SUBJECT: RECOGNITION OF DISABILITIES AWARENESS MONTH
INITIATED BY: HUMAN SERVICES & RENT STABILIZATION DEPARTMENT
(Corri Planck, Acting Director)
(David Giugni, Social Services Manager)
(Joan Mithers, Social Services Program Administrator)
(Derek Murray, Social Services Program Administrator)

STATEMENT ON THE SUBJECT:
The City Council will recognize October as Disabilities Awareness Month.

RECOMMENDATIONS:
1) Proclaim October as Disabilities Awareness Month.
2) Authorize the use of the City name and logo on digital collateral materials.
3) Direct the Communications Department to utilize all appropriate communications tools to promote Disability Awareness Month events including, but not limited to, the City’s website and social media platforms.
4) Approve the virtual Disability Service Awards to be presented at a televised meeting of the Disabilities Advisory Board on Wednesday, October 28, 2020.
5) Waive parking enforcement of the three-hour parking restrictions until 12pm at Plummer Park on Thursday, October 29, 2020 for an outdoor flu vaccination clinic that will observe COVID-prevention safety protocols.

BACKGROUND / ANALYSIS:
October is National Disabilities Awareness Month and is recognized throughout the United States as a time to increase awareness and emphasize full inclusion in the community. The City of West Hollywood has a strong commitment to providing a range of services, resources and programming for community members living with disabilities, and the City’s Disabilities Advisory Board (DAB) meets monthly to address issues and concerns of the community.

In previous years, Disabilities Awareness Month was celebrated with a televised meeting and a reception and presentation of the Disability Service Awards, the placement of banners along Santa Monica Boulevard, and a Disabilities Resource Fair featuring health services and local community-based organizations. In light of the COVID-19 Los Angeles County Health Directives, the October 2020 Disabilities Awareness Month activities will be virtual and smaller in scale due to the pandemic.

The Disabilities Advisory Board will host a special televised meeting on Wednesday, October 28, 2020 at 6pm. The Disability Service Awards have been an ongoing feature of the televised DAB meeting, honoring individuals, businesses, non-profit organizations,
and media outlets. This year, however, the Board decided to suspend honoring people and organizations in these categories until 2021 and do something specifically related to COVID-19.

Many people living with disabilities -- especially those who are immunocompromised -- have been severely impacted by COVID-19 and live in fear of infection and illness. Everyday activities such as going to the grocery store or the post office, have become stressful events and some community members have relied solely on delivery for the necessities of life. The 2020 Disability Service Awards will honor local heroes, such as healthcare and essential workers and nonprofit organizations who have stepped up to the challenge of serving the most vulnerable in our community during this difficult time. The honorees will be chosen by the Board at their September 23, 2020 meeting.

Secondly, the flu season presents another challenge to public health because COVID-19 has not subsided, and symptoms of influenza are similar to coronavirus symptoms. There are concerns about the combination of COVID and influenza overwhelming the healthcare systems. To prevent widespread illness, Cedars-Sinai will be providing outdoor flu vaccination clinics in various locations throughout the months of October and November.

Cedars-Sinai is partnering with the City and its Disabilities Advisory Board to offer an outdoor flu vaccination clinic to West Hollywood community members on Thursday, October 29, 2020 from 9am to 12pm. Nurses from Cedars-Sinai will conduct screenings and temperature checks before participants are allowed to receive a vaccination. City staff and Cedars-Sinai nurses will ensure social distancing protocols are followed. Nurses will have full PPE and require participants to wear a face covering. Face coverings will be offered to those who do not have them.

The Disabilities Advisory Board is proud to offer programming that can have a positive impact on the West Hollywood community.

**CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:**

This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:

- OSP-5: Support People through Social Services.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

- HS-1: Maintain and pursue humane social policies and social services that address the needs of the community.

**EVALUATION PROCESSES:**

Evaluation will include a count of attendees and the number of immunizations provided during the event.

**ENVIRONMENTAL SUSTAINABILITY AND HEALTH:**
Key goals of the City’s social services contracts are to provide programming which sustains community health, provides health outreach and education, and improves the quality of life for community members.

COMMUNITY ENGAGEMENT:
Community engagement will include use of the City’s communications channels to promote the events through press releases, news briefs and social media. Contracted and collaborative social service agencies will promote the event with clients.

OFFICE OF PRIMARY RESPONSIBILITY:
HUMAN SERVICES & RENT STABILIZATION DEPARTMENT / SOCIAL SERVICES DIVISION

FISCAL IMPACT:
Funds for Disabilities Awareness Month have been budgeted in the current fiscal year for the Disabilities Advisory Board. The proposed expenditure for this item, $3,500 is budgeted for fiscal year 2020-21 in account 100-3-05-53-536012.

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<thead>
<tr>
<th>AMOUNT</th>
<th>DESCRIPTION</th>
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<tr>
<td>$3,500</td>
<td>Funding for this item is already budgeted in the line item 100-3-05-53-536012 and includes the cost of plaques for honorees, digital invitations and graphic design.</td>
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ATTACHMENTS:
None