



*City of Arts & Innovation*

# Commission on Disabilities Memorandum

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**TO: HONORABLE COMMISSIONERS** **DATE: NOVEMBER 5, 2018**

**FROM: GENERAL SERVICES DEPARTMENT**

**SUBJECT: PUBLIC SERVICE ANNOUNCEMENT ON INCREASING EMPLOYMENT OPPORTUNITIES FOR RESIDENTS WITH DISABILITIES IN THE CITY OF RIVERSIDE**

**ISSUE:**

Discuss and provide input on updating the existing video public service announcement on increasing employment opportunities for residents with disabilities in the City of Riverside.

**RECOMMENDATION:**

That the Commission on Disabilities discuss and provide input on updating the existing video public service announcement on increasing 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 that persons with disabilities can realize their own personal goals.

**DISCUSSION**

In 2016, the COD and the City of Riverside's Communications and Marketing Team produced a video public service announcement (PSA) aimed at improving employment opportunities for residents with disabilities. The PSA can be accessed at the following link <https://www.youtube.com/watch?v=Gj3j9rmJq5A> and has been aired on the RiversideTV station, YouTube, and is used in presentations to organizations that could potentially assist with employment opportunities, such as the State Department of Rehabilitation. This PSA has provided a valuable service to the community by helping promote employment for residents with disabilities by connecting them to employers.

The majority of COD members are currently new to the Commission and would like to discuss updating the PSA to address the following items:

1. Remove outdated information;
2. Add an educational component;
3. Update with new technology;
4. Discuss new ideas for the video; and
5. Consider adding information on other City programs, such as Human Resource's Riverside at Work program.

**FISCAL IMPACT:**

There is no fiscal impact associated with this report.

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