



THE CITY OF NEW YORK  
OFFICE OF THE MAYOR  
NEW YORK, NY 10007

EXECUTIVE ORDER No. 69

June 21, 2021

MAYOR'S OFFICE OF PUBLIC ENGAGEMENT

WHEREAS, the public may not be aware of the City services available to them, which may lead to underutilization of public services; and

WHEREAS, the City of New York is committed to proactively educating New Yorkers about the public services available to them, helping them access those services, and building strong, long-term relationships between New Yorkers and their government;

NOW, THEREFORE, by the power vested in me as Mayor of the City of New York, it is ordered that:

Section 1. Establishment of the Mayor's Office of Public Engagement. There is hereby established, under the direction of the Office of the Mayor, an Office of Public Engagement ("Office"). The Mayor shall appoint an Executive Director of the Office.

§ 2. Duties of the Office. The Office shall, subject to section 4 below:

- a) Use data, including from other City agencies and partners, and technology to proactively identify members of the public who may be eligible for public services;
- b) Engage in outreach efforts, including but not limited to those in-person, by phone, by text, and by paid media, to educate such individuals about their eligibility for such public services;
- c) Provide long term case-management to members of the public to help them benefit from their enrollment in or engagement with available City services;
- d) Centralize the City's implementation of proactive outreach programs and provide expertise to and among City agencies in organizing campaigns to support outreach initiatives (including communications, data, and technology);

- e) Build upon prior engagement efforts developed through proactive outreach to inform future work, build outreach capacity, and disseminate best public engagement practices to City agencies and partners, including training existing agency outreach staff and improving infrastructure;
- f) Develop data and technology to facilitate public engagement;
- g) Incubate new public engagement programs and/or teams before permanently housing them in an agency; and
- h) Preserve a proactive outreach team that is flexible and can quickly respond to the City's policy priorities.

§ 3. Powers of the Office. All mayoral agencies shall cooperate with the Office in the performance of its duties.

§ 4. Data Privacy and Security. In carrying out any duties and powers set forth in this Order that involve the collection, use, disclosure, transmission, or storage of individuals' personally identifying information, the Office shall do so in a manner consistent with all laws, regulations, and City and agency policies governing the privacy and security of such information, in consultation with the agency's privacy officer or the city's chief privacy officer as necessary.

§ 5. Effective Date. This Order shall take effect immediately.



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Bill de Blasio  
Mayor