

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

No. 100

Introduced by Council Members Deutsch, Espinal, the Speaker (Council Member Mark-Viverito), Palma, Dickens, Rose, Gentile, Rodriguez, Menchaca, Lander, Van Bramer, Rosenthal, Johnson, 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 seniors with outreach and education regarding consumer protection issues

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 20-706.3 to read as follows:

§ 20-706.3 *Outreach and education on consumer protection for seniors. a. Definitions. For purposes of this section:*

Naturally Occurring Retirement Community. The term “naturally occurring retirement community” means an apartment building, housing complex, or housing development, as identified by the department for the aging: (i) that was not originally built for senior citizens; (ii) that is not restricted in admissions solely to seniors; and (iii) where at least 2,500 senior citizens reside or at least 50 percent of the dwelling units are occupied by one or more senior citizens.

Senior Center. The term “senior center” shall have the same meaning as provided by section 21-201.

b. The commissioner, in consultation with the commissioner for the aging, shall establish and engage in outreach and education efforts that are tailored to individuals ages 60 years and

older. Such outreach and education shall relate to consumer issues that are likely to affect individuals ages 60 and older including, but not limited to: (i) telemarketing and internet fraud; (ii) social security, medicare and healthcare fraud; (iii) reverse mortgage products; and (iv) investment schemes. Such outreach and education shall also provide information related to the department's office of financial empowerment and its financial education providers, as well as information on how to report fraudulent activity. The outreach and education required by this section shall commence on December 1, 2016 and shall include, but not be limited to, educational materials that shall be made available on the department's website on or before such date, and submitted to the commissioner for the aging no later than December 1, 2016. The educational materials made available on the department's website pursuant to this section 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, update the educational materials as needed, and submit any such updated materials to the commissioner for the aging annually as needed.

c. The commissioner for the aging shall make best efforts to ensure that the materials required by subdivision b of this section are made available at every senior center and naturally occurring retirement community as soon as practicable.

§ 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. 100 of 2016, Council Int. No. 1086-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