

DRAFTED: 08/26/2024 by Aliza Long, PSA Subcommittee Member.
REVISED: 10/11/2024 by Aliza Long, PSA Subcommittee Chairperson in email communications with Imelda Trevino, PSA Subcommittee Co-Chairperson.
SUBMITTED: 11/01/2024 to Jennifer Buxton.
ACTION ITEM: 11/06/2024 Pending action item for proposal review of PSA Resolution Draft by CFPWD Members.
DISCUSSION: 11/06/2024 Pending discussion by CFPWD Members.
FINAL REVISION: Tentative by Imelda Trevino and Aliza Long, PSA Subcommittee

DEADLINE for Committee's Discussion: 11/06/2024
DEADLINE for Committee's Vote: 12/04/2024

Resolution in Support of Accessible Public Service Announcements for Community Members with Visual Loss, Hearing Loss, and Limited English Proficiency in Corpus Christi, Texas:

Whereas, a significant portion of the Corpus Christi community consists of individuals who experience visual loss, hearing loss, or have limited English proficiency and rely on accessible communication to stay informed, safe, and fully engaged in community life;

Whereas, ensuring that Public Service Announcements (PSAs), advertisements, and news broadcasts are fully accessible is crucial to the safety and well-being of these individuals, enabling them to receive timely and accurate information necessary for informed decision-making;

Whereas, the Americans with Disabilities Act (ADA) mandates equal access to communication, requiring that all public information be accessible to individuals with disabilities, including those with visual loss, hearing loss, or limited English proficiency;

Whereas, accessible communication for community members with hearing loss involves the inclusion of sign language interpretation, real-time captioning, Picture-in-Picture (PIP) interpretation with qualified and/or certified sign language interpreters on news outlets or any public announcements by the mayor or city officials, and other visual cues to ensure that critical information is effectively communicated;

Whereas, accessible communication for community members with visual loss involves the adaptation of visual content through audio descriptions, tactile interpretation, Braille, high-contrast text, larger fonts, and clear, uncluttered layouts to ensure that all visual information is perceivable and understandable;

Whereas, ensuring accessibility for community members with limited English proficiency involves offering Spanish-language translation for all public service announcements and critical information to ensure that they, too, can receive and understand vital information;

Whereas, it is essential that all emergency notifications, disaster preparedness information, and health alerts be disseminated in accessible formats to ensure that all citizens, particularly those

with visual loss, hearing loss, or limited English proficiency, can act promptly and effectively in situations where time-sensitive information is crucial;

Whereas, the City of Corpus Christi's Emergency Operations and their ReverseAlert notification system must include these accessibility measures for all disaster or man-made crisis-related announcements, ensuring that ADA resolutions regarding accessible communication are adhered to and that all community members are informed of events affecting the area;

Whereas, accessibility measures must also be implemented for all City of Corpus Christi community events, Parks and Recreation, and other departments that provide public information, ensuring that all public communications—whether they involve recreational activities, cultural events, or other community-related matters—are fully accessible to individuals with visual or hearing loss and those with limited English proficiency;

Whereas, the implementation of accessible communication strategies also includes the use of technology such as vibrating alerts, screen readers, and other assistive devices.