

City of Oakland
Mayor's Commission on Persons with Disabilities (MCPD)
Monday, November 18, 2019

Minutes

1. Roll Call and Determination of Quorum at 5:30 p.m.
2. Open Forum
 - None
3. Agenda Modification and Approval
 - Motion to approve agenda without modification: Gregory
Seconded by Sperling
Ayes – 7: Davenport, Garner, Gregory, Lynne, Meu,
Nakamura, Sperling
4. Approval of October 19, 2019 Minutes
 - Motion to approve minutes without modification: Gregory
Seconded by Sperling
Ayes – 7: Davenport, Garner, Gregory, Lynne, Meu,
Nakamura, Sperling
5. Chair Report; Karen Nakamura, Chair
 - Be prepared for PG&E outage scheduled for November 20.
6. Commissioner's Announcements
 - Commissioner Gregory suggested again to invite Alameda County Complete Count Committee staff to present on Census 2020.
7. Annual Report on City of Oakland Web Content Accessibility
 - Karen Boyd, Citywide Communications Director, and Mai-Ling Garcia, Digital Engagement Officer, from the City Administrator's Office, presented on progress made towards full Web Content Accessibility Guidelines (WCAG) 2.0 AA+ compliance in the City's web content and use or development of other information and communications technologies.

- The Vision of Oakland Digital Services is to delivery simple, scalable digital products designed with and for the public to make government services more equitable, trustworthy and easier to access and use.
- City of Oakland website is now on its fourth iteration, launched in April 2018.
 - The three goals are as follows:
 - Bridge the gap between online services and offline human experience to benefit the public.
 - Use technology as an agent for organizational change.
 - Increase public trust and access to local government services.
 - The website is maintained with a small team of mostly part-time experts working on content strategy, service design, user research and testing, front-end design and development, training, and sun-setting information and services online that are difficult to understand and use.
 - Recent accomplishments include the following:
 - Plain English: reduced the average level of digital content from post-collegiate to grade eight or nine to make it easier to search, understand, and translate to other languages (built-in Google Translate).
 - Mobile usage: increased mobile usage on oaklandca.gov by 59 percent.
 - Content: reviewed, revised and redesigned over 10,000 web pages and PDF documents.
 - Content managers within each department also maintain websites on top of their regular day-to-day jobs.
 - Recent improvements are as follows:
 - Ensured the site is labeled for assistive technology.
 - Required alternative text for new images.
 - Standardized tables and image creation across the site.

- Updated OAK 311 website, so that mobile users will dial directly to the local / long version phone number (510) 615-5566 every time to avoid failure of re-routing when dialing 3-1-1.
- Next steps:
 - More staff training on accessible content using a draft guide.
 - One-on-one coaching for staff as they develop content.
 - Identify funds to hire a consultant to help guide and implement accessibility improvements to the website.
- Challenges:
 - Digital Services Team is mostly part-time and changes every three to six months.
 - Digital services need to be designed mobile-first, ADA and language accessible.
 - Need an accessibility partner to audit and provide recommendations.
- Feedback from Commissioners:
 - Commissioner Sperling raised the following:
 - KTOP should be under Citywide Communications to provide improved training materials to Commissioners for live broadcast.
 - Voicemail: when staff leaves the City, their voicemail should refer to another contact
 - Social media: needs help with logo for MCPD but did not hear back from City communications staff he contacted
 - Commissioner Lynne did not attend a rally (produced by an outside entity) in Frank Ogawa Plaza earlier this year because information about accessible seating was not readily available. Information on accessibility of special events needs to be required in the permit application.

- Commissioner Gregory inquired about whether there is enough budget to achieve full ADA compliance.
 - Ms. Boyd stated that there is currently not enough funding for full-time staff.
- Commissioner Reid asked about user testing by persons with disabilities, benchmarks, and regulations.
 - Ms. Boyd stated that there was previous user testing. There is a consultant already hired via an Urban Areas Security Initiative (UASI) grant, and it would be great to team up with MCPD for more user testing.
 - Ms. Garcia confirmed that WCAG and Section 508 compliance are the goals.
- Commissioner Meu inquired about languages and training, so staff across departments post materials in compliance.
 - Ms. Boyd stated that Google translate is available on the website. Manual translation is available from time to time, such as Equal Access providing translation during PG&E Public Safety Power Shutdown.
 - Ms. Boyd shared an example that departmental web content managers cannot post pictures unless they also enter alternative text.
- Chair Nakamura pointed out the following:
 - City of Oakland needs to send more frequent push communication, especially during power shutdown, so that people do not have to constantly check the City website.
 - Alternative text needs to be in other languages besides English.
 - She commended the commitment to plain English.
- Feedback from two public speakers:
 - AC Alert is not accessible to everyone, especially those using screen readers to register.

- Persons with disabilities should be paid for user testing, not just asked to volunteer.
 - Additionally, finding phone numbers on the City website is difficult using screen reader commands. It often requires much scrolling.
 - City needs more funding and staffing to achieve ADA accessibility of City website and OAK 311 Call Center.
8. Strategic Planning Retreat Follow-up
- New Objective 5.3 on renter's rights is missing.
 - It was agreed that Commissioners send updates for their specific objectives and express interest for signing up to monitor certain objectives to Chair Nakamura, Vice Chair Sperling, and staff for the Commission.
9. Staff Updates and Announcements
- None
10. Adjourned at 7:00 p.m.