

City of Madera ADA Advisory Council
Teleconference Meeting
Madera, CA 93637
REGULAR MEETING MINUTES
June 15, 2021, 3:30 p.m.

A regular meeting of the Madera ADA Advisory Council was scheduled for 3:30 p.m. on Tuesday, June 15, 2021, via Teleconference.

ROLL CALL:

PRESENT:

DJ Becker, Chairperson
Dennis Smith
Cynthia Ortegon
Muhammad Latif
Diana Robbins

Staff

Wendy Silva
Diana Rosas
Commander Chiaramonte
Mark Souders

ABSENT:

Gabriela Gonzalez
Tim Riche, Vice Chair

OTHERS PRESENT: None

Chairperson DJ Becker called the meeting to order at 3:38 p.m.

Public Comment: None

Business Matters

1. Approval of Minutes – April 20, 2021. Councilmember Ortegon moved to approve the minutes; motion seconded by Councilmember Latif. Motion passed unanimously.
2. Informational Report on Accessible Parking Education Campaign and Related Directed Enforcement Activity - Commander Chiaramonte stated that in May the department was informed that they had \$500 to spend on educational efforts. He stated that the best way to get education materials to the community was through Facebook, with having over 60,000 followers of the Madera Police Department page. On May 11th the Police Department started the campaign; they kicked it off with the Save the Space informational flyer. The department tried boosting the campaign but had some issues with their Facebook account and ended up with a one-day boost for \$50. The boost still reached 41,000 people. On May 13th the department conducted a compliance and enforcement check where they did 14 placard checks resulting in zero misuse, and 1 citation. On May 24th a second Facebook post was boosted on the educational side of compliance checks. It was \$150 but reached 45,000 people, had 1000 likes, 223 comments and 94 shares. On May 20th another compliance check was conducted resulting in 1 citation, 0 misuse of the placard out of 10 checks. On

June 2nd another compliance and enforcement check was completed, resulting in 3 citations. On June 8th a celebratory/graduation time Facebook post was boosted for \$207 and reached 24,000 people. The grand total spent for the campaign was \$407.52. During enforcement action there were 36 compliance checks resulting in 5 citations and no findings of placard misuse.

Chairperson Becker asked how often the campaign should be done. Wendy offered that this might be a good in person outreach idea for the Madera Fair which is in the fall and then have the Police Department do a push in the spring. Chairperson Becker suggested a mailer in the utility bill and advised she does not believe the Fair is a good outreach event. Wendy stated she will get costs on a mailer and bring this back to the Advisory Council.

3. Informational Report on Status of Tyler 311 Citizen Application Implementation- IS Manager Mark Souders shared that the demo webpage and the application are built and that they are both being tested on how tickets will be submitted online. He shared that there is configuration left and one technical challenge that is still being worked on. It should be out for testing in about a month. The app will be branded when finalized. The IS Department is not sure on the GPS location feature; there are some challenges in tying the map in but it is a future plan.

4. Advisory Council Reports/Announcements/Requests for Future Agenda Items

This portion of the meeting is reserved for the Advisory Council members (1) to make brief reports on attendance at other boards, committees, public agencies, and/or public events, (2) to request updates, (3) to initiate future agenda items.

Councilmember Smith asked for an update on the letters that were sent to UPS regarding the delivery drivers parking cross ways on handicapped spaces. He stated that the issue is still happening and that he has taken pictures. Wendy Silva stated that the letters were sent and there has not been any response. Wendy suggested that a second round of letter should be sent with the pictures included. Councilmember Smith also stated that McDonalds on Howard put cones out on the handicapped spaces to allow their delivery truck to utilize the spaces. They come on Sunday mornings and stay for about 45 minutes. Chairperson Becker said that she would share that with Commander Chiamonte.

Councilmember Ortegon shared that a ladder crosswalk was added in her neighborhood that is more visible. She also shared that her orange safety flag has been influential in the community.

Chairperson Becker attended the Block Grant Commission and reported that they are in the process of working on getting 8 new studio apartments that will be section 8 and for seniors and disabled.

Chairperson Becker revisited the readability issue on the City Newsletter and Utility Bill. Wendy Silva stated that all the departments are in the process of completing the ADA surveys for the consultants and readability issues would coincide with that. She also stated that she will bring the issue up with City Manager Arnoldo Rodriguez to indicate that it is still a concern. Chairperson Becker asked if the Commission can see the department surveys; Wendy will forward an example following the meeting.

Chairperson Becker would like to send a notice to Madera County Assessor's office regarding the small font size on the property tax bill notices.

Wendy Silva shared that Frank Bergon Senior Center is currently open as a cooling center from 8:00 am to 8:00 pm. Free transportation is available through DAR and Madera Metro.

Meeting adjourned at 4:18 p.m.

Respectfully Submitted,

Accepted,



Diana Rosas
Human Resources Technician II

DJ Becker, Chairperson

Date: 07/14/2021

Date: _____