

**CALIFORNIA COMMISSION ON DISABILITY ACCESS
EDUCATION AND OUTREACH COMMITTEE
MEETING MINUTES**

December 10, 2018

Call to Order

Co-Chair Chris Downey welcomed everyone and called the meeting of the Education and Outreach (E&O) Committee of the California Commission on Disability Access (CCDA) to order at approximately 10:00 a.m. at the CCDA Hearing Room, 400 R Street, Suite 310, Third Floor, Sacramento, 95811.

The off-site meeting location for teleconference was the Lighthouse for the Blind and Visually Impaired, 1155 Market Street, Room 925, San Francisco, 94103.

Roll Call

Staff Member St. Mary called the roll and confirmed the presence of a quorum.

<u>Committee Members Present:</u>	<u>Staff Present:</u>
Pamela Cohen	Angela Jemmott, Executive Director
Arnie Lerner (Teleconference)	LaCandice Ochoa, Operations Manager
Richard Ray (Teleconference)	Taylor St. Mary, Marketing and Outreach Analyst
Stephen Simon (Teleconference)	
	Dave Chung, Data and Research Analyst
<u>Commissioners Present:</u>	
Betty Wilson, Co-Chair	
Chris Downey, Co-Chair (Teleconference)	
Michael Paravagna	
Karla Prieto	

Also Present:

Bo (phonetic), California Department of Rehabilitation (DOR)
Darlene (phonetic)
Fiona Hinze, Independent Living Resource Center, San Francisco
Terry McLean, Architect, Certified Access Specialist (CASP)
Shannon Mulhall, City of Fresno
Sue York (phonetic)

2. Approval of Meeting Minutes (July 17, 2018) – Action

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The meeting minutes were approved as presented with no opposition and one abstention.

3. Comments from the Public on Issues Not on this Agenda

No members of the public addressed the Committee.

4. Committee Membership – Discussion and Updates

Executive Director Jemmott welcomed Commissioner Karla Prieto as a new member of the E&O Committee. She stated the Committee has a vacancy for the Bakersfield area.

Commissioner Paravagna asked about the ideal number of Committee members.

Executive Director Jemmott stated, if the Committee is too large, establishing a quorum often becomes difficult, although a larger group does bring a greater regional presence.

Commissioner Paravagna suggested staffing this Committee in such a way that some of the Committee members can help staff due to the amount of outreach work that needs to be done. Executive Director Jemmott stated the Checklist Committee created small Subcommittees to work on projects. She suggested that method for this Committee.

5. Review of November 14, 2018, Central Valley Community Gathering – Discussion and Updates

Executive Director Jemmott commended staff for their work on the community gathering that helped make it a success.

a. Marketing Efforts

Executive Director Jemmott reviewed the Summary of Marketing Outreach for Central Valley Gathering, which was included in the meeting packet, and thanked participating stakeholders who contributed to the event.

Commissioner Paravagna asked if there was anything staff would do differently with these partners or other partners that were not at the table. Executive Director Jemmott stated some entities only marketed their projects and did not feel they shared ownership in the event. Also, there are greater marketing opportunities to reach out to the disability community for them to purposefully bring in representatives from various organizations. She stated the need to find a better way to market restaurants.

Commissioner Paravagna suggested getting the restaurants to market to each other. Executive Director Jemmott stated the Restaurant Association suggested changing the time of the event from 2:40 to 4:30. She stated her plans to contact every restaurant that attended the event to ask if they thought the event was worthwhile and how they would change it.

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Commissioner Paravagna stated it was a positive thing that three radio stations were involved. He suggested greater marketing through broadcasting.

Commissioner Prieto suggested holding the next event on a Tuesday, the slowest day for restaurants. She suggested beginning to get the word out earlier for events and asking the Restaurant Association for an email address list for restaurants in the area to send out an email blast. She stated bulk postcard mailings are economical. She stated an ongoing annual event will also increase attendance due to discussions within the restaurant community about the first event.

b. Event Participant Summary

Executive Director Jemmott reviewed the CCDA Central Valley Community Gathering Participant list, which was included in the meeting packet. She noted that the restaurant community attendance was not as high as was hoped for. She stated livestreaming the event was a success. The participants in the remote locations indicated that they felt they were right there at the event. Technology will help increase the reach of future events as more remote locations set up satellite gathering areas for greater numbers of participants.

Co-Chair Downey asked if a staff member was stationed at the Porterville location. Executive Director Jemmott stated there was not. An advocate in Porterville hosted the event, which is what made it so successful. She suggested that Commissioners attend at sites closer to them to welcome participants to remote locations.

Committee Member Cohen stated Disability Rights California does trainings throughout the state. She asked for copies of the toolkit to share with training attendees. She stated she would contact staff offline.

c. Evaluation Feedback Results

Executive Director Jemmott reviewed the Summary of Feedback chart, which was included in the meeting packet. She stated 38 individuals filled out event response cards. The majority of the respondents stated the event was in the excellent and good categories.

Taylor St. Mary, Marketing and Outreach Analyst, stated there were suggestions for longer panel presentations and shorter discussion time, or vice versa. She reviewed the Comments from Attendees section of the chart. She stated, generally, the comments stated the event was insightful and helpful.

Commissioner Paravagna asked about the type of feedback received. Executive Director Jemmott stated feedback indicated that participants would prefer more bullet points and tabbed sections in the toolkit.

d. ADA Business Membership Program/Strategic Goal #3

Executive Director Jemmott reviewed the CCDA Five-Year Strategic Plan Goal 3: Create Training Programs for Targeted Constituents, which was included in the meeting

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packet. She stated events such as the Central Valley Community Gathering help the CCDA meet Goal 3. Members of the Legislature have expressed interest in learning more about the mentorship program.

Public Comment

Shannon Mulhall, city of Fresno, echoed Executive Director Jemmott's comments about participation and the event. She stated she has given out a stack of copies of the toolkit to the Downtown Business Partnership, who plan to use it in their New Business packet.

Committee Member Lerner stated there is an individual from Fresno who is suing hotels by going to their websites and seeing that they do not advertise accessible features such as accessible rooms, dining, and parking.

Ms. Mulhall stated the city of Fresno has a local advocate who is working to educate businesses about the risks of website accessibility lawsuits.

Committee Member Cohen stated businesses are not mandated to advertise the accessibility of their locations on their websites. A different matter is that websites are required to be accessible. She stated the Commission should be careful to separate those two issues.

6. Marketing Strategies - Discussion

a. Strategic Goal #2

b. PSA Project

Executive Director Jemmott reviewed the CCDA Five-Year Strategic Plan Goal 2: Increase Disability Access Awareness, which was included in the meeting packet. She stated the Public Service Announcement (PSA) Project falls under Strategy 1, Develop a public and culturally appropriate media/social awareness campaign to increase awareness and educate the general public, government agencies, and elected officials.

Co-Chair Downey stated staff is looking into how to do PSAs. He stated the Academy of Art University in San Francisco has expressed interest in producing a PSA as a class project on behalf of the CCDA.

Commissioner Paravagna asked if the next step would be for the Committee to put together the concept of a message and meet with the professor. Co-Chair Downey stated there will be an initial conference call between the professor, the executive director, and himself. The students will develop three proposals for the CCDA to choose from.

Executive Director Jemmott asked if it would be better to create a generic PSA or to tie it into current outreach efforts.

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Commissioner Paravagna suggested something broad and generic to answer the questions of who the CCDA is, why the CCDA does what it does, and how to contact the CCDA. He cautioned that only doing a PSA on the restaurant industry may give the impression that the CCDA only works with that one segment of the business community.

Committee Member Cohen agreed with not aligning with the Restaurant Association and cautioned the Commission against aligning itself with business interests at all.

Co-Chair Downey stated the Commission has an active position of bridging between the business and disability communities. It is important to address both. Bridging and trying to bring the two groups together to identify resources and solve challenges would be an important part of a PSA. Addressing both groups is inevitable; it is a matter of how to build those bridges in a constructive way.

Committee Member Cohen agreed that the Commission represents everyone. It is more than just those two groups. She suggested sending the message that accessibility is important to everyone and speaks to everyone but does not point out a particular group.

7. External E&O Projects – Discussion

a. CCDA 10-Year Anniversary Gala

Commissioner Prieto stated she met with staff and suggested having a gala in recognition of the 10-year anniversary of the CCDA and to raise funds. She stated she is scheduled to meet with a former Commissioner to share fundraising ideas. She stated she will provide an update report at the January Committee meeting.

Executive Director Jemmott stated she has contacted multiple individuals about how state agencies identify for tax write-offs but the answer is still unknown. Staff is continuing to research this question. The CCDA has a special fund authorized by the Department of Finance (DOF) to receive funds for education and outreach.

Commissioner Paravagna suggested making a postcard-sized document to give to individuals with information about how their donation can be tax deductible.

8. Internal E&O Projects – Discussion and Updates

a. DGS Website Redesign and Modernization Project Update

Staff Member St. Mary stated the new DGS website will be up to WCAG 2.1 standards. Currently, content is being migrated to the new DGS website and design enhancements are being made.

Staff Member St. Mary reviewed a screenshot of the home page on the new website, which was included in the meeting packet.

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Commissioner Paravagna suggested ensuring that the California Governor's Office of Business and Economic Development (GO-Biz) is marketing the CCDA Accessibility Construction Inspection Checklist for Building Inspectors/Officials to help contractors rebuild after the fires with accessibility in mind.

Committee Member Cohen stated the California Office of Emergency Services (Cal OES) does a great job with disability access issues in emergency situations. She suggested coordinating the messages being put out on the CCDA website with the Cal OES.

Committee Member Paravagna stated emergency preparedness and service animals were topics suggested for future listening forums.

Committee Member Cohen offered to help with those issues when they come up.

b. Commissioners' Corner

Staff Member St. Mary stated the idea of the Commissioners' Corner is so that members of the public can follow Commission activities. She asked Committee Members to send write-ups, photos, or videos from events they have attended or something they have worked on to staff.

c. CCDA Disability Access Laws and Awareness Training Update

Executive Director Jemmott stated Commissioners McGuinness and Paravagna did a stellar job in training the CCDA staff on topics that should be part of the Commission's standard presentation. The training was recorded; she asked for ways this tool can be used including at full Commission meetings.

9. Future Agenda Items

Executive Director Jemmott stated a proposed meeting calendar for 2019 will be presented in January.

10. Adjourn

MOTION: Commissioner Prieto moved to adjourn the December 10, 2018, California Commission on Disability Access Education and Outreach Committee meeting. Commissioner Paravagna seconded. Motion carried unanimously.

There being no further business, the meeting was adjourned at approximately 11:30 a.m.