



Office of Equity and Human Rights

Realizing Equity. Enhancing the City of Portland.

REPORT TO COUNCIL

September 5, 2012

To: Commissioner Amanda Fritz
From: Dante J. James, Esq., Director
Subject: Accept the Report on Implementation Plan for Captioning Media
Produced by the City of Portland

City Resolution 36940 states:

“NOW, THEREFORE, BE IT RESOLVED, the City’s Office of Equity and Human Rights will work in collaboration with the Bureau of Technology Services and City Public Information Offices and Webmasters to develop an implementation plan for captioning media produced by the City and determine the costs associated with implementation; and

BE IT FURTHER RESOLVED, the Office of Equity and Human Rights will bring forward a report to Council with the City’s captioning implementation plan and cost information by September 1, 2012.”

In support of the Americans with Disabilities Act, Portland City Council passed Resolution No. 36940 on June 28, 2012 directing the Office of Equity and Human Rights (OEHR) to develop an implementation plan for open-captioning of all media produced by the City of Portland and presented on the City’s websites or other public outlets.

Captioning media is something that all Portlanders can benefit from and it is in the City’s interest to secure a contract with a vendor that will provide open-captioning services to bureaus on an as-needed basis. OEHR has worked in collaboration with the Bureau of Technology Services (BTS) and City Public Information Officers and Webmasters to develop an implementation plan for captioning media produced by the City and associated costs of implementation. The implementation plan is comprised of three stages: Creation of an administrative rule, securing one or more vendors for captioning and implementing captioning.

We recommend that Council accept the report.

Dante J James, Director

TO THE COUNCIL

The Commissioner of Public Utilities concurs with the recommendations of the Director of the Office of Equity and Human Rights and

RECOMMENDS:

That the Council accept the report.

Respectfully submitted,

Amanda Fritz
Commissioner of Public Utilities

Dante J. James, Director

Amanda Fritz, Commissioner



CITY OF

PORTLAND, OREGON

OFFICE OF EQUITY & HUMAN RIGHTS

AMANDA FRITZ, COMMISSIONER

Dante J. James, Bureau Director

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Portland, Oregon 97204

IMPLEMENTATION PLAN
FOR CAPTIONING MEDIA
PRODUCED BY
THE CITY OF PORTLAND

BACKGROUND

The Americans with Disabilities Act (ADA), signed into law in 1990, protects persons with disabilities from discrimination through barriers to communication. Communications with people with disabilities must be as effective as communications with others and the use of captioning media breaks down these barriers and equalizes communication access.

Assuring equity and equal opportunity is a priority of the Portland City government. City leaders and bureau staff are committed to providing excellent services, access to information and opportunities to every Portlander. Additionally, achieving equity requires the intentional examination of policies and practices that, while appearing fair, may unintentionally marginalize individuals or groups and perpetuate disparities.

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IMPLEMENTATION PHASES

Implementation of captioning will be rolled out in three phases:

- Creation of an administrative rule
- Securing one or more vendors for captioning
- Implementing captioning

Phase 1 – Administrative Rule Creation

Administrative Rule Creation will involve several steps:

1. BTS will gather data about existing media usage from Bureau and City Office websites and content managers to determine bureau/office stakeholders.

2. BTS will conduct an internal business needs assessment with stakeholders.
3. OEHR will conduct an external needs assessment of the hearing-impaired community.
4. BTS will prepare a first draft of a new administrative rule based on the data gathered and the needs assessment.
5. OEHR and BTS will convene stakeholders to review the draft administrative rule defining the guidelines for captioning.
6. BTS will develop final administrative rule for final review
7. Group will submit final administrative rule to City Council for adoption along with cost estimates for implementation based on the scope of the administrative rule approved by Council.

The administrative rule will address:

- Types of media subject to captioning (video, audio, etc.)
- Types of exceptions to captioning (time sensitive, deferments, external sources, etc)
- Timeline for captioning media posted on City's websites and Public Access channels
- Guidelines for ad hoc captioning requests to vendor(s).
- Logistics and requirements for captioning pre-existing media
- Related Policies and Enforcement for compliance.

The target date for a draft of the administrative rule for review and comments is mid October, with the final rule completed by mid-November 2012.

Phase 2 – Request for Proposal (RFP) Process

After creation of the administrative rule, BTS will begin working with the City of Portland's Procurement Services to secure a contract with one or more vendors for captioning services through a request for proposal process. The vendor(s) will be required to provide services to City bureaus or City offices on an as needed basis. The target date for opening the RFP for solicitation is December 1, 2012. The RFP will be managed by Procurement Services.

Phase 3 – Bureaus begin Captioning Media

Upon completion of the RFP process, bureaus will work with BTS and OEHR to caption all media that will be presented on the City of Portland's website and public access channels in accordance with the administrative rule. When a bureau needs to caption media, they should contact BTS. Bureaus will be required to fund the costs of captioning their own media.

1020

Agenda No.
REPORT NO.
Title

Accept report on Implementation Plan for Captioning Media Produced by the City of Portland (Report)

<p>INTRODUCED BY Commissioner/Auditor: Fritz</p>	<p>CLERK USE: DATE FILED <u>SEP 07 2012</u></p>
<p>COMMISSIONER APPROVAL</p> <p>Mayor—Finance and Administration - Adams</p> <p>Position 1/Utilities - Fritz <i>Amanda Fritz</i></p> <p>Position 2/Works - Fish</p> <p>Position 3/Affairs - Saltzman</p> <p>Position 4/Safety - Leonard</p>	<p>LaVonne Griffin-Valade Auditor of the City of Portland</p> <p>By: <i>[Signature]</i> Deputy</p>
<p>BUREAU APPROVAL</p> <p>Bureau: OEHR Bureau Head: Dante J. James <i>[Signature]</i></p>	
<p>Prepared by: Patrick Philpott Date Prepared: 9/6/2012</p>	<p>ACTION TAKEN: SEP 12 2012 ACCEPTED PREPARE CONTRACT</p>
<p>Financial Impact & Public Involvement Statement Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/></p>	
<p>Council Meeting Date 9/12/2012</p>	
<p>City Attorney Approval: required for contract, code, easement, franchise, charter, Comp Plan</p>	

AGENDA

TIME CERTAIN
Start time: _____

Total amount of time needed: _____
(for presentation, testimony and discussion)

CONSENT

REGULAR
Total amount of time needed: _____
(for presentation, testimony and discussion)

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:	
		YEAS NAYS
1. Fritz	1. Fritz	✓
2. Fish	2. Fish	✓
3. Saltzman	3. Saltzman	✓
4. Leonard	4. Leonard	_____
Adams	Adams	✓