

Mayor Adams Launches new Multiagency Initiative to Bring City Services Directly to Underserved New Yorkers

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Mobile Unit Will Visit All Boroughs Providing Financial Empowerment, Benefits Enrollment, Small Business Support, Career Services, and More to New Yorkers

Program Delivers on Key Plank of Mayor Adams' Economic Blueprint, Aimed at Building Equitable Recovery for All

NEW YORK – New York City Mayor Eric Adams today announced the launch of a new initiative that will span across all city agencies to deliver municipal services directly to New Yorkers in underserved communities. Today, the New York City Department of Small Business Services (SBS), the New York City Department of Consumer and Worker Protection (DCWP), and the New York City Mayor's Public Engagement Unit (PEU) will kick off the joint effort to deliver services — including financial empowerment resources, benefits screenings, tenant support, health insurance education, and more — through a mobile unit parked in front of Coffee Uplifts People (CUP), a local coffee shop owned by entrepreneur Angela Yee, host of 'The Breakfast Club' on iHeart Media's Power 105.1 FM. Yee opened CUP during the COVID-19 pandemic and partnered with SBS on the outreach event to spread the word about services and resources offered by the agency.

Additionally, New Yorkers will also be able to learn about career opportunities with local employers like Citi Bike, First Quality Maintenance, Allied Universal, Time Warner Entertainment, and Levy Restaurants. Mobile unit visitors will also be able to get help with their resumes, interview skills, and career advisement.

"In order to give New Yorkers the services they need, the city can't just wait for them to come to us — we need to go to them and deliver services right into local communities," said **Mayor Adams**. "With the launch of this mobile unit, we will be able to provide

critical support through several city agencies to New Yorkers who need it most and continue building an equitable recovery.”

The new unit delivers on a key plank of Mayor Adams’ [“Rebuild, Renew, Reinvent: A Blueprint for New York City’s Economic Recovery”](#) plan, which offers a roadmap to building an economic recovery for all New Yorkers. By bringing critical city services to New Yorkers who otherwise would not be able to access them, the administration aims to promote equitable and inclusive growth throughout the five boroughs. Over the next month, the mobile unit will be present in all five boroughs offering services and kicking off National Small Business Week. For more information on where the SBS Mobile Unit will be providing services, New Yorkers can follow [@NYC SBS on Twitter](#).

“Supporting New Yorkers who face barriers to accessing needed city services starts with meeting them where they are,” said **Deputy Mayor for Economic and Workforce Development Maria Torres-Springer**. “Our new mobile unit will help ensure communities throughout the five boroughs have easy access to tangible and meaningful support.”

“We need an economic recovery that lifts up small businesses and working people in every corner of our city — and that’s why SBS is laser-focused on bringing our services deep into the communities that need them most,” said **SBS Commissioner Kevin D. Kim**. “We know that access to career services and training and support for small business owners can make all the difference in our city’s rebound, and we are proud to partner with business owners like Angela Yee and our colleagues in city government.”

“NYC Free Tax Prep and free one-on-one professional financial counseling at the NYC Financial Empowerment Centers are available across the city and virtually. but now, with the new mobile outreach unit, we look forward to working with our partners to bring these services to targeted communities,” said **DCWP Commissioner Vilda Vera Mayuga**. “It’s by making city services like those offered through the unit readily available in new and dynamic ways — in communities where they are needed most — that our city can achieve equitable recovery.”

“PEU is excited to be scaling its proactive outreach under the new administration, with a focus on bringing critical benefits to New Yorkers,” said **PEU Executive Director Adrienne Lever**. “This inter-agency mobile unit project, in tandem with PEU’s door-to-door canvassing and targeted phone outreach, is working to fulfill the mayor’s

commitment to improve access to resources by bringing the city to the communities we serve.”

“I have personally utilized the services offered by the SBS and have since been spreading the word for more people to take advantage of the support they offer for small business owners, aspiring entrepreneurs, and people seeking employment,” said **Angela Yee, founder, CUP**.

“One of the foundational purposes of government is to provide public services to our constituents, and yet, barriers to access resources often prohibit many New Yorkers from taking advantage of what our government can offer,” said **New York State Senator Brad Hoylman**. “Mayor Adams’ initiative is a wonderful and long-overdue way to bring governmental resources to where they are needed most: underserved and undervalued communities. To serve our constituents well, we must meet vulnerable populations where they live and work, rather than the other way around.”

“I welcome, with great enthusiasm, the announcement of mobile units to provide direct services to community members,” said **New York State Senator Luis Sepúlveda**. “In the Bronx, these critical services are deeply needed. It has been proven that when government institutions are close to the people, results are seen almost immediately. My office in the Bronx has a great deal of experience in public service, being one of the offices that serves the most constituents’ needs in the entire state. I welcome these mobile units with open arms and look forward to working hand in hand with the city to deliver services to the people wherever they are.”

“I applaud New York City Mayor Eric Adams, the Department of Small Business Services, the Department of Consumer and Worker Protection, and the Public Engagement Unit for the unveiling of new a multi-agency mobile unit that aims to bring city services directly to New Yorkers,” said **New York State Assemblymember Khaleel Anderson**. “These services include financial empowerment resources, benefits screenings, tenant support, health insurance education, and workforce development. As our working-class communities emerge from the COVID-19 pandemic, I urge Mayor Adams to expand this program even further so that each borough can receive hyper-local dedicated support. With the summer fast approaching, we can and must do more to bring more resources, economic opportunities, and equitable and inclusive growth to our communities.”

“All too often, for residents in Upper Manhattan and outer-borough communities, traveling to Lower Manhattan is a major impediment to receiving the services we need,” said **New York State Assemblymember Manny De Los Santos**. “I would like to thank Mayor Adams and his administration for meeting the people where they are at and bringing resources into our neighborhood.”

“Potential for economic prosperity shouldn’t depend on zip code,” said **New York State Assemblymember Eddie Gibbs**. “I applaud Mayor Adams and his team for this new initiative, which will ensure vital services are brought directly to the areas that need it most. An equitable economic comeback for New York City means having an economic comeback in every individual neighborhood, and this is a significant step in the right direction.”

“Launching a mobile unit that provides financial, career, and small business services helps fulfill the critical need of activating our city’s vast resources in historically underserved communities,” said **New York City Councilmember Julie Menin, chair, Committee on Small Business**. “This administration is truly committed to expanding outreach efforts to all New Yorkers. I look forward to the expansion of this multi-agency approach to ensure an equitable recovery for all.”

“I applaud Mayor Adams’ administration for making a point to meet our communities where they are,” said **New York City Councilmember Marjorie Velázquez, chair, Committee on Consumer and Worker Protection**. “I often say, ‘Out of borough, out of mind,’ but making sure these agencies come into previously underserved neighborhoods to provide valuable resources and assistance will be life changing for many. I want to thank District Manager Matt Cruz and Community Board 10 for hosting our community’s event on April 27th.”

“To create a truly equitable recovery, the city needs to do everything in its power to uplift underserved New Yorkers,” said **New York City Council Majority Leader Keith Powers**. “Mayor Adams’ new initiative will help do that by bringing necessary services to vulnerable populations across all five boroughs. I commend the mayor for his work on this and his commitment to provide support for those in our city that need it most.”

“Providing localized, versatile resources for New Yorkers in their communities eliminates barriers to access,” said **New York City Council Majority Whip Selvena N. Brooks-Powers**. “I applaud the Adams administration and Department of Small

Business Services Commissioner Kim for creating this innovative mobile inter-agency initiative to provide direct access to financial literacy resources, benefits screenings, housing assistance, health insurance education, employment opportunities, and much more. As we continue to recover from the COVID-19 pandemic, connecting critical services to under-resourced communities will ensure all New Yorkers are given the same opportunity to thrive.”

“Taking a community-driven approach to making resources for New Yorkers more tangible and accessible is the forward-thinking direction we need for an equitable recovery. Mayor Eric Adams is meeting people where they are at — on their street, in their community center, at the bodega — to get them the resources they need,” said **New York City Councilmember Amanda Farías, chair, Committee on Economic Development**. “I am excited to see a more proactive initiative from the mayor’s office, with this multi-agency approach focusing on financial empowerment. I look forward to seeing this in action and to supporting any additional plans that have the same focus on getting our communities that are most affected by COVID-19 back on solid footing. To do that, we have to continue to proactively recover by bringing resources like benefits screenings, tenant support, health insurance education, and access to jobs to every corner of the city.”

“Bringing services directly to New Yorkers is just smart policy, especially in the midst of a pandemic,” said **New York City Councilmember Eric Dinowitz**. “People do not want to, nor should they, travel outside of their own neighborhoods to get support from our city agencies. I thank Mayor Adams for making it easier to get access to a wide array of services, and I believe this sends a strong message that our city government is willing to meet people where they are and offer support.”

“Access to the city’s services is vital. Far too often, our most vulnerable citizens have the least access,” said **New York City Councilmember Kamillah Hanks**. “If we want to help New Yorkers get the assistance they need to rebuild and recover, we must be on the ground in their communities. I am encouraged by this new initiative and expect many residents will take advantage of these mobile units.”

“Since the COVID-19 pandemic, the progression of technology and the way in which we communicate and share information has presented an opportunity for the city to improve its infrastructure and our ability to serve the community,” said **New York City Councilmember Kevin C. Riley**. “Establishing this mobile unit initiative makes key

services easily accessible to reach even our most marginalized New Yorkers. I applaud the mayor, the Department of Small Business Services, the Department of Consumer and Worker Protection, the Public Engagement Unit, and all stakeholders for promoting equity in expansive education, developmental resources and restorative services to all New York City communities.”

“Whether it’s our many small businesses throughout the boroughs, or everyday New Yorkers, COVID has taught us that services need to be provided at the community level, meeting the needs where they are at,” said **Randy Peers, president and CEO, Brooklyn Chamber of Commerce**. “Mayor Adams and his agency leaders are committed to ensuring that this vision of on-site support is provided to all communities in New York City.”

“Grow Brooklyn’s staff and volunteers are ecstatic to support these efforts to bring NYC Free Tax Prep to the masses,” said **Makeela Brathwaite, executive director, Grow Brooklyn**. “We are eager to help low- to moderate-income taxpayers keep their whole tax refund! These refunds include the legitimate tax credits to which they are entitled, and the hundreds of dollars in fees they will save because they won’t have to resort to paying for the services of predatory commercial tax preparers. Our IRS-Certified Volunteer Preparers work diligently within the scope of the IRS VITA Program to prepare and e-file accurate tax returns for Brooklynites. In addition to our thriving virtual services, we encourage face-to-face tax preparation. Our goal is to proverbially meet taxpayers where they live and deliver quality service; we are thankful to Mayor Adams, the Department of Consumer and Worker Protection, the Department of Small Business Services, and the Public Engagement Unit for helping us meet this goal.”

“An example of great constituent services is bringing city resources to communities like ours in the Bronx. This multi-agency approach will deliver a sorely needed mobile unit that will travel across our city with the mission of connecting residents to all the programs and benefits the city of New York has to offer,” said **Matt Cruz, district manager, Bronx Community Board 10**. “We commend and thank Mayor Eric Adams, the Department of Small Business Services, the Department of Consumer and Worker Protection, and the Public Engagement Unit for bringing this vital resource to our community!”

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