



# Agenda Item Report

**Legislative Board:** City Council  
**Date:** April 1, 2025  
**Contact:** Lindsey Baker  
**Agenda Item ID / Number:** 2025-277- / 1.2

**ITEM TITLE:** Presentation and workshop related to request for ASL interpretation services at public meetings, on social media, and general public events (Christina Aguilar, Assistant to the City Manager)

## 1. EXECUTIVE SUMMARY

At the February 18 City Council meeting, Mayor Urbanovsky requested staff conduct due diligence on the possibility of incorporating American Sign Language (ASL) interpretation services into larger events, including Buda's Birthday and other public events. This workshop will provide an overview of staff's initial plan to provide ASL at various events and on social media, based on feedback received by community representatives, and seek feedback from City Council.

## 2. BACKGROUND/HISTORY

Mayor Urbanovsky and staff were contacted by an advocate for the deaf and hard-of-hearing community in Buda to help identify opportunities for ASL to be provided at events, public meetings, and on social media/website. Staff met internally to identify events we felt would be appropriate to incorporate ASL and then met with the community advocate to better understand the needs of our residents who are deaf or hard of hearing to learn what would be most helpful. This presents an opportunity for the City of Buda to enhance the inclusiveness of our events, ensuring that all of our residents feel welcome.

Below is a list of how and where staff will provide ASL options. After each event or item, staff will evaluate the process and response, work with community members on improvements, and amend our approach as needed.

- Social Media/Digital Presence
  - Incorporate the online ADA request form in all digital public meeting notices ([www.budatx.gov/ada](http://www.budatx.gov/ada)); this form is listed on public meeting agendas.
  - Create videos for social media and website with event directions/instructions (Know Before You Go) in ASL.
  - Create videos and reels for social media, as possible.
- Public Meetings (City Council/Boards/Commissions; Bond/construction update meetings and other community outreach meetings)
  - Upon request, using the online ADA request form (current practice)
  - Inform public with each social media reminder for public meetings that interpretation is available (including Spanish language translation) by request; and provide an ASL instruction video on the request form landing page.
- Programming
  - Library ASL Storytime pilot, April and May
- Events
  - Buda's Birthday Local Legend and Texas Music Friendly Designation Announcements
  - Red, White, and Buda concert and announcements
  - One evening of Summer Musical series
  - Budafest Lighted Parade announcements

### **3. ANALYSIS**

N/A

### **4. FINANCIAL IMPACT**

Depending on the type of service, rates can range from \$90-\$150/hour, but can be higher for more complex interpretation services, such as concerts. We would identify funds in existing event budgets (General Fund and HOT) to support this.

### **5. STRATEGIC PLAN/GOALS**

EXCEPTIONAL CITY SERVICES WITH A LOW TAX RATE

### **6. STRATEGIC PLAN OBJECTIVES**

City/Community Events/Festivals Enhancement

### **7. PROS AND CONS**

Pros:

Allows for greater community inclusiveness

Supports the employee Core Values of Service and Community

- Service - We are dedicated to meeting the community's needs with professionalism, responsiveness, and care. Committed to high standards in public services, we strive for accessibility, efficiency, and positive impacts to those we serve.
- Community - We are committed to promoting inclusion and support for all who live in, work for, and experience Buda. We emphasize collaboration and shared responsibility, encouraging active participation and strong relationships to enhance the quality of life for all.

Cons:

Increases cost for events and staff time to coordinate

### **8. ALTERNATIVES**

Offer ASL at fewer events and only provide upon request.

### **9. REQUESTED ACTION / SUGGESTED MOTION / RECOMMENDATION**

N/A

**Attachments:**