

CCDA 2024-2025 Strategic Goal #1: 2025 - 2030 Draft Strategic Plan

1. Overview of the 2025 - 2030 Draft Strategic Plan:

CCDA is committed to developing a comprehensive 5-Year Strategic Plan to guide its priorities and initiatives. This plan will articulate the organization's vision and mission, ensuring a clear direction for the next five years (2025 – 2030). Below are draft goals based on conversations with commissioners and our stakeholder focus group. These goals are a starting point for discussion and to give the Commission a sense of the ideas proposed so far. After CCDA concludes our community engagement process and a draft plan is written, the executive committee will review and refine the draft and send it to the full commission for review and approval. CCDA is committed to engaging with our stakeholders on the proposed plan through our public meetings and upcoming stakeholder engagement sessions.

a. 2025 - 2030 Draft Strategic Plan Draft Goals:

1. Addressing misconceptions on disability access compliance and fostering a culture of proactive responsibility through education, engagement and data-driven insights.
 - a. Purpose:
 - i. Create initiatives to increase proactive access compliance and address misconceptions about disability access compliance.
 - b. Examples:
 - i. CCDA Demand Letter Initiative
 - ii. CCDA Legal Portal Enhancements
 - iii. Advocacy and Resource Toolkit for Consumers
 - iv. Misconception Video Series
2. Develop CCDA to effectively implement legislative and statutory obligations
 - a. Purpose:
 - i. Reassessment of CCDA mission and subcommittees' purpose to effectively align with CCDA's purview.
 - b. Examples:
 - i. Assessing CCDA's Mission and How We Live It
 - ii. Develop CCDA's Definition of Equity
 - iii. CCDA Subcommittees
(i.e., Checklist Committee and Legislative Committee)

3. Build relationships with and between all CCDA stakeholders
 - a. Purpose:
 - i. Support relationship building efforts through all CCDA platforms and venues.
 - b. Examples:
 - i. Listening Forums/Commission to Community Events
 - ii. Webinar Collaborations
 - iii. Language Access
(i.e., provide resources and events in various formats)
4. Develop resource capacity to respond to stakeholders
 - a. Purpose:
 - i. To effectively support relationship building efforts through all CCDA platforms and venues.
 - b. Examples:
 - i. CCDA Website Redesign
(i.e., Business Connect, Resources, and Reports)
 - ii. Disability Access Education and Revolving Fund (DAERF) initiatives and data analysis

2. CCDA's Equity Lens

- a. Equity Definition:

Equity is defined as the active and intentional development of systems, policies, and practices to guarantee that people with disabilities have equal access to opportunities, services, and resources. It entails identifying and addressing barriers that disproportionately affect people with disabilities, providing tailored support as needed, and cultivating an inclusive environment that meets the diverse needs of all individuals, regardless of their physical, sensory, or cognitive differences. The goal of equity is to understand and remove barriers faced that various individuals or groups encounter.
- b. CCDA Purview:

CCDA functions within a specific purview to promote disability access through collaboration and dialogue between the business community, disability community, and all levels of government. CCDA is not a state entity that enforces or regulates laws. Rather, CCDA is an informative resource. The Commission gathers construction-related accessibility claims and compiles reports to inform the state legislature. The data gathered by CCDA informs its programs and outreach efforts, which are overseen by a 17-member commission.

- c. Alignment with Government Code 14985:
Before defining or expanding equity goals, CCDA conducted an internal review to ensure alignment with its statutory purpose as defined in Government Code 14985. Government Code 14985 establishes CCDA's role as a non-regulatory body tasked with promoting disability access through collaboration, education, and information sharing among the business community, disability community, and all levels of government. CCDA's current equity definition, which focuses on identifying and addressing barriers disproportionately affecting people with disabilities, directly supports this purpose. Rather than altering the Commission's mission, the equity lens enhances it by ensuring that outreach and technical assistance are tailored, inclusive, and responsive to diverse disability experiences across California.

Additionally, while CCDA remains aware of evolving federal equity guidance, any future adoption of such frameworks will be carefully assessed to ensure that they complement and do not conflict with CCDA's legislatively defined role in California. The equity strategies CCDA pursues are purposefully grounded in its state-defined mission and are designed to promote access while respecting the statutory framework under which the Commission operates.

3. CCDA's Equity Lens in Action

In its efforts, CCDA implemented an equity-centered approach to disability access compliance that extends beyond meeting minimum legal requirements. This approach emphasized creating environments in which all individuals could fully participate. It takes ongoing efforts to identify and remove systemic barriers, advocate for the most inclusive solutions, and ensure that all people are treated with dignity and respect in every environment they enter whether physical, digital, or social.

For example, in implementing CCDA Strategic Goal #3: Increase Engagement with Businesses Led by Black, Indigenous, and People of Color (BIPOC), etc., among other objectives, CCDA prioritized regions with both a high number of accessibility violations as well as significant BIPOC populations, who often face systemic barriers to access. By focusing outreach efforts on locations where accessibility challenges and equity concerns intersect, CCDA was able to maximize the impact and relevance of its technical assistance. The analysis of demographic trends alongside accessibility enabled CCDA to adjust its outreach

efforts by providing language access services and culturally responsive programming to meet the needs of diverse communities. This method enhanced equity while simultaneously improving CCDA's technical assistance endeavors under DGS Strategic Goal #2. While this example focuses on CCDA Strategic Goal #3, it is important to highlight that the ongoing creation of a clear CCDA equity definition, as a part of CCDA Strategic Goal #1, will continue to shape and inform all CCDA outreach strategies from 2025 to 2030. In essence, equity within CCDA's purview is promoting fairness and justice in disability access by actively removing barriers and personalizing support to the needs of people with disabilities. CCDA fulfills its mission by using data driven insights and collaborative efforts to promote inclusive environments, thereby improving access and participation for all Californians.