

West Hollywood Committee on Disability

Minutes

Thursday, January 13, 1994

I. The meeting was called to order at 3:10 p.m.

A revised agenda was handed out.

Excused: Renae Dean, Z Zimmerman

Absent: Jane LaRue

Present: Mark Handley, Jim Dowling, Marty Sweeney, Paul Alleyne, Bob Warburton, Skye Bogeaux, Tom Hamlett, Louise Mebane, and Deanna Stevenson.

A. Introductions: New members Mark Handley and Tom Hamlett and prospective member Skye Bogeaux; guests Sam Baxter and Fran Solomon from W.H.

B. Change to 12/9/93 minutes: Study session will be with entire Human Services Commission, not just new appointee.

II. Special Presentations (Moved up to accomodate guest speakers)

A. Park Master Plan - Sam Baxter, Manager of Landscaping and Maintenance

Sam passed out copies of the preliminary master plans for Plummer and West Hollywood parks (See attached). All plans will automatically conform to ADA regs.

The current plan shows stairs in several places, but allowances will need to be made for ramping/ADA regs.

This is a long range planning tool, to be implemented over a twenty year period, depending on funding. Some funds may come from County Parks Bond issue and developers' fees. The consultant company who is doing the plan also did the ADA Survey and Transition Plan, and is very familiar with the ADA regs. The plan is presently conceptual, specific designs would include access specifications.

B. Transportation to Council Meetings for Eastside Residents - Fran Solomon, Deputy to Councilman Heilman

On 1/18, the Council will review the above proposal (see attached). Council offices have had a lot of complaints about access to the meetings, from residents of the Eastside. This 90 day trial program would provide a Cityline shuttle to meetings from people's homes, every 15 minutes. If the program works well, it will be expanded to the Westside. The group discussed outreach ideas including having the Senior Center advertise to Russians; office buildings; all advisory, commission and council meetings; flier in Spanish; fliers to social service agencies. There will be no reduction in regular service as a result of this pilot program. Marty suggested that we build in an access education component in our outreach efforts.

I. (cont.)

B. Announcements:

1. There will be a Home Safety Seminar on 1/27 sponsored by Home Secure and the Senior Center, with free gifts (Leslye).
2. There will be a Developmental Disabilities Area Board 10 Forum on the County Health Care/Medical program on January 26 and 27 (Leslye).
3. A new art exhibit is up in the Community Conference Room through the end of February. Jacob Stampfer, the artist, passed away during the holidays. The date of the reception needs to be rescheduled, so the COD will be noticed when the new date is chosen (Leslye).
4. Barbara Kowalski sent a letter and a draft of an ADA/Business brochure we can use as a jumping off point (see action items/Leslye).
5. Paul displayed new flash cards from the MTA for vision impaired passengers.

III. Action Items

A. Advisory Role of COD

Leslye gave an overview of a new two tier approach for the COD - strengthening our advisory role to the Human Services Commission and the City Council on disability policy and specific projects for the committee. Handouts of organizational/flow charts of the advisory body structures and the COD were passed out (see attached). Jodi and Leslye

will meet with City department managers to ask them to each attend a COD meeting and to assist in the recruitment of representatives from the Transportation, Public Safety and Planning Commissions. It is hoped that these representatives will attend the COD meetings and report back to to their respective Commissions about disability policy/ADA issues raised by the COD. Examples of these issues are blue curb parking for residents and businesses and close captioning for the City cable channel. We need to look at these issues before the next budget process. Another issue is enforcement of disabled parking on private property, i.e., business lots. We will address this issue in the blue curb discussion. Another issue is the curb cuts on Fountain Ave. There is not enough space to get a wheelchair around the light poles. Deanna agreed to look into both the disabled parking violations and Fountain sidewalks. She will meet with Leslye and Tom Hamlett to discuss. As far as the close captioning, the access would need to include complete coverage of the Council meetings. A lengthy discussion followed about how the COD can help by working with the Council.

B. Projects

We will work on two brochures - 1 for ADA/Businesses and 1 for ADA/community. Leslye will have text for the community brochure at the next meeting. The other project will be the phone/infoline.

IV. The meeting was adjourned at 5:45 p.m.



(310) 657-5820

West Hollywood Disability Services
8611 Santa Monica Blvd.
West Hollywood, CA 90069
Leslye Sneider
December 27, 1993

Dear Leslye,

New Years greetings to you, your family, and all Committee members. My apologies for the delay in getting this to you, however, there simply are not enough hours in the day to complete all my projects.

Enclosed, you will find "the first-step", from my perspective.

1. The intention is to be ambiguous, yet wetting the appetite for increased sales.
2. Acknowledging their time is limited and valuable. (15 minutes)
3. Appeal to no cost to them. (should they choose to later spend \$ - all well and good)
4. Create immediate response - call - leave name & # - NOW - before the mailer is tossed.
5. Stimulate the curiosity bone - what is this all about REALLY ???

Coordinate ambiguous phone message system. Ex. "C.O.D. Marketing" *"C.O.D. BUSINESS PROGRAMS"*

When you get a response:

1. Schedule a casual appt. (a certain day within a 1 hour window ? or a 1/2 hour window?)
2. Determine who/type of business you are going to visit. (A well placed staff person is just as good as the Chairman)
3. Send an appropriate representative.
4. You've got 15 minutes NO MORE !!!!! talk fast - leave some info - get a commitment for additional time at a later date. You will be better able to determine their needs and be able to network them into your master plan. Size them up - figure what they can do for you and what you can do for them. The idea is to create an ongoing relationship.

When you don't get a response:

1. Drop in and size them up. Only talk in general terms. We have need for a certain..... We are looking to see if your business could be included..... Or don't say a word.
2. Leave some info if it seems it will be read.
3. Call them to schedule a 15 minute meeting to explain how they could be included in your current promotion FREE.
4. When you are in the door get a commitment for additional time at a later date to create your ongoing relationship.

i hope this will be a first step in creating a huge network of people friendly businesses.

A handwritten signature in cursive script, appearing to read "Leslye Sneider".

8711 Santa Monica Blvd., West Hollywood, CA 90069

SEND ONLY 912 KIND PONS
I WANT THIS SEVERAL THINGS
I WANT TO SEE THIS
I WANT TO SEE THIS
I WANT TO SEE THIS

People Business Mktng
People Business Programs

MR. BUSINESS
102 MAIN STREET
CITY, ST.

90069

INCREASE SALES

WE CAN INTRODUCE
A NEW MARKET SEGMENT
TO YOUR BUSINESS.

How?

- Set ASIDE 15 minutes
- Or A representative to
Come & speak to you
or key staff.

COSTS?

Ø, ZERO, ZIP, NADA, ...
15 MINUTES of your TIME.

In this challenging Economic
climate every Business
needs to increase SALES,
increase Exposure,
while maintaining integrity
and community involvement

(Thank you I will work for it)
All this for free

CALL NOW

• 310.854.1111

Simply LEAVE NAME & # & convenient time
We will call you back

SUBJECT: TRANSPORTATION SERVICE TO COUNCIL MEETINGS FOR
EASTSIDE RESIDENTS

INITIATED BY: COUNCILMEMBER HEILMAN
(F. Solomon, L. Dyke)

STATEMENT OF THE SUBJECT:

In order to make Council meetings more accessible to eastside residents, the City can provide door-to-door transportation on a limited, trial basis.

RECOMMENDATION:

Direct staff to implement the Council Transportation Service on a limited, trial basis through April, 1994.

BACKGROUND:

Residents of the east side of West Hollywood have expressed concerns about how difficult it is for them to get to City Council meetings held in the West Hollywood Park Auditorium. In response to these concerns a trial program is proposed to transport east side residents to and from the meetings.

Staff will use the following guidelines to implement the trial service:

1. Passengers must live in West Hollywood, east of Crescent Heights Boulevard.
2. Passengers must make reservations by 4:00 p.m. of the Thursday prior to the meeting they want to attend, by calling the Council offices.
3. Residents with reservations will be picked up at home. If space is available, the vehicle will stop at Plummer Park, by the Senior Center, to pick-up passengers without reservations.
4. Passengers will be returned to their homes as soon as vehicle availability permits, but not later than 10:00 p.m.
5. If more residents than one vehicle can serve request transportation, service may have to be allocated on a priority basis by staff.

ld0074.gf

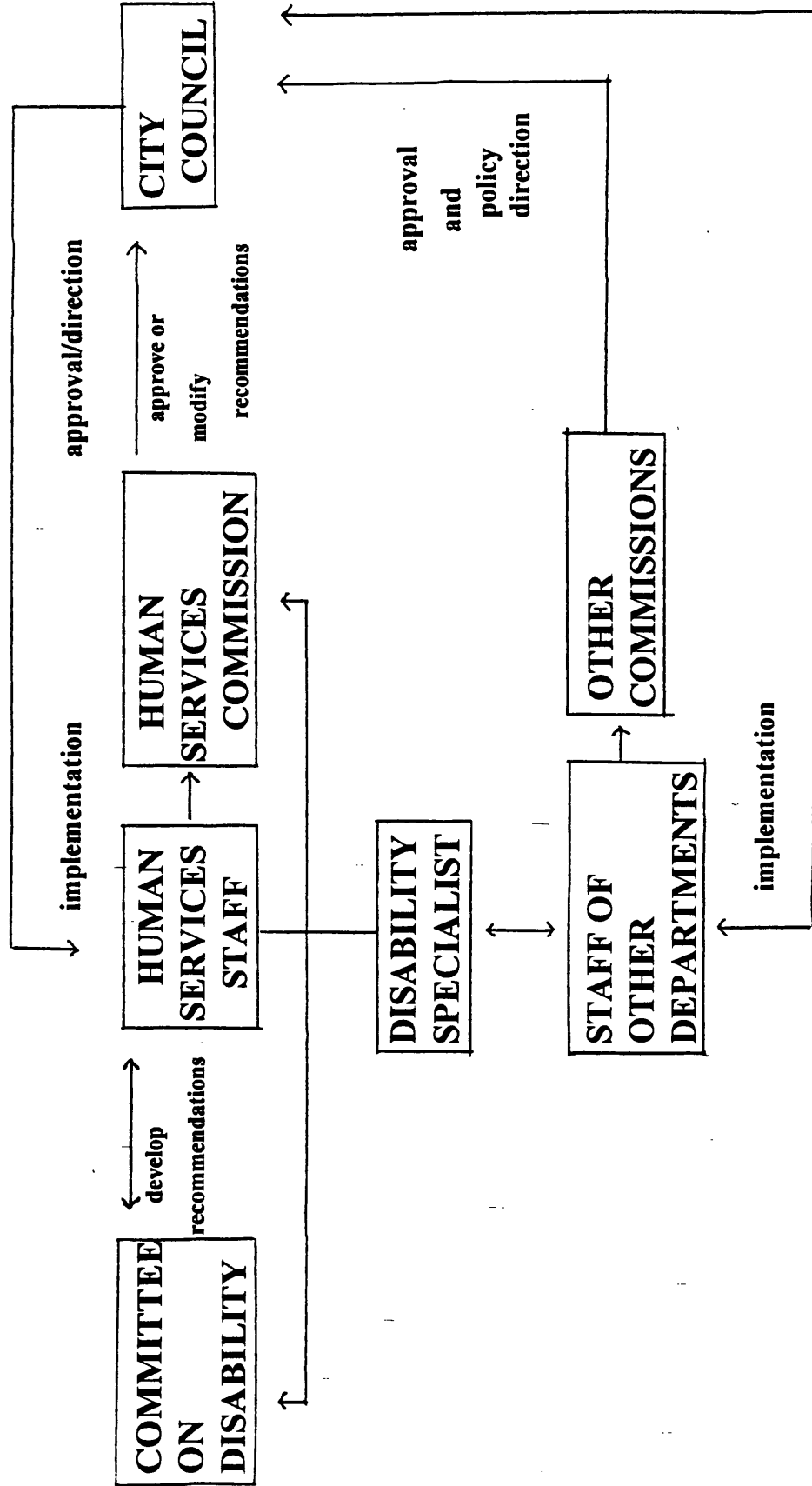
AGENDA ITEM 2.K.

The service will be provided by one CityLine Vehicle and driver operating between 6:45 p.m. and 10:00 p.m. on Council Mondays only. Diversified Paratransit will operate the vehicle. For this service only, Diversified will operate CityLine on a demand response basis, picking up and dropping off passengers either at Plummer Park, or the curb in front of their residences. Residents will be shuttled continuously, as needed, between the West Hollywood Park Auditorium and their east side residences. The service will cost \$216 per meeting in Proposition "A" Funds. The cost for the trial program, scheduled for February through April, \$648 in Proposition "A" dollars. It is anticipated that it can be funded through savings from service hours budgeted for the contract.

FISCAL IMPACT:

This program will cost \$648 in Proposition "A" dollars. These funds are already budgeted in account 18-830-53-694 for CityLine service. Savings from unanticipated service reductions are expected to offset the costs of the program.

**HOW THE COMMITTEE ON DISABILITY
WORKS WITH THE CITY
TO INFLUENCE POLICY**



CITIZENS

CITY COUNCIL

CITY MANAGER

- PUBLIC SAFETY COMMISSION (Public Safety Division)
- FINE ARTS ADVISORY BOARD (Deputies)
- WOMEN ADVISORY COUNCIL (Deputies)
- LESBIAN/GAY ADVISORY COUNCIL (Deputies)

FINANCE

- COMMUNITY DEVELOPMENT
 - PLANNING COMMISSION
 - BUSINESS LICENSE COMMISSION
 - CULTURAL HERITAGE ADVISORY BOARD

PUBLIC SAFETY

- HUMAN SERVICES
 - HUMAN SERVICES COMMISSION
 - HIV SUBCOMMITTEE
 - COMMITTEE ON DISABILITY

ASSISTANT CITY MANAGER (ADA Issues)

- SENIOR ADVISORY COUNCIL
- FAMILIES & COMMUNITY TASK FORCE
- IMMIGRANT ISSUES TASK FORCE

- RENT STABILIZATION
 - RENT STABILIZATION COMMISSION

- TRANSPORTATION & ENGINEERING
 - TRANSPORTATION COMMISSION

CITIZEN ADVISORY BODIES