

The Albuquerque Closed Captioning Ordinance



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Presented by

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**Sponsored by
Councilors Cynthia
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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**

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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

ADMINISTRATIVE INSTRUCTION
8-25



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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

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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

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