

## **CCDA 2024-2025 Strategic Goal #2: Increase Technical Assistance Outreach 2026-2027 Action Plan for Engagement**

### **Overview:**

The California Commission on Disability Access (CCDA) was guided by three strategic goals in the 2024 and 2025 calendar years:

1. Develop 5 Year Strategic Plan for CCDA (2025 – 2030)
2. Increase Technical Assistance Outreach to the Business Community Across CA
3. Increase Engagement with Businesses Led By BIPOC, etc.

The following document addresses CCDA's Strategic Goal #2: increase technical assistance outreach. Through a focused approach that combines outreach, education, and technical support, CCDA aims to equip businesses across the state with the tools and knowledge necessary to comply with disability access laws. In pursuit of this goal, CCDA implemented and coordinated a series of initiatives throughout 2024 and 2025, including hosting six listening forums and six webinar events. These efforts not only reflect CCDA's commitment to advancing accessibility but also lay the foundation for more sustained collaboration with California's business community.

### **CCDA: 2026-2027 Action Plan for Engagement**

CCDA is committed to promoting disability access compliance across the state by providing businesses with the knowledge and tools necessary to meet disability access laws and obligations. As part of CCDA's 2024-2025 strategic framework, the Commission's efforts during 2024 and 2025 focused specifically on expanding technical assistance outreach to businesses across California. CCDA's 2026-2027 Action Plan for Engagement is designed to build directly upon the accomplishments, insights, and community relationships developed over the previous two years, with the ultimate goal of deepening engagement in a way that is data informed, community responsive, and strategically targeted.

### **2024-2025 Highlights**

Throughout 2024 and 2025, CCDA implemented a multifaceted outreach strategy grounded in data analysis and stakeholder collaboration. The primary venues for engagement included a series of six Listening Forums held across diverse regions in California and an ADA Business Webinar Series. These efforts aimed to raise awareness of disability access requirements, support compliance, and center the lived experiences of individuals with disabilities. The statewide events not only increased visibility around the importance of accessibility in business settings but also laid a strong foundation for CCDA's long-term outreach and planning strategies. In selecting locations

for the Listening Forums, CCDA relied on aggregated data on construction-related accessibility violations, as reported in compliance with California Civil Code 55.32, along with demographic information from the U.S. Census. This dual-data approach allowed the Commission to prioritize regions with both a high number of accessibility violations and significant Black, Indigenous, and People of Color (BIPOC) populations, who often face systemic barriers to accessibility. By aligning outreach efforts with areas where accessibility challenges and equity considerations intersect, CCDA was able to maximize the impact and relevance of its technical assistance. The outreach strategy was also informed by CCDA's analysis under Strategic Goal #3, which connected construction-related accessibility violation data with regional demographic trends. This approach allowed CCDA to tailor its outreach, such as language access services and culturally responsive programming, to meet the specific needs of communities. The connection between data insights and outreach implementation illustrates how Strategic Goal #3 directly supported and strengthened the impact of CCDA's efforts under Strategic Goal #2.

The three Listening Forums conducted in 2024 each reflected distinct regional needs and thematic priorities. The first forum, held in Monterey County (Salinas), focused on the unique disability access challenges faced by small businesses. Designed as a hybrid event, it featured both in-person and virtual participation, with strong emphasis on culturally and linguistically accessible programming to reflect the diversity of the region. The second forum, presented virtually in Santa Clara County (Sunnyvale) in partnership with the Pacific ADA Center and the City of Sunnyvale, was titled “*ADA Compliance: Building Blocks for Business*.” It provided foundational guidance on ADA requirements, offering practical tools to support compliance while centering access as an essential part of doing business. The third forum of the year took place in Orange County (Irvine) and spotlighted physical accessibility in business spaces. The event convened experts from the Division of the State Architect (DSA), a local Certified Access Specialist (CASP), and disability advocates to explore best practices for built environment compliance, reinforcing the principle that inclusive design is a shared responsibility.

Building on the momentum of 2024, CCDA expanded its Listening Forum series into 2025 with three additional events. The first was held in San Mateo County (Millbrae) and reintroduced the in-person “*Voices of the Customer*” model, offering a platform for individuals with disabilities to share personal experiences alongside business and community leaders. Conducted in collaboration with the Center for Independence of Individuals with Disabilities (CID) and the San Mateo Area Chamber of Commerce, the event underscored the value of cross-sector partnerships in advancing access and inclusion. The second 2025 forum took place in Sacramento and was embedded into

CCDA's regular Full Commission meeting under the theme "*Commission to Community*." This format enabled commissioners to engage directly with public participants in real time, enhancing transparency and ensuring that community voices inform CCDA's accessibility efforts. The final forum of 2025, also held in Sacramento, served as a continuation of the June engagement, deepening dialogue and strengthening relationships with stakeholders. Across all six forums, CCDA consistently modeled accessibility-forward planning, demonstrating that centering access from the outset leads to richer participation, more informed policy discussions, and stronger connections with California's diverse communities

In parallel with this in-person engagement, CCDA produced and delivered a total of six webinars through its ADA Business Webinar Series. These webinars, offered virtually to maximize statewide accessibility, were designed to address a range of topics relevant to business access compliance. In 2024, webinar topic included opportunities under the ADA for small businesses, a reflection on the anniversaries of the ADA and Olmstead decisions, and accessible customer service strategies during the holiday season. The 2025 webinar series spotlighted CCDA's *Accessible Parking Toolkit for Business Owners and Operators*. Other 2025 webinar topics included digital accessibility and inclusive hospitality, offered in partnership with the California Hotel and Lodging Association, and a comprehensive session on emergency preparedness through a disability-inclusive lens. All webinars were co-hosted with key partners such as the Pacific ADA Center and were made publicly available on the CCDA website following each live session. The series concluded annually with presentations to the Full Commission, summarizing achievements, lessons learned, and feedback received. These two-year period of 2024-2025 generated valuable insights and strengthened CCDA's data infrastructure and outreach models. These lessons learned directly inform CCDA's 2026-2027 Action Plan for Engagement which is structured around three core strategies: revisiting previously engaged communities, transitioning to an industry-specific outreach model, and enhancing data driven targeting to ensure equitable access to resources.

### **2026-2027 Engagement Objectives**

The first objective of CCDA's 2026-2027 Action Plan for Engagement is to return to at least three of the communities that hosted Listening Forums during the prior cycle. The follow-ups will provide stakeholders with updates on actions taken because of prior feedback, offer additional resources on technical assistance, and renew connections with local partners. By returning to these regions in these follow-up visits, CCDA aims to reinforce its accountability to the communities it serves and demonstrate a sustained commitment to equitable and responsive engagement.

The second objective involves the launch of an industry-specific outreach model. Drawing from trends identified in CCDA's Annual Reports, aggregated construction-related accessibility violation data, and community feedback, the Commission will identify sectors that frequently encounter access compliance challenges. Sectors such as retail, hospitality, and food service have consistently surfaced as priority areas and will be the focus of targeted outreach. CCDA plans to host at least four industry-specific Listening Forums between 2026 and 2027. These forums will be designed to deliver access compliance guidance, share relevant case studies, and feature presentations by subject matter experts from within each sector.

The third core strategy of CCDA's 2026-2027 Action Plan for Engagement is to deepen the Commission's use of data to drive engagement. CCDA will conduct annual analyses of aggregated construction-related accessibility violation data, cross-referencing these findings with demographic data from the U.S. Census to identify community that are underserved and disproportionately affected by accessibility issues. This analytical approach will inform all aspects of CCDA's outreach, from the selection of webinar topics to the allocation of technical assistance presentations and ensure that programs are equitably distributed across geographical and demographic lines. The Commission will continue its ADA Business Webinar Series during this period, offering at least three virtual events per year. These webinars will address emerging access compliance challenges, any regulatory developments, and stakeholders identified concerns, all while promoting disability access compliance.

In conclusion, CCDA's 2026-2027 Action Plan for Engagement represents a natural and strategic extension of the foundation built during 2024 and 2025. By continuing to engage communities already reached, shifting toward industry-specific outreach, and enhancing its data informed targeting methods, CCDA is positioned to expand the reach and effectiveness of providing the knowledge and tools necessary to meet disability access laws and obligations. Through sustained and structured engagement with both community stakeholders and business community, the Commission will continue to promote access compliance and foster more inclusive environments for all Californians.