

NEWS FROM NYC MAYOR'S OFFICE OF OPERATIONS

NYC Customer Service Newsletter Volume 7 issue 2 - June 2016

Stocking up on Success: DOP Launches Nutrition Kitchens



DOP Commissioner Ana M. Bermudez with Toya Williford, Mayors Fund to Advance New York City, representatives of the Food Bank for New York City and DOP staff during the ribbon cutting ceremony of the Bronx NeON Nutrition Kitchen.

The Department of Probation (DOP), in partnership with the Food Bank for New York City and the Mayor's Fund to Advance New York City, has begun incorporating *Nutrition Kitchens*, a unique initiative that goes beyond a typical food pantry, into its Neighborhood Opportunity Network (NeON) offices. The kitchens feature an array of stocked non-perishable goods and are open to those on probation, as well as people in the community in need of emergency food. Many on probation need this support and feel comfortable coming to the neighborhood NeON offices. Stigmatization often discourages them from seeking help at community-based soup kitchens and food pantries. "The *NeON Nutrition Kitchen* provides healthy recipes, nutrition information, and cooking demonstrations and also distributes food to DOP clients and communities once a week to improve their

understanding of a healthy lifestyle and provide a service to the community,” states Commissioner Ana M. Bermúdez. “Our goal is to assist our clients with overcoming barriers, like hunger, in an effort to create a successful and productive life for those transitioning from the justice system.”

Research shows that 1.2 million residents of NYC go hungry. The DOP has joined in the fight to combat this problem. “Everything about this is brilliant. This type of program is groundbreaking. It speaks to the department’s view of the clients and ability to see people and not the crime” says Barbara Turk, Food Policy Director for the City of New York. “We want everyone in New York to be able to eat nutritious meals they can afford,” said Turk.



Chef Elliot Lopez of the Capitale Grill offers a sample of his summer salad.

Since the first opening last July, DOP's five NeON Nutrition Kitchens have served 32,913 New Yorkers!

How can you Support the NeON Nutrition Kitchens?

- **Volunteer!** Volunteer to be part of a healthy demonstration or to share a recipe.
- **Donate!** Join industry partners like the Capital Grille who have demonstrated their cooking expertise to those in our communities.
- **Spread the Word!** Tell people about the NeON Nutrition Kitchen. Get the word out to those in need and to those who can donate and partner.

For more information contact Steve Cacace, scacace@probation.nyc.gov, 718-802-4500.



2015 Excellence in Customer Service Awards

On May 10, 2016, 34 individual honorees and 18 special honorees were recognized at the 2015 Excellence in Customer Service Awards Ceremony held at the ornate Surrogate's Court building. Over 150 attendees were present to share with the honorees their recognition for outstanding customer service.



First Deputy Mayor Anthony Shorris addresses honorees

Mindy Tarlow, Director of the Mayor's Office of Operations, hosted the event. First Deputy Mayor Anthony Shorris addressed all the honorees and commended them for going above-and-beyond to fulfill their duties. Deputy Mayor for Strategic Initiatives Richard Buery addressed the IDNYC honorees, recognizing their important role in making New York City a welcoming place for immigrants, and Department of Citywide Administrative Services Commissioner Lisette Camilo addressed the City agency drivers who were recognized for their lengthy record of safe driving.



IDNYC honorees proudly display their certificates

The mood was festive as honorees, their supervisors, agency heads and agency customer service liaisons mingled and enjoyed the refreshments while viewing the large screen slide show of honorees and reading the agency honoree bios. Each honoree received a certificate signed by the Mayor. Photos of the 2015 honorees can be viewed on the [Office of Operations website](#).



Safe Driver honorees with Department of Citywide Administrative Services Commissioner Lisette Camilo

HOPE 2016 Goes Viral

Each year, the Department of Homeless Services (DHS) works to recruit volunteers across the five boroughs to count the number of chronically street homeless individuals living on NYC streets and subways for the annual HOPE (Homeless Outreach Population Estimate) count. Thanks to a dynamic social media campaign and the help of elected officials and a Hollywood celebrity, DHS registered a record number of volunteers—over 4,200. HOPE is part of a national Department of Housing and Urban Development (HUD)-mandated effort to count the homeless. HOPE 2016 took place Monday, February 8. The night began at 10:30 pm and continued on until after 4:30 the next morning. Throughout the night, teams of volunteers canvassed streets, parks, and subways throughout all five boroughs to count and engage chronically street homeless individuals.

The quantitative data gathered during HOPE is used to improve the city's outreach efforts and help this shelter-resistant population. In the months leading up to HOPE 2016, actor and director Ben Stiller helped DHS recruit volunteers for HOPE. The *Zoolander* star encouraged his 5.08 million Twitter [followers to sign up and participate in the count](#). Stiller also provided a voiceover for [a social media video](#) that DHS and City Hall rolled out to urge even more people to volunteer.



Ben Stiller
@RedHourBen



Following

Great way to start the new year if you are in NYC [#HOPE2016](#)



Homeless Services @NYCDHS

HOPE is a citywide volunteer effort to count the chronically homeless across the five boroughs. Join us! [#HOPE2016](#)

RETWEETS
53

LIKES
155



2:57 PM - 2 Jan 2016



Reply to [@RedHourBen](#)

With actor and director Ben Stiller's help, DHS recruited more volunteers in less time than ever before

DHS also held #nycHOPEday, during which NYC elected officials, their staff and constituents, faith leaders and their congregants, and everyday New Yorkers submitted and posted selfies in which they held signs with their own messages about why HOPE was important to them. DHS pushed these images out on our social media channels with the registration website on #nycHOPEday, and also released them again, throughout the night of HOPE, to engage the volunteers.



 Homeless Services @NYCDHS · Jan 11
For @CMReynoso34 and his staff, #HOPE2016 counts because everyone deserves a home. #Brooklyn #Queens #nycHOPEday

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Councilmember Antonio Reynoso, who represents Williamsburg and Bushwick in Brooklyn and Ridgewood in Queens, and his staff helped DHS recruit volunteers for HOPE 2016 on #nycHOPEday

Mission Home Campaign

On December 30, 2015, the United States Interagency Council on Homelessness (USICH), Department of Housing and Urban Development (HUD), and Department of Veterans Affairs (VA) confirmed that the City of New York has achieved the milestone of effectively ending chronic homelessness among veterans. This two-year effort to help veterans who have been homeless for a year or longer find a home came about through daily coordination that involved a number of city agencies, including DHS, the Human Resources Administration, the New York City Housing Authority, the Department of Housing Preservation and Development, the Mayor's Office of Veteran Affairs, as well as City Hall, the Public Engagement Unit, the Veterans Administration and nonprofit providers.

DHS also actively engaged the real estate community, through direct outreach to landlords and brokers who help identify affordable apartments for veterans. Throughout the Mission Home campaign, DHS hosted

numerous housing fairs and forums for homeless veterans, assembled a package of incentives for veteran families and single adults to secure affordable housing, and conducted a citywide public campaign to increase awareness. The outreach campaign also drew attention to available broker and landlord bonuses.

To help ensure that all veterans in the city are connected to quality, affordable and stable housing for the long term, DHS and partners have worked to make sure veterans have priority access to all NYC housing resources. This includes working on increasing the housing supply through master leases (nonprofit providers linked with a private property), housing subsidies such as LINC, FEPS, SEPS, Section 8, NYCHA, and supportive housing, and VA-based subsidies and rental programs, such as HUD-VASH and SSVF.

I'm Tommie, U.S. Army Veteran, and DHS Staff Member.

In the last year, we've helped over 900 of our homeless veterans find a place to call home. Now we need all DHS staff to help us cross the finish line.

Tommye Lloyd
Private First Class (PFC)
101 Airborne Division
FC Campbell, Kentucky
US Army
Veteran Peer Coordinator
DHS and MOVA

HELP HOUSE A VETERAN
JOIN NYC'S MISSION HOME

While our most pressing need is for housing for our veteran clients, there may be other innovative ideas or suggestions that DHS staff may have. Please consider how you can assist us in achieving our goal of ending veteran homelessness in NYC. Send your ideas to communications@dhs.nyc.gov.

NYC
MISSION HOME

Mission Home campaign advertisement

Also as part of this initiative, DHS instituted client-based supports in partnership with the Mayor's Office of Veterans Affairs (MOVA) Veteran Peer Coordinators (including staffer and veteran Tommy Lloyd) and clinical social workers to help make sure veterans are not only connected to housing but also remain in permanency.

DOT Avoids Getting "Lost in Translation"

Since Executive Order 120 on Language Access was issued in 2008, DOT, along with its fellow agency "Partners in Process," has grown to appreciate that a high level of collaboration, plain language documents, quality assurance and the allocation of sufficient time results in quality translations and interpretations.

Collaboration

DOT has found that quality is more likely to be achieved when all stakeholders are included in the process of clarity checks and reviews. To ensure that all the needed voices are captured for translations and interpretations, DOT includes various stakeholders in the process, such as:

- transportation project managers
- executive staff
- strategic communication professionals
- creative services staff
- professional translators
- language bank volunteers
- professional review teams

- members of ethnic communities
- translation and interpretation college Interns

Plain Language

Documents in English that are written in plain language and are submitted for translation are easier to translate. Even documents written in plain language, however, may still contain transportation jargon unfamiliar to the public, such as “bollards” or “medians.” DOT’s Language Access Unit (LAU) conducts multiple checks throughout the process of translation, including the plain language “Clarity Check” in DOT’s web-based translation request portal, available to all staff on the agency’s intranet, to ensure that the meaning of translated documents is not “lost in translation.”

Quality Assurance

When preparing documents for translation, LAU provides instructions, explanations and a glossary to properly guide translation and review teams. LAU reviews the translated documents to ensure that there are no typos and that the translation is easily accessible to a wide audience. The review results are then incorporated into a cumulative “DOT Working Glossary” of words and phrases that serve as helpful reference material for future translations as translation and review teams can choose already vetted words and phrases for consistency and clarity within and across documents, which streamlines the process and saves the City time and money.

In Practice

Collaborating with the DOT Freight Mobility Unit, DOT’s Language Access Unit put the above into practice and is now finalizing the very first Spanish translation of its Truck Route Map, which is soon to be released. It exemplifies one of DOT’s more extensive document translations expected to reach a larger audience. The lengthy revision process ensures that all stakeholders agree - with the highest level of confidence possible - on the word choices in Spanish and that the translation would be understood by the widest Spanish Limited English Proficient (LEP) audience.



"City of New York Truck Route Map" (Spanish Translation)

Time

DOT strives to ensure that there is sufficient time to identify a good interpreter before an event and builds in the additional time to screen candidates assigned by the language services company for special high-profile interagency meetings. This extra time allows for communication requirements to be clearly understood by all. DOT pre-screening phone calls and meetings with prospective candidates help identify the best interpreter for the assignment. Once an interpreter is selected, DOT allows time for agency project managers and the in-person interpreter to review the meeting agenda. Questions about unfamiliar transportation words, phrases and processes can then be addressed.



Chinese Interpreter and DOT Project Managers Pre-Meeting at Mayor's Office of International Affairs

DCAS Leads Major Expansion of Safety and Defensive Driver Training In Support of Vision Zero

As part of Mayor de Blasio's Vision Zero initiative, NYC Fleet at DCAS has led a major expansion of safety and defensive driver training. Since July 2014, driver safety classes have been held almost every weekday at DCAS and at other agency locations such as the Department of Sanitation, the Department of Environmental Protection, the Department of Transportation, and Parks. In the last year, Fleet has trained nearly 1,000 staff per month in the full day course, with over 27,000 staff now trained. Previously, less than 1,000 staff were trained citywide per year. The City has a total of 34,000 authorized drivers (not including police officers and firefighters who are trained separately.) The course focuses on NYC Vision Zero, best practices for avoiding collisions and driving safely, and examples of specific crash and vehicle misuse incidents with City vehicles. In addition to the safety benefits, staff can also receive car insurance or license points benefits with the course certificate, which is good for three years. The course is being offered to City staff for free.



Agency drivers attend fleet safety training

Starting in 2015, DCAS added a fleet driver customer and safety survey as part of this initiative. The survey is available at the time of the course and also online on the NYC Fleet website at DCAS ([go to NYC Fleet](#)). DCAS is collecting and inputting surveys about Vision Zero from every employee who takes the class, including questions about what types of City vehicles they drive, preferred vehicle safety technologies, fleet services at their agency, and thoughts on fleet safety and the course itself. Participants have submitted nearly 9,000 surveys with more being filled out every day. This is the first time that a customer survey has been implemented for citywide fleet operators.

The feedback will be used to improve vehicle safety and fleet operations. For example, operators were asked to list their priorities for improving safety outfitting and design of City vehicles. Fleet will use these results to inform initiatives in areas such as side-guards, backup cameras, and driver alert systems. On the sustainability front, the surveys have confirmed that a large percentage of City employees are familiar with and currently operate vehicles using alternative fuels including hybrids, electrics (EVs), biodiesel, or Compressed Natural Gas (CNG). The course in general has received very positive ratings from participants, with an average score of 9.2 out of 10 on a one to ten scale of effectiveness. Thanks to Vision Zero, Fleet has placed a renewed emphasis on safety. This initiative has been led by Greg Blain, Marcin Gubernat, Matthew Aronberg, and Lenin Fierro of DCAS.

New York City Economic Development Corporation Launches Three New Programs to Support Underserved Emerging, Minority or Women-Owned Firms

On March 25th, the New York City Economic Development Corporation (NYCEDC) announced a suite of initiatives to support emerging developers and minority, women-owned and disadvantaged businesses enterprises (M/W/DBE) across all five boroughs.



New York City Economic Development Corporation

Next Level Bronx, a partnership between Citi Community Development, Interise and NYCEDC, will engage 18 established Bronx-based small minority and women owned businesses through a seven-month capacity building program focused on helping them make professional connections, grow their businesses and create jobs. The program includes peer-to-peer CEO mentoring sessions as well as the nationally-recognized StreetWise 'MBA'™ curriculum developed by Interise and focused on financial management, marketing and sales, human resources tactics, business strategy development and access to new capital and contracts. Next Level Bronx is open to small businesses that are located in the Bronx, generate revenues between \$250,000 and \$10 million, have been in business for at least three years, and have at least one employee besides the owner.

The **Emerging Developer Loan Fund**, which includes \$10 million of capital committed by NYCEDC, will provide affordable pre-development and land acquisition loans ranging from \$100,000 to \$2.5 million to developers taking on mixed-income and mixed use industrial and commercial projects. The fund is specifically targeted for emerging developers, which includes many minority or women owned firms, with annual revenues of less than \$10 million. By facilitating the acquisition process for emerging developers, NYCEDC seeks to increase opportunities and access for M/W/DBE firms. NYCEDC has selected Basis Management Group, a privately-held, commercial real estate finance company as the lender and fund manager for the Emerging Developer Loan Fund.

Basis Management Group is a minority and women-owned firm with a strong entrepreneurial spirit that recognizes the positive social impact that the Emerging Developer Loan Fund can have on emerging developers and on the greater New York City community. As evidence of its commitment to the emerging developer program, Basis Management Group has, in the last three years, made commercial real estate loans to minority and women-owned firms in excess of \$370 million. In addition to underwriting loans for the Emerging Developer Loan Fund, Basis Management Group will also provide technical assistance to help emerging developers craft loan packages to facilitate interest from senior lenders as well as mentorship to help the developers manage their projects in a timely and successful manner.

NYCEDC is also launching a series of workshops to promote transparency around the public procurement process and allow developers to have greater access to NYCEDC real estate development opportunities. These workshops will be available to all New York City developers and contractors and will focus on topics such as NYCEDC land sales and development opportunities, Request for Proposals requirements and selection criteria, access to financing, and ways to stay informed. NYCEDC plans kick-off events in each of the five boroughs, followed by workshop series held on a quarterly basis at NYCEDC's offices.

ConstructNYC will directly connect small and medium-sized M/W/DBE contractors to opportunities on NYCEDC projects for the first time in NYCEDC procurement history. Contractors will apply to be part of the prequalified list for one or more construction-related trades and have the opportunity to bid on contracts up to \$1 million alongside other prequalified firms. NYCEDC is looking into flexible bonding and insurance requirements to ensure ConstructNYC opportunities are accessible to small and medium M/W/DBE contractors. NYCEDC will also provide critical training and support services to those applicant firms that face challenges in their business infrastructure to ensure ConstructNYC opportunities are strengthening firms and that firms are poised for success both within the program and beyond. Contractors can apply now. More information can be found at the [ConstructNYC website](#).

In addition, in partnership with BOC Capital, NYCEDC promotes capital access for M/W/DBE firms through its **Kick Start Loans program**. The program provides loan funding up to \$250,000 for payroll/labor costs, equipment purchases, material costs and working capital.

Breaking Digital Ground: FDNY Debuts Redesigned Official Department Website and New Social Media Alert Notification System

On March 3rd, the FDNY debuted its redesigned official department website which is home to essential information and resources for the public. The user friendly interface enables readers to easily navigate the website for Department-wide news, information about recruitment and career opportunities, fire and life safety education, vital statistics and much more. The new interface also encourages public engagement on the department's various social media platforms which include Twitter, Facebook and Instagram.

Additionally, on March 14th, the FDNY launched its @FDNYAlerts Twitter handle, which delivers up-to-the-second information on fires and emergencies in New York City. This new Twitter handle is separate and in addition to the Department's original @FDNY Twitter handle which shares news, tips, and photos about FDNY incidents and events.

"@FDNYAlerts will provide a vital platform to update New Yorkers about the difficult and dangerous work FDNY members perform 24-hours a day," said Commissioner Nigro. "We will continue to use every tool at our disposal – from presentations at community events to social media – to inform, educate and improve the safety of all New Yorkers."

The new @FDNYAlerts Twitter handle shares up-to-the-second updates on fires and emergencies in NYC

The FDNY's new website and Twitter handle help to make public engagement and fire safety education more accessible and user friendly, keeping the public safe and well informed, a core component of the Department's mission. FDNY has used fire and life safety education to dramatically reduce fire fatalities in the last decade. In 2015, the Department recorded the second lowest number of civilian fire fatalities in New York City history and in June, 2015, FDNY marked the first month in the Department's history without a single fire related death.

This past year FDNY celebrated its 150th anniversary and held thousands of community engagement events, reaching more than 700,000 New Yorkers. FDNY also launched #GetAlarmedNYC, a partnership with the Mayor, the City Council, the American Red Cross, the FDNY Foundation and smoke alarm manufacturer Kidde that will install 100,000 free smoke and carbon monoxide detectors in the homes of New Yorkers. FDNY public outreach for events such as #GetAlarmedNYC and the distribution of fire and life safety information have utilized various digital strategies in order to inform and engage the public.

311 Services Over 500,000 Calls from IDNYC Customers

Since the launch of IDNYC in 2014, NYC311 has supported citywide awareness and enrollment efforts. In just one year the NYC311 team handled over 500,000 IDNYC calls. Fifty two percent of those calls were in a

language other than English, far surpassing the average rate and highlighting the reach of the IDNYC program. 311 team members continue to schedule appointments, locate enrollment centers and provide information on the IDNYC program on a daily basis to New Yorkers. In August, 2015 Mayor's Office of Immigrant Affairs (MOIA) Commissioner Nisha Agarwal congratulated the NYC311 team for their role in promoting and supporting this initiative.



Commissioner Agarwal and members of NYC311 proudly show off their IDNYC cards.

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