The Year in Review: Key Successes

- Building on Small Business Reforms
- Protecting Consumers
- Innovating Enforcement Efforts
- Protecting Employees in NYC
- Advocating Fair Business Practices
- Financially Empowering New Yorkers
Building on Small Business Reforms

• Reduce the number and cost of fines.
• Ensure equitable distribution of inspections and transparency.
• NYC Small Business Support Center in Jamaica, Queens.
• Focus on customer service.
• Increase transparency through data and innovation.
DCA surpassed Mayoral pledge for $5 million in fine reductions.
Fines assessed to small businesses decreased. *DCA reduced onerous fines through education, fairness, and transparency.*

Fines assessed to industries known for predatory practices increased. *DCA remains vigilant in protecting consumers.*
Equitable Distribution of Inspections

May 2014: Significant variation among districts.

March 2016: Minor variation among districts.
Equitable Distribution of Inspections

Likelihood of a business being inspected more than once a year by patrol inspection

Without mapping software: 40% chance

With mapping software: 3% chance
Equitable Distribution of Inspections

DCA plans to upgrade mapping software.

- No additional expense as development will be done in-house.
- Software will be compatible with handhelds.
- Better route selection by inspectors.
- Reduce administrative overhead.
Instant Feedback from Licensing Center

Customers

Average Rating
4.9 out of 5.0

% of Customers Rating DCA as Providing Excellent Customer Service
92%
Language Access

Number of Customers Using Language Access

- Q1,Q2 FY14: 1,098
- Q1,Q2 FY15: 1,640
- Q1,Q2 FY16: 2,095
Language Access

Our staff speaks…

हिंदी  Shqip  한국어  Język Polski
Español  ਪੰਜਾਬੀ  Kreyòl  Italiano
官官话  印度尼西亚话  العربية
 Українська мова

بّانلا  فرانцواش

Português  Русский  Hrvatski
Language Access

Our materials...
Sample Inspection Checklist: General Retail available in:

- English
- Español (Spanish)
- العربية (Arabic)
- Kreyòl Ayisyen (Haitian Creole)
- 한국어 (Korean)
- Русский (Russian)
- 中文 - 简化字 (Simplified Chinese)
- 中文 - 繁體字 (Traditional Chinese)
Data Transparency and Innovation

• Making DCA information available through New York City’s Open Data Portal.

• Innovative and informative Sidewalk Café Map.
NYC Open Data Portal

DCA posts data on inspections, violations, mediated complaints, and license applications via NYC’s Open Data Portal.
• Sidewalk café issues are a top source of inquiries from restaurants, elected officials, Community Boards, and the media.

• DCA’s innovative, interactive map puts crucial information — zoning, license requirements, application status, and much more — right at your fingertips.
Sidewalk Café Map

Home

Businesses can legally operate a sidewalk café if they hold a DCA license or a temporary operating letter.

Map Controls:

I want the map to show:
- All Operating Cafés

Find a Business:
Enter a business name, address or ZIP code

Find a Location:
Enter an address or ZIP code

Key:

SIDEWALK CAFÉ LOCATIONS
- Enclosed Sidewalk Café
- Regular Unenclosed Sidewalk Café
- Small Unenclosed Sidewalk Café
- Combined Unenclosed Sidewalk Café
- Inactive Sidewalk Café

SIDEWALK CAFE ZONING REGULATIONS
- All Sidewalk Café types are allowed.
- All Unenclosed Sidewalk Cafés are allowed.
- Only Small Unenclosed Sidewalk Cafés are allowed.

File a Complaint:
- DCA Website (account required)
- 311 Online (no account required)

DISCLAIMER:
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Sidewalk icons licensed under (CC BY 3.0) by Glyphicons

Waiting for cartodb-base-maps-d-globalssl.lastly.net...
Protecting Consumers

• **More than $4.8 million** secured in fines and restitution through legal investigations into secondhand auto dealers, employment agencies, home improvement contractors, towing companies, and debt collectors who preyed on consumers.

• **$500,000 fine** secured from Whole Foods, a key example of a patrol investigation success.
Innovating Enforcement: Joint Enforcement

Summer and fall 2015: DCA, DOH, NYPD, and DOF conduct several joint inspections, effectively eliminating K2 from the storefront market.

October 2015: Mayor de Blasio signs legislation to criminalize sale and production of K2.

November 2015: DCA and DOH launch public awareness campaign about the dangers of K2.

Multi-agency task force established to recommend and implement lasting policy and procedural changes to combat fuel delivery fraud.
• Paid Sick Leave Law fines and restitution.

• Outreach on Paid Sick Leave and Commuter Benefits laws.

• Advocacy and outreach efforts to nail salon owners, workers, and consumers.
Paid Sick Leave Outreach

2 million+
Materials distributed on NYC’s Paid Sick Leave Law

1,072
Presentations on NYC’s Paid Sick Leave Law
Each complaint has led to 14 employees receiving restitution on average. 9,573 individuals receiving restitution $1.7 million in paid sick leave fines and restitution secured.
Paid Sick Leave Complaints by Industry

- Professional Services (e.g. security) - 155 complaints
- Restaurant / Food Service - 144 complaints
- Health Care (e.g. home health aides) - 119 complaints
- Retail - 68 complaints
- Industrial / Manufacturing - 46 complaints
- Education - 30 complaints
- Construction - 25 complaints

Number of Complaints
Commuter Benefits Outreach

37,000+
Materials distributed on NYC’s Commuter Benefits Law

183
Presentations on NYC’s Commuter Benefits Law
Nail Salon Day of Action

500+ volunteers at Nearly 100 subway stations distributing tips to salon employees and customers on how to protect themselves.

1,000 nail salons visited by City employees to educate owners/managers about their responsibilities as employers on wage, labor, and health and safety issues.
Advocating Fair Business Practices

- Shut the Front Door! Day of Action.
- “From Cradle to Cane” study of gender pricing in NYC.
Shut the Front Door!
Business Education

200+ volunteers distributing multilingual information at 45 business corridors.
Nearly 800 products compared from 90+ brands. 42% of the time women’s products were priced higher than male version of the product.
Financially Empowering New Yorkers

- Expanding free financial counseling.
- Alerting eligible New Yorkers about free tax filing options and raising awareness about refund-boosting tax credits.
- Conducting studies to analyze needs, barriers, and opportunities to increase financial inclusion.
- Offering tips to young adults.
$36,000,000 in cumulative debt reduced by clients.

$4,000,000 in savings accumulated by clients.

2,000 clients improved credit scores by at least 35 points.

More clients and financial counseling sessions in 2015 than ever before.
Financial Empowerment Centers
Financial Empowerment Center Clients

Map of 2015 Clients
(Click to Activate)
2015 NYC Tax Time Campaign

Number of Tax Returns Filed

- 2014: 96,611
- 2015: 153,365

You may be eligible for up to $10,000 from tax credits, including the Earned Income Tax Credit (EITC). Call 311 or go to nyc.gov/taxprep for ways to file your taxes for FREE.
2016 NYC Free Tax Prep Sites

NFC Free Tax Prep
Trusted, Professional Filing

200+ NYC Free Tax Prep sites throughout the city.
Consumer Tips for Young Adults
Financial Empowerment - IDNYC
Goal: Preventing “bad actor” businesses or licensed individuals from being able to easily apply for or renew licenses.

Goal: Serious complaints = serious enforcement.
Top Complaints Received by Industry

Number of Consumer Complaints Received, CY 2015

- Miscellaneous Non-Food Retail (e.g., 99¢ store): 2,690
- Electronics Store: 1,923
- Secondhand Auto Dealer: 1,684
- Home Improvement: 1,358
- Garage: 1,290
- Furniture: 1,156
- Tow Truck Company: 1,108
- Restaurant: 684
- Debt Collection: 667
- Laundry: 643
• Goal: Fairer, clearer laws and small business relief.

• Goal: Appropriate expansion of legal authority.
Preliminary Budget Hearing
New York City Council
Committee on Consumer Affairs

March 21, 2016

Alba Pico, Acting Commissioner
Bill de Blasio, Mayor