

CCDA ADA 30 Campaign Plan

The California Commission on Disability Access (CCDA) is proud to celebrate the 30th anniversary of the Americans with Disabilities Act (ADA).

Signed into law on July 26, 1990, the civil rights law works to increase the inclusion of people with disabilities in all aspects of life and to prohibit discrimination. People with disabilities are protected by the ADA in areas such as employment, education, transportation, and all public and private places open to the general public.

Part 1: Highlight CA leaders and disability community on website (Commissioner's Corner)

Since the ADA was signed, we have seen many advances in disability and accessibility awareness. Today we are asking commissioners, state and local leaders, businesses, and the disability community what the ADA means to them and how they would like to see California progress to become a barrier-free state.

**Questions we will ask:*

- 1. How has the ADA impacted your life, business, and/or community?*
- 2. What ADA improvements would you like to see in California?*

CCDA Response Goal: 30 quotes from commissioners and other leaders

EXAMPLE:



**Commissioner Michael Paravagna, Sacramento
ADA Coordinator, Former Chief California Department of
Rehabilitation Disability Services**

“The United States of America has been a noble experiment since 1776 in its attempt to realize equality for all Americans. The Americans with disabilities act of 1990 is a promise of inclusion to persons with disabilities. With every ramp built, every employment accommodation successfully put into place, every communication procedure implemented; we come closer to realizing the equality set is a great American goal in 1776. That goal will never be achieved until all Americans are included.”

Logistics:

All photos and responses will be uploaded on the CCDA website under the NEWS tab. The page will also be linked to the ADA30 logo image on CCDA’s splash page.

Email Communication:

Subject: ACTION REQUIRED: CCDA Celebrates ADA30

The California Commission on Disability Access (CCDA) is proud to celebrate the 30th anniversary of the Americans with Disabilities Act (ADA). Signed into law on July 26, 1990, the civil rights law works to increase the inclusion of people with disabilities in all aspects of life and to prohibit discrimination.

Since the ADA was signed, we have seen many advances in disability and accessibility awareness. Today we are asking commissioners, state and local leaders, businesses, and the disability community what the ADA means to them and how they would like to see California progress to become a barrier-free state. With your permission, we would like to feature your responses on [CCDA’s website](#).

Please respond to this email answering the following questions:

1. Full name, city, career/industry or job title
2. How has the ADA impacted your life, business, and/or community?
3. What ADA improvements would you like to see in California?

Please include your headshot photo, and sign/return the attached photo release form.

Part 2: Campaign Logo on CCDA Landing Page



Credit: ADA National Network (adata.org)

[ADA 30 – Celebrate, Learn, Share](https://www.adaanniversary.org/) <https://www.adaanniversary.org/>

Credit/Use of Logos

When using any of the logos, please add credit to the source.

- Credit: ADA National Network (adata.org)

OR

- Credit: ADA National Network (adata.org) 1-800-949-4232

[ADA 30 Logo With Stars in a Circle Formation Small](https://www.adaanniversary.org/sites/default/files/ADA30-celebrate-logo.gif)

<https://www.adaanniversary.org/sites/default/files/ADA30-celebrate-logo.gif>

[ADA Logo With Stars in a Circle Formation Large](https://www.adaanniversary.org/sites/default/files/ADA30-blog-post_0.jpg)

https://www.adaanniversary.org/sites/default/files/ADA30-blog-post_0.jpg

[ADA Logo Simplified](https://www.adaanniversary.org/sites/default/files/ADA30-icon.jpg) <https://www.adaanniversary.org/sites/default/files/ADA30-icon.jpg>

Text with image:

[Title] California Commission on Disability Access is proud to celebrate the 30th anniversary of the Americans with Disabilities Act (ADA)!

[Subtitle] CCDA has asked commissioners, state and local leaders, and the disability community what the ADA means to them and how they would like to see California progress to become a barrier-free state. Learn more about what they have to say, and ADA resources.

Part 3: Resources

Events:

[Abilities Expo – San Mateo Oct. 16, 2020](https://www.abilities.com/bayarea/) <https://www.abilities.com/bayarea/>

[Easter Seals – Virtual Strides for Disability Walk Oct. 17, 2020](https://www.easterseals.com/southernca/get-involved/events/)
<https://www.easterseals.com/southernca/get-involved/events/>

[Disability Rights California – Webinars](https://www.disabilityrightsca.org/events) <https://www.disabilityrightsca.org/events>

[ADA Anniversary National Events \(some virtual\)](https://adata.org/ada-anniversary/events) <https://adata.org/ada-anniversary/events>

[UCP of Sacramento and Northern CA Accessible Outdoor Activities](https://ucpsacto.org/resources/activities-outdoors/)
<https://ucpsacto.org/resources/activities-outdoors/>

[San Diego Therapeutic Recreation Center \(TRC\) Summer Calendar Activities](https://www.sandiego.gov/park-and-recreation/activities/trs)
<https://www.sandiego.gov/park-and-recreation/activities/trs>

Articles and Editorials:

[An Overlooked and Growing Market- People with Disabilities](https://www.forbes.com/sites/brucelee/2016/11/02/an-overlooked-and-growing-market-people-with-disabilities/#61f1b4302ab0)

<https://www.forbes.com/sites/brucelee/2016/11/02/an-overlooked-and-growing-market-people-with-disabilities/#61f1b4302ab0>

[The Next Big Consumer Segment: People with Disabilities](https://blogs.perficient.com/2017/08/09/the-next-big-consumer-segment-people-with-disabilities/)

<https://blogs.perficient.com/2017/08/09/the-next-big-consumer-segment-people-with-disabilities/>

[How Accessibility Can Make or Break Your Small-Business Website](https://www.entrepreneur.com/article/339555)

<https://www.entrepreneur.com/article/339555>

[Meeting the Needs of Adults with Disabilities in the Marketplace](https://www.globenewswire.com/news-release/2018/04/17/1480293/0/en/Meeting-the-Needs-of-Adults-with-Disabilities-in-the-Marketplace.html)

<https://www.globenewswire.com/news-release/2018/04/17/1480293/0/en/Meeting-the-Needs-of-Adults-with-Disabilities-in-the-Marketplace.html>

[Business Tax Credits for Disability Access Updates](https://www.thebalancesmb.com/business-tax-credits-for-disability-access-updates-397621)

<https://www.thebalancesmb.com/business-tax-credits-for-disability-access-updates-397621>

First Steps to Compliance:

[ADA Resources](https://www.adapacific.org/ada-resources) <https://www.adapacific.org/ada-resources>

[Great Lakes ADA Center: Webinars and Q&A by Topic](https://www.accessibilityonline.org/ao/)

<https://www.accessibilityonline.org/ao/>

[ADA Basic Building Blocks Free Web Course](https://www.adabasics.org/) <https://www.adabasics.org/>

[Access Compliance Resources for Businesses and Consumers](https://www.dgs.ca.gov/CCDA/Resources/Page-Content/California-Commission-on-Disability-Access-Resources-List-Folder/Government-Resources)

<https://www.dgs.ca.gov/CCDA/Resources/Page-Content/California-Commission-on-Disability-Access-Resources-List-Folder/Government-Resources>

[World Wide Web Consortium \(W3C\) Web Content Accessibility Guidelines](https://www.wuhcag.com/web-content-accessibility-guidelines/)
<https://www.wuhcag.com/web-content-accessibility-guidelines/>

[Department of Rehabilitation Web Accessibility Resources](https://www.dor.ca.gov/Home/Accessibility)
<https://www.dor.ca.gov/Home/Accessibility>

[Department of Justice: 2010 ADA Standards for Accessible Design](https://www.ada.gov/regs2010/2010ADAStandards/2010ADAstandards.htm#c7)
<https://www.ada.gov/regs2010/2010ADAStandards/2010ADAstandards.htm#c7>



Model Release

I give the California Commission on Disability Access/ Department of General Services permission to use and publish photos in which I appear without incurring any debts or liabilities of any kind.

Name (print):

Address:

City/State/ZIP:

Signature _____