



For Immediate Release: December 20, 2024

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Bringing City Hall to the Streets: Mayor's Public Engagement Unit Expands Access to Resources Across NYC in 2024

In 2024, PEU led Days of Action across the city putting money back in the pockets of New Yorkers

New York, NY - As the year 2024 draws to a close, the [NYC Mayor's Public Engagement Unit \(PEU\)](https://nyc.gov/peu) takes great pride in helping New Yorkers access a range of vital resources - from health insurance and financial benefits like transit discounts to anti-tenant harassment support. To prevent potentially life-altering resources from going unused, PEU proactively reaches out to New Yorkers using grassroots outreach strategies.

"From day one, our administration has focused on creating a safer, more affordable New York City. In 2024, we continued to deliver on that vision and 'Get Stuff Done' for working-class New Yorkers," **said New York City Mayor Eric Adams**. "Thanks to our extraordinary public servants, America's safest big city got even safer this year, with overall crime down and thousands of illegal guns, mopeds, and ghost cars taken off city streets. We passed historic legislation to turn New York into a 'City of Yes,' shattered affordable housing records once again, and put billions of dollars back into New Yorkers' pockets. We broke records for the most jobs and small businesses in city history and moved millions of trash bags off our sidewalks and into containers. But we know that there is even more we can do to continue to uplift working-class families. As we look to the future, our administration remains committed to keeping New Yorkers safe and making our city more affordable for the millions of New Yorkers who call our city home."

"I am proud of the incredible work our team at the Mayor's Public Engagement Unit has done this year to connect New Yorkers to critical City, State, and Federal programs," **said Adrienne Lever, Executive Director of the Mayor's Public Engagement Unit**. "By reaching out proactively - making phone calls, knocking on doors, attending community events - we are demonstrating that the City government is here to help."



Across all teams, we engaged 100,000 New Yorkers by:

- Knocking on 122,000 targeted doors
- Making 400,000 proactive calls
- Sending over 2.6 million text messages to help connect New Yorkers with resources

We also launched several new projects this year, including:

- The [Special Projects Team](#) led our [“Money in Your Pocket” initiative](#) designed to help New Yorkers screen for benefits using the ACCESS NYC screening tool and learn about more than 70 city, state, and federal programs that can improve their quality of life. To scale outreach city-wide, PEU recruited, trained, and deployed over 300 city employee volunteers to distribute more than 214,000 flyers.
- Our Health Team, [GetCoveredNYC](#), coordinated a new outreach effort to help [spread the word about medicaid expansion](#) for undocumented older New Yorkers. The team also participated in over 700 community events throughout the year to provide all New Yorkers with critical information about how to navigate health insurance options and other health-related resources.
- The [Tenant Support Unit](#), which supports tenants city-wide through proactive outreach, incoming calls to the [Tenant Helpline](#), and case management, supported 23,000 tenants this year.
- Our [Home Support Unit](#) launched a new door-to-door canvassing project this summer to reach more small landlords and help them navigate the process of renting their vacant units to unhoused New Yorkers. Through the year the team conducted outreach to over 60,000 landlords and brokers, and recruited nearly 5000 units for families in shelter with vouchers.

From sharing vital tenant resources to ensuring access to health insurance, PEU's outreach efforts underscore the City's dedication to ensuring that no one is left behind and that all New Yorkers have the tools to live healthier, quality, and more secure lives.



About the NYC Public Engagement Unit (PEU)

The NYC Public Engagement Unit (PEU) was created to develop a new model for government outreach, using community organizing principles to re-envision how the city provides services to its most vulnerable communities. Rather than expecting constituents to navigate a complex City bureaucracy to get the help they need, PEU adopts grassroots tactics to meet residents where they are – at their doors and on their phones, in their social media feeds, and in their communities. PEU combines this proactive outreach with comprehensive case management, and in doing so, combats disillusionment and builds long-term relationships between New Yorkers and their government. For more information, visit nyc.gov/PEU and stay connected on Facebook at <https://www.facebook.com/MayorsPEU> or [Instagram](#) and [Twitter](#) at @MayorsPEU.