nor disapproved within thirty days thereafter.

BRENDA COOKE, Acting Corporation Counsel.