



City of Arts & Innovation

Commission on Disabilities Memorandum

TO: HONORABLE COMMISSIONERS **DATE: JULY 18, 2016**

FROM: GENERAL SERVICES DEPARTMENT

**SUBJECT: DISCUSSION AND REVIEW: DRAFT VIDEO FEATURE- INCREASING
EMPLOYMENT OPPORTUNITIES FOR PERSONS WITH DISABILITIES**

ISSUE:

The issue for the Commission on Disabilities is to review and provide input on the draft public service announcement intended to promote increased employment opportunities for residents with disabilities in the City of Riverside.

RECOMMENDATION:

That the Commission on Disabilities review and provide input on the draft public service announcement to promote increased employment opportunities for residents with disabilities in the City of Riverside.

BACKGROUND:

The mission of the Commission on Disabilities (COD) is to identify the needs of persons with disabilities and create a public awareness of these needs, including but not limited to, employment, housing, transportation, media, physical and communication accessibility. Establishing meaningful employment opportunities and training for individuals with disabilities is necessary so persons with disabilities can realize their own personal goals.

The COD previously approved a project aimed at improving employment opportunities for residents with disabilities. The project consists of producing up to three public service announcements (PSA) where employed persons with disabilities share their experience of unemployment due to disability, their road to employment through rehabilitation, education or other means, and how their lives have improved by securing employment, including information about employment searches.

The first draft PSA will be reviewed a second time and suggestions for editing will be provided. After approval of the final project, production of these videos will be aired on the Government TV station and used in presentations to organizations that could potentially assist with employment opportunities, such as the Riverside Chamber of Commerce. These public service announcements will provide a valuable service to the community by helping to promote employment for residents with disabilities and connect them to employers.

FISCAL IMPACT:

There is no fiscal impact associated with this report. The City's Communications and Marketing Division has included the production of the PSA in its work plan for the current fiscal year.

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