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Submitted in Housing Committee  
Council File No: 14-0174  
Item No.: 3  
~~Commissioner from:~~ Commission on the Status of Women

**CITY OF LOS ANGELES**  
CALIFORNIA

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**Council file #14-0174:** The "California's Paid Family Leave Program / Educate and Inform Residents / Public Awareness in City Facilities" motion calls for the Commission on the Status of Women (CSW) to develop a coordinated outreach campaign. CSW will work with City Departments to raise public awareness regarding the State of California's existing Paid Family Leave program. The following is the proposed roll-out of the educational campaign plan pending the passage of this motion by City Council:

**Phase I: Initial Introduction to Key City Departments**  
(July-Sept, 2014)

This is an introductory phase to City staff with immediate public interactions. It is an initial dissemination point of informational posters to City sites with high public access. Approximately 900 informational posters highlighting the "Six Key Laws for Parents" (doubled sided in English and Spanish) will be available for Phase I. The posters include key information about Paid Family Leave, among five other important laws integral to the use of Paid Family Leave such as Pregnancy Disability Leave and the Family and Medical Leave Act.

The following City departments are identified for immediate launch of the "Six Key Laws for Parents" posters:

- a. Public Libraries
  - i. There are approximately 73 potential locations.
  - ii. Provide two (2) copies each for main information desk and children's section i.e. four (4) per location
  - iii. Approximately 292 posters required
  - iv. Link to website
  
- b. Recreation and Parks
  - i. Over 400 sites, including 184 recreation centers, 61 swimming pools, 11 lakes, 7 camps both in and out of town, along with more than a dozen museums and historic sites.
  - ii. Request RAP to prioritize the sites that have the highest public participation through family and youth programming.
  - iii. Provide approximately 500 posters based on identified areas with highest public access by RAP.
  - iv. Link to website

- c. WorkSource & FamilySource Centers
  - i. Provide [100] posters
  - ii. Link to website
  - iii. Provide training materials that can be included in their general orientation information

Each of the above departments will be required to complete the posting of the posters by October 1, 2014 and report back on additional needed posters for full implementation in their departments.

Additional outreach efforts will include:

- Identify additional City website links with high public traffic / access.
- Outreach to Channel 35 CityView and other public radio outlets to identify the possibilities for using this portal as a point to disseminate information through general community PSA.
- Collaborate with local advocacy groups to identify resources for translations of the "Six Key Laws for Parents" poster in other languages, such as Chinese, Korean, and Tagalog in order to expand reach into grassroots and monolingual communities.

**Phase II: Expanded Awareness & City Staff Training**  
(Sept, 2014 – February 2015)

1. Collaborate with California Work & Family Coalition to provide workshops both in-person and/or online webinars to self-identified City staff in the following department:
  - a. Public Librarians
  - b. Recreation & Parks
  - c. Council Offices Constituent Centers
2. Depending on availability of resources, identify additional City departments to expand the awareness campaign both on-line (their websites and intranet portals) and in physical spaces that are accessible to the public, such as LA Zoo, DONE, LAX, Transportation, and Building & Safety.
3. Identify potentials for additional funding sources to expand campaign.

**Phase III: Report & Feedback**  
(February - June 2015)

- Request all participants and partners to complete an online survey evaluation during the roll out process.
- Submit final wrap-up report to highlight successes of the campaign as well as future needs.

<http://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=14-0174>