

Core Service Guide

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Introduction

This service guide is designed to provide clear information on how the Department of Citywide Administrative Services (DCAS) can best assist agency needs. Excellent customer service is at the heart of DCAS' mission, and through this guide, the agency aims to offer a comprehensive resource for its most essential services.

In this guide, DCAS' services are organized into eight distinct categories: Spaces, Energy, Fleet Vehicles, Procurement, Workforce Planning and Organizational Support, Human Resources, and Marketing and Promotion. Each category includes a description of the services available to other agencies and the public, as well as the best point of contact to help navigate or utilize these services.

Spaces



Building Lightings

DCAS facilities may be illuminated to mark causes, events, or observances that reflect broadly shared values, public awareness campaigns, or significant cultural, historical, or community milestones. Such lighting is intended to acknowledge the cause or observance itself (Pride Month, local sports team accomplishments and milestones, etc.) and not to promote, endorse, or otherwise support any specific organization, entity, or individual.

For more information email, specialevents@dcas.nyc.gov

Event Space Rental

DCAS manages 56 buildings across the five boroughs, many with beautiful historic spaces that can be used by agencies, nonprofits, or private citizens for events.

DCAS handles all space rentals and requests in DCAS-managed buildings. Events vary and can range from an opening ceremony for a New York City arts festival to a government employee recognition ceremony.

For more information and to find the rates for particular spaces in the DCAS portfolio, please email: specialevents@dcas.nyc.gov

Tenant Relations

DCAS' Tenant Relations acts as the liaison for all tenants in city-owned buildings, triaging and prioritizing requests and issues. This team:

- Coordinates building-wide communication, where necessary.
- Serves as the primary point person for elected officials and all other tenants in need of priority matters addressed.
- Manages and triages workplace facility requests through the ARCHIBUS platform, a comprehensive integrated workplace management system platform.

- Cleans city-occupied spaces, plans for future uses for facilities, and provides design and project management.

Building Services

As landlord, DCAS provides comprehensive base building services to tenants, including fire and life safety, HVAC and plumbing services, elevator operations, and a variety of other building services, e.g., cleaning and restocking restrooms, common area cleaning, trash removal, pest control and maintenance, and other related operational needs on a seasonally appropriate basis.

The following responsibilities are not included in core services and must be funded by each tenant:

- Bathroom additions and upgrades
- Electrical system upgrades
- Space re-configuration
- Upgrades to interior space that are not a result of traditional wear and tear, i.e. requests to redesign with new paint colors and/ or tiles, lighting, adding new partitions, installation of new flooring/carpeting, server room HVAC units, etc.

For more information, please email: tenantrelations@dcas.nyc.gov

Design and Project Management for Leased Space

DCAS provides a project manager from the design team who is assigned to ensure that the new DCAS leased space is built out to suit the client agency's specific needs.

- The project manager from the design team works with the client agency to establish their space needs for the build-out, aka the Personnel and Equipment forms (commonly known as P&Es).
- The project manager works to help obtain the necessary approvals for the P&Es and the funds required to see them through to completion.
- Once the lease is executed, the project manager oversees the design and build-out of the leased space through to substantial completion, ensuring that everything is completed to the agency's specifications and is compliant with all necessary codes.

For more information, please email: Cynthia Poulton (cpoulton@dcas.nyc.gov)

Space Planning for Client Agencies

For agencies seeking to consolidate, densify, or otherwise reconfigure their owned or leased office space for efficiency purposes, DCAS' Workplace Services team will assess their space and provide proposals for improvements. This team can assist with:

- Maximizing space utilization in city-owned and leased buildings.
- Evaluating office space requests for consolidation opportunities.
- Providing long-term strategic portfolio planning.

For more information, please email: Suzanne Troiano (Stroiano@dcas.nyc.gov)

Energy-Efficient Operations and Maintenance Support

DCAS provides technical support and training to building operators to help optimize their buildings. This includes installation and management of building management systems ("BMS"), as well as funding to support retro-commissioning of their buildings.

For more information, please email: Elizabeth Taveras (etaveras@dcas.nyc.gov)



Requesting New Space

DCAS manages the Space Request Portal for all mayoral and non-mayoral agencies that want to submit requests for new space.

How to Request a New Space:

- To request new space, agencies begin the process by filling out a [Space Request Form](#) through the request portal. Once submitted, the agency must receive OMB conceptual approval in order for DCAS to proceed.

For more information, please email: Hannah Axelrod (haxelrod@dcas.nyc.gov)

General Land Use Support–City-owned Property

The DCAS team of expert land-use planners provides support and guidance on any and all land-use items within DCAS' portfolio, including Uniform Land Use Review Procedure (ULURP) approvals.

- Conducts city portfolio planning analysis.
- Provides technical land use guidance.
- Conducts property research.

For more information, please email: Matthew Berk (mberk@dcas.nyc.gov)

Dispositions Portal

Both city agencies and members of the public seeking to lease or otherwise acquire city-owned property can submit a formal application to DCAS through the Disposition Portal.

When agencies consolidate or downsize, certain properties are declared surplus and are relinquished to DCAS. DCAS oversees these properties in the interim, until a new city use can be identified or, if no uses are found, until they are deemed suitable for disposition.

For more information, please email: Joe Valentino (jvalent@dcas.nyc.gov)

Acquisition of Property for City Agencies

DCAS acquires privately-owned space on behalf of client agencies by negotiated purchase.

- In order to submit a formal request to acquire property, a client agency must notify the appropriate personnel within DCAS, alongside submitting the details of the property (borough, block, lot) and the intended use.
- DCAS will then guide the client agency through the appropriate strategy to acquire the property, as well as through the various approvals that may be required.
- Once a path forward has been determined, DCAS will also provide support with obtaining ULURP.
- Once ULURP is obtained, DCAS will begin negotiations for the property and manage the acquisition through to completion.

For more information please email: Shelton Getter (sgetter@dcas.nyc.gov)

Appraisals for City-owned Space

[DCAS' Property Valuations](#) team conducts appraisals for city-owned space to set the rental value accurately for private entities seeking city-owned property for lease or sale.

For more information, please email: Tonia Vailas (tvailas@dcas.nyc.gov)

Deed Restriction Modification Coordination

Properties that were sold by the City of New York with a deed restriction can have the deed be modified by submitting a request to DCAS.

For more information, please email: Kerry Lowe (klowe@dcas.nyc.gov)

Energy



Strategic Planning and Technical Guidance

DCAS centrally manages utility bills across electric, natural gas, and steam for city agencies. This means DCAS will process, pay, and provide cost and consumption reporting for utility accounts that can be transferred to DCAS for management. Temporary construction accounts and lease-based utility fees (\$/square foot) would not be eligible because the associated utility account cannot be transferred to DCAS.

DCAS receives utility bills in two formats: e-files and manual bills.

- For electronic bills, utilities transmit e-files directly to DCAS. The files are then processed and undergo automated validation checks by DCAS' IT team. Once the files successfully pass validation, the bills are approved for payment.
- For manual bills, DCAS staff enter the billing information into EC3, the city's energy billing management system. The entries are then reviewed for accuracy before the bills are approved for payment.

While DCAS handles the full billing and payment process for managed accounts, agencies are still required to review their bills to flag any anomalies and stay informed on their energy consumption and associated costs.

For more information, please email: Grace Han (grhan@dcas.nyc.gov)

Energy Staff and Training

Since 2011, DCAS has provided New York City government agencies with essential energy management staff, ranging from energy analysts to chief decarbonization officers, to lead efforts to reduce greenhouse gas emissions at their agencies. These dedicated staff members are charged with creating accountability at the agency level for meeting emissions reductions goals, developing, implementing, and tracking their agency's energy and emissions reduction efforts, identifying potential energy efficiency projects, applying for competitive funding, and supporting cultural change across their organizations. DCAS works with all agency energy management staff to coordinate efforts citywide and share best practices across agencies.

Currently, DCAS directly funds more than 100 energy management staff members at more than 20 city agencies.

How to Participate

DCAS works with partner agencies to identify and meet their needs for dedicated energy staff. DCAS seeks to place staff in the agencies that have the greatest need for support, reflected in large emissions footprints, facilities with high energy use intensity, and limited existing in-house staff to tackle their energy and emissions reduction challenges.

For more information, please email: Gretel Guivelondo (gguivelondo@dcas.nyc.gov)

Funding for Energy Projects and Programs

Through multiple programs, DCAS offers grant funding to agencies to complete energy conservation projects at their assets. These programs include the following:

Accelerated Conservation and Efficiency (ACE): The ACE program provides funding for energy efficiency, emission reduction, and distributed generation capital projects that are identified, managed, and implemented by partner city agencies. Agencies can submit projects through ACE on a rolling basis, year-round.

Expenses for Conservation and Efficiency Leadership (ExCEL): The ExCEL program provides city agencies with expense funding for energy-saving retrofit projects, operations and maintenance improvements, and studies. These projects must be completed by the end of the fiscal year. Agencies must submit their anticipated projects for the next fiscal year in the fall and applications in early spring.

For more information, please email: Grace Han (grhan@dcas.nyc.gov)

Turnkey Energy Efficiency and Clean Energy Projects

DCAS leads implementation of capital projects at agency facilities, including deep energy retrofits as well as smaller, scalable upgrades, such as Direct Install Lighting, which is an accelerated energy efficiency initiative by DCAS and the New York Power Authority. This initiative rapidly retrofits existing fixtures on a one-for-one basis with pre-configured kits, reducing costs and project timelines by up to 70%. In addition, the program upgrades lighting controls and installs vacancy sensors to automatically turn lights off when rooms are unoccupied, delivering even greater energy and cost savings.

For more information, please email: [Harold Barrios \(hbarrios@dcas.nyc.gov\)](mailto:Hbarrios@dcas.nyc.gov)

Utility Energy Supply

DEM provides multiple services to support an agency's utility billing, account management, demand response participation, energy data platforms, and other services.

For more information, please email: energy@dcas.nyc.gov

Fleet Vehicles



Operations and Maintenance

Managed by DCAS, New York City operates over 30,000 owned and leased vehicles, the largest municipal fleet in the United States. The City of New York maintains fleet units at 37 main repair locations and has over 400 in-house fueling and 400 separate electric charging locations. More than 2,000 staff work full-time in fleet repair and garage operations across over 50 fleet operating agencies and offices.

This includes:

- Administering the [Citywide Fuel Card Program](#) and Car and Fleet Share Initiatives
 - Citywide Fuel Card Program: The DCAS Fleet Fuel Operations Team assists all agencies with [WEX fuel card](#) and pin requests for commercial fuel and charging access as well as resolving automated fueling issues at the city's in-house fueling sites. DCAS recently updated the fuel management system for in-house sites at DPR, DOC, DOT, and DEP. DCAS Fleet monitors and reports on fuel usage and costs. Working with Procurement, DCAS Fleet manages the renewable diesel program and fuel emergencies and assists with the preparation of fuel contracts.
 - [Fleet Share Initiative](#): DCAS administers a central pool of (mostly electric) vehicles to promote vehicle sharing among city staff at designated hub locations.
- Coordinating with Agency Fleet Directors (AFDs) and oversight agencies on proper vehicle use and compliance; and generates the daily [Fleet Service Report](#) on readiness and conditions.

Fleet Emergency Operations Resources

DCAS supports agencies during emergencies by organizing fleet resources, including fuel, parts, auction services, critical equipment such as light towers and generators, towing and transport, and repair services.

- DCAS coordinates fuel emergencies with NYCCEM.
- DCAS maintains 24/7 fleet systems coverage during emergency events.

For more information, please email: Harris Kaplan (hkaplan@dcas.nyc.gov)

Fleet Fiscal Management and Administration

DCAS reviews annual vehicle and equipment acquisition/rental/leasing plans and works with agencies and OMB to monitor and authorize fleet acquisitions.

This includes:

- Working with agencies on vehicle specifications, including sustainability and the [Safe Fleet Transition](#) plan.
- Overseeing inter-agency transfers of vehicles and equipment, the review and approval of vehicle and parts salvage requests, and online-only auctions of city fleet vehicles.

For more information, please email: Sherry Lee (sherrylee@dcas.nyc.gov)

Fleet Safety

DCAS is the lead agency response for municipal fleet safety. This is accomplished through several means, including:

- Coordinating and hosting the [Vision Zero Safety Forum](#).
- Maintaining the city fleet's [CRASH module](#), where every agency submits crash information to record a collision or incident involving a city vehicle.
- Issues citywide rules for vehicle and fleet operations, such as the Fleet Manual and Drivers Handbook.
- Develops and offers [fleet safety training programs](#) such as the New York State Defensive Driving Program.
- Implements the Safe Fleet Transition Program to redesign fleet vehicles for safety, and implements design initiatives including telematics, truck sideguards, surround cameras, and intelligent speed assistance.
- Manages the Fleet Office of Real Time Tracking (FORT) which live-tracks more than 29,000 vehicles each day and sends comprehensive safety and use reporting.

For more information about fleet safety, please email: Alfredo Melian (almelian@dcas.nyc.gov)

Fleet Sustainability

DCAS is responsible for bringing the municipal fleet into the 21st century and is tasked with assisting agencies on upgrading their fleet to cleaner electric and hybrid models where available.

As of 2026, the City of New York operates nearly 10,500 electrified units. In addition, over 11,000 fleet units use 100% renewable diesel, including law enforcement response trucks. New York State. DCAS also operates one of the largest single-operated charging networks in the United States, serving as a beacon of innovation and sustainability in the realm of municipal fleet management.

For more information on fleet sustainability, please email: Brent Taylor (BreTaylor@dcas.nyc.gov)

Procurement



DCAS Central Storehouse

The Central Storehouse, located in Middle Village, Queens, has an inventory of over 570 commodities for distribution to city agencies. The storehouse offers consolidated logistical services and delivers goods to more than 1,600 agency locations. DCAS' Central Storehouse plays a critical role in the agency's emergency response.

Central Storehouse's functions includes:

- Maintaining an emergency supply inventory and managing supplies crucial to city operations.
- Conducting quality assurance inspections.

For more information, please email: ocphelp@dcas.nyc.gov

Procuring an Item

Procurement requests are initiated within the city's [PASSPort system](#). Contracts the city holds can either be reviewed within PASSPort or direct order.

For more information, please email: ocphelp@dcas.nyc.gov

Strategic Performance and Innovation

DCAS develops customer support systems for citywide procurement programs. These programs include PASSPort, the direct-order system, and all matters related to agency-issued P-Cards. If experiencing issues with any of these, please contact the Office of Citywide Procurement helpdesk.

For more information, please email: ocphelp@dcas.nyc.gov

M/WBE Program

DCAS' M/WBE program is designed to promote city government contracting and subcontracting opportunities for businesses certified as minority and women-owned with a real and substantial presence in New York City.

For more information, please email: mwbe@dcas.nyc.gov

Public Auctions

DCAS is responsible for handling numerous public auctions of city property. When certain goods and property are no longer of use to the City of New York, they are auctioned off to the general public to generate revenue for city government. Auctions include vehicle auctions, surplus auctions, and real estate auctions.

- [Fleet Vehicle Auctions](#)
 - The City of New York has partnered with GovDeals to manage surplus fleet vehicle auctions. Online auctions are free and open to the general public and do not require showing up in person.
- [Surplus Auctions](#)
 - The DCAS Office of Surplus Activities (OSA) handles surplus city property and either transfers it to other city agencies if it is needed, auctions it off if it is no longer needed by the City of New York, or, in certain circumstances, disposes of the property. Surplus property sales are managed through online auctions.

For more information, please email: ocphelp@dcas.nyc.gov

Workforce Planning and Organizational Support



Recruitment and Hiring

DCAS provides centralized support to help agencies hire, manage, and develop their workforce while navigating the civil service system. Services are applied with a targeted, agency-specific approach based on operational needs.

Additionally, DCAS partners with agencies to host [hiring events](#) and agency spotlight presentations that promote discretionary positions and support their recruitment

efforts. These events are designed to address critical hiring needs and are scheduled based on agency vacancies and workforce priorities.

In addition to these efforts, DCAS also partners with external organizations and educational institutions to build talent pipelines through partnerships, internships, and career pathway programs. Agencies can leverage these efforts to engage diverse populations and promote awareness of their missions and career opportunities.

For help recruiting for a specific position, please email: CitywideRecruitment@dcas.nyc.gov

Civil Service List Management

Over 80% of city government positions require a civil service exam. Standardized testing helps ensure the hiring and promotion processes are fair, competitive, and result in the city hiring the most qualified candidate for the job.

DCAS typically administers over 180 exams to more than 110,000 candidates on an annual basis. Taking an exam is a multi-step process, but once completed and passed, applicants become eligible to work with the City of New York. Exams can be applied for on any desktop computer with internet access or at one of DCAS' testing centers in each of the five boroughs..

For more information, please email: nycapscentral@dcas.nyc.gov

Civil Service Title Alignment

DCAS supports workforce planning by aligning titles and organizational structures to agency operations, using exam data and workforce insights tailored to each agency's portfolio, and building pipelines through internships, fellowships, and career pathways aligned to agency needs.

Some of the services that the DCAS Classification and Compensation (C&C) team provides includes:

- **General classification advice:** Determining the appropriate title classification for positions associated with new agency programs, the appropriate title or assignment level for a given position, and interpretation of minimum qualification requirements (MQRs).
- **Title specification revisions:** Updating duties to align with current or new job tasks and updating MQRs to address recruitment/retention issues or to align MQRs with statutory requirements.
- **Other changes to classification structure:** The creation of new titles in cases where job functions are not sufficiently covered by the existing titles.
- **C&C also:**
 - Administers updates to the NYCAPS
 - Advises on out-of-title grievances and other labor relations issues
 - Remedies to out-of-title situations
 - Maintains an online database of civil service titles and pay information

For many titles, changes require approval from the state Civil Service Commission. DCAS advises agencies on the approval process and facilitates the submission of required requests.

For more information on civil service title alignment, please email: nycapscentral@dcas.nyc.gov

Hiring Pools

Civil service hiring pool is a large interview event where city agencies invite top-scoring candidates from an active civil service list to interview for open job positions and potentially receive job offers.

For more information, please email DCAS CitywideRecruitment:

CitywideRecruitment@dcas.nyc.gov

Civil Service Information Sessions

Civil Service 101 can be tailored for current employees interested in learning more about the civil service system and the processes involved in advancing within the public sector. This session will provide an overview of the civil service process, including the structure of exams, eligibility requirements, and the steps involved in applying for an exam. Participants will gain insights into how selections are made from the exam list, what to expect during the exam process, and how to navigate career advancement within the civil service.

These sessions can be tailored to an agency's needs or focused on a specific title or exam. In addition, DCAS offers two Civil Service 101 sessions per month (one virtual and one hybrid), specifically focused on current city employees

For more information, please email: CitywideRecruitment@dcas.nyc.gov

How to Hire Interns and Fellows

City government internships and fellowships allow high school and college students to make important contributions to the city while experiencing firsthand the rewards that come with working for the people of New York City.

Internship Opportunities for College Students

- **The New York City Public Service Corps (PSC)**
- The New York City Public Service Corps is the nation's first and largest off-campus internship program offering paid and academic credit undergrad and graduate internships. These internships are contemporary and authentic resume-builders that guide students' careers and access to city agency employment.

For more information, please email: CitywideRecruitment@dcas.nyc.gov

- **The New York City Summer Internship Program (SIP)**
 - The NYC Summer Internship Program (SIP) is designed to provide graduate and undergraduate students with valuable experience working for New York city government. Agencies will have the opportunity to hire interns to serve in various roles in the Summer Graduate Intern (for graduate students) or Summer College Intern (for undergraduate students) civil service titles, for a maximum duration of 13 weeks.

Internship Opportunities for High School Students

- **Automotive High School Internship Program**
 - DCAS, in partnership with the New York City Department of Education Career Technical Education Automotive High Schools provides opportunities for student to

participate in a paid summer internship program that provides valuable hands-on experience maintaining high-profile city vehicles, and the unique opportunity to learn from leading city fleet experts and professionals who service the largest municipal fleet in the United States.

Agencies interested in hosting interns through the High School Automotive Internship Program should email NYCfleet@dcas.nyc.gov

- **CTE Facilities Internship Program**

- The CTE Facilities Internship Program is a rare opportunity for CTE high school students to gain valuable, real-life experience in their area of study by pairing them with DCAS professionals as they maintain buildings across the city.

Visit the CTE Facilities Internship Program page at nyc.gov/dcas for more information.

Fellowship Opportunities

- **New York City Urban Fellows**

- Sponsored by the City of New York and administered by the Department of Citywide Administrative Services, New York City Urban Fellows is a nationally recognized and highly competitive, nine-month fellowship program that explores current urban issues through unique learning seminars and first-hand exposure to public sector leaders.

For more information, please email: CitywideRecruitment@dcas.nyc.gov

- **Civil Service Pathways Fellowship (CSPF)**

- The Department of Citywide Administrative Services' Civil Service Pathways Fellowship (CSPF) is a two-year program for City University of New York (CUNY) graduates designed to create a pipeline from college to a career in civil service. The fellowship is full-time and offers a competitive salary and benefits.

For more information, please email: CitywideRecruitment@dcas.nyc.gov

DCAS Citywide Learning and Development

DCAS Citywide Learning and Development is the central source of training within New York City government for employees at all levels, from all agencies. Classes are taught by a mix of government, university, and private sector experts, and span the following portfolio areas:

- Executive Development
- Management and Supervision
- Cultural Awareness and Inclusivity
- Professional Development

- NYCAPS Training
- Civil Service 101
- Personal Development
- Technology

For more information, please email: citywidetrainingcent@dcas.nyc.gov

NYCityLearn

The Department of Citywide Administrative Services manages NYCityLearn, a learning management system designed to enhance and streamline training and professional development.

NYCityLearn:

- Offers direct training services to agencies and employees;
- Provides employees with access to the online catalog of open enrollment trainings and eLearning;
- Allows employees to submit requests to take a training through the online catalog;
- Enables employees to view and download transcripts; and
- Allows agencies to manage trainings and to run training reports for their agency workforce.

For more information, please email: citywidetrainingcent@dcas.nyc.gov

Occupational Safety and Health (COSH)

DCAS coordinates programs and provides technical oversight to city agencies on environmental and occupational safety and health to ensure compliance with federal, state, and local regulations. DCAS performs site surveys and inspections to identify potentially hazardous operations and conducts training to reduce accidents and occupational illnesses at city agency worksites. In partnership with the New York State Department of Labor, DCAS also assists city agencies with abating safety violations and identifying corrective actions. COSH also provides free hearing tests for employees who work in loud areas or use loud equipment to ensure compliance with city, state, and federal regulations. COSH will visit and test work locations if requested.

For more information, please email: COSH@dcas.nyc.gov

Human Resources



Residency Waivers

New York City employees are required under the NYC Administrative Code and Mayoral Executive Order No. 131 to establish residency in New York City within 90 days of starting city service and to maintain that residency for at least two continuous years. Exceptions to the residency requirements exist under specific conditions, which DCAS oversees.

For more information, please email: Citywide Personnel Policy at cpp@dcas.nyc.gov

Policy Guidance

DCAS provides guidance on civil service rules and personnel policies, tailored to each agency's structure, workforce composition, and operating environment.

For more information, please email: CitywideEquityInclusion@dcas.nyc.gov

NYCAPS Support

DCAS manages and supports the New York City Automated Personnel System (NYCAPS) and NYC Jobs and works with agencies to expand the use of available modules, including optional functionality, to strengthen operational effectiveness. DCAS and NYCAPS Central provide targeted support to help agencies resolve issues, navigate transactions, and address recurring challenges, with a focus on improving efficiency and maximizing system use.

For more information, please email: nycapscentral@dcas.nyc.gov

Citywide EEO and Equity Training

DCAS Citywide Equity and Inclusion (CEI) develops, updates, and delivers citywide training on: anti-discrimination and anti-harassment, sexual harassment prevention, workforce equity and inclusion, and professional development for EEO practitioners. These trainings help agencies meet legal mandates and strengthen equitable workplace practices. DCAS is also the independent investigator for cases involving agency heads / agency EEO officers.

For more information, please email: CitywideEquityInclusion@dcas.nyc.gov

Equity and Inclusion Resources

DCAS guides over 80 city agencies on the Citywide Equal Employment Opportunity (EEO) Policy, procedures, and laws designed to prevent workplace discrimination. This includes developing and updating mandated and elective workforce training and tools, including on EEO compliance, anti-bias, inclusivity and retention, as well as designing professional development curricula for the city's EEO professionals on industry practices. CEI also handles complaints against commissioners and other EEO officers.

Additional resources include:

- NYC EEO Policy
- EEO Policy Handbook
- Reasonable Accommodation guidelines
- Guide for Agencies to Respect and Support Gender Transition, Gender Identity and Gender Expression
- EEO complaint process materials
- 55-a program FAQs

For more information, please email: CitywideEquityInclusion@dcas.nyc.gov

Marketing / Promotion



Citywide Media Hub

The Citywide Media Hub assists city agencies with public messaging by offering access to a limited allotment of media space that is available to NYC at a low or no cost.

How to make a request with the Citywide Media Hub

- To begin any city marketing campaign, reach out to DCAS Public Affairs for the link for the NYC Marketing Campaign Registration Form.

- Once completed, a campaign brief will be generated and sent back to obtain budget and PASSPort approvals.
- All creative work for both paid and non-budgeted campaigns should be approved by City Hall.

The city media spaces include:

Broadcast (no cost)

- NYC 311 Hold Message
- NYC RADIO: WNYE FM
- NYC TV

Digital Displays (no cost)

- LinkNYC
- TaxiTV / Car Service
- NYC Ferry
- CUNY Campus Displays

Printed Media (low cost for printing/delivery of materials)

- Bus Shelters
- City Agency Newsletters / Email Lists

- Library Bulletin Boards
- After School Programs
- NYCHA Housing
- Older Adult Centers
- Sanitation Vehicles

Broadcast: (low cost)

- PSAs on local major radio and television broadcast channels.
- City agencies are required to pay for non-media costs, including printing, delivery, or creative assistance.
- Typically, these costs are low enough to be handled as “micro-purchases” by agency finance.

For more information, please contact: Communications@dcas.nyc.gov



CityStore

CityStore offers a wide range of products that embody the essence of New York City and its workforce. These items include locally crafted goods, licensed merchandise such as FDNY, NYPD, DSNY, and NYC Transit, as well as collectible memorabilia like taxi medallions and stoplight lenses.

Interested in hosting an event or placing a new product with the CityStore?

CityStore hosts special product events like the signing of the FDNY and DSNY official calendars. The store also carries a wide selection of NYC-branded merchandise and welcomes discussion with other city agencies to bring new product ideas to the store.

CityStore has two locations conveniently located in Lower Manhattan.

Visit the flagship store at:

David N. Dinkins Municipal Building

1 Centre Street - North Plaza

Open Monday – Friday, 9 a.m. – 5 p.m.

Or visit the outpost located at:

Manhattan Office of the City Clerk

Marriage Bureau

141 Worth Street

Open Monday – Friday, 8:45 a.m. – 3:30 p.m.

Agencies interested in learning more, please email: citystore@dcas.nyc.gov

City Record

The [City Record Online \(CROL\)](#) is a fully searchable database for all the notices published in the City Record newspaper.

For more information, please contact: Janae Ferreira jferreira@dcas.nyc.gov

Green Book

The Green Book is the official directory of the City of New York. The online version is a searchable digital application that provides contact information for key personnel and government offices, including city, county, and court officials. The Green Book is accessible online and serves as a valuable resource for anyone seeking contact information for individuals working within the city's various departments or courts.

Each agency appoints a liaison, and we update the liaison list at the beginning of each year.

Agencies are contacted two to four times a year for updates (ideally quarterly, although that may be excessive in a non-election year) with instructions for submitting their updates.

If any updates are needed at any time, liaisons can contact Krishna Kirk (kkirk@dcas.nyc.gov) with the content that requires updating. Only liaisons should reach out to DCAS with updates, as they are responsible for ensuring the information is accurate.

For more information, please contact communications@dcas.nyc.gov

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