The Albuquerque Closed Captioning Ordinance

Presented by
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WE WANT TO HELP!

- The Albuquerque Office of Civil Rights (OCR) is the responsible City office
  - Torri Jacobus, Managing Attorney/Director
  - Crystal Velarde, Program Coordinator
  - civilrights@cabq.gov
  - 505.768.4595
- The Albuquerque Small Business Office can also provide guidance
  - David Sayers, Small Business Office Manager
  - dsayers@cabq.gov
  - 505.768.3270
What does the Ordinance do?

- Requires owner or manager of a public accommodation with a public facing television or display screen showing streamed or televised programming in a public area during business hours through a receiver technically capable of displaying closed captioning to activate the closed captioning option.
- Necessitates that captions be provided in a manner to ensure clarity and ease of viewing.
ELEMENTS

- Owner/Manager of
- Public accommodation with
- Public facing television or display screen
- Displaying streamed or televised programming
- In a public area
- During business hours
- Via a receiver
- Technologically capable of displaying closed captioning
- Must activate closed captioning on
- Screens that are turned on and operating
How will the City implement the Ordinance?

• The Albuquerque Office of Civil Rights (OCR) will enforce the Ordinance

• Complaint based system
  • OCR reviews complaint to see if prima facie case is alleged

• Parties provided with several opportunities to resolve
  • Predetermination settlement

• OCR may investigate complaint of violation(s) of the Ordinance and submit recommendation to the Human Rights Board (HRB) on how to proceed

• If HRB finds probable cause that the Ordinance has been violated, the parties engage in conciliation

• If HRB finds violation of Ordinance, HRB may order business to cease violating the Ordinance (i.e., turn on closed captioning)

• If this order is violated, OCR and HRB may pursue fines through court.
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What does the Ordinance mean for those who are deaf or hard of hearing?

• Closed captioning will allow you to more fully engage with programs displayed in public places, including sports, news broadcasts, and more
• Important information regarding the status of health orders and COVID-19 in the City and the country will be more effectively relayed to you
What does the Ordinance mean for a business?

• Just turn on closed captioning if your current system is technologically capable of displaying closed captioning

• Important information regarding the status of COVID-19 in the City and the country will be more immediately and effectively communicated to your deaf and hard of hearing customers, including Seniors