

## **CCDA 2024-2025 Strategic Goal #3: Increase Engagement with Business Led by BIPOC**

### **Overview:**

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 Black, Indigenous, and People of Color (BIPOC), etc.

The following report focuses on CCDA's Strategic Goal #3: increase engagement with businesses led by BIPOC, etc. As part of this effort, CCDA conducted a data-informed analysis using two key sources: aggregated internal complaint data and demographic data from the U.S. Census. This dual-data approach allowed CCDA to identify regional trends, equity gaps, and areas of opportunity for more intentional outreach. While this report centers on Strategic Goal #3, it is important to note that the development of a clear, organization-wide equity definition is currently underway as part of Strategic Goal #1. Once established, the definition will inform and strengthen all outreach strategies throughout the 2025-2030 period. By cross-referencing demographic data against accessible complaint data, CCDA was able to prioritize regions with both a high number of accessibility violations and significant BIPOC populations. This analysis revealed a crucial intersection that areas most impacted by access barriers often have large populations who also face systemic inequalities. These insights directly influenced the strategies implemented under Strategic Goal #2, particularly around tailoring technical assistance and outreach. For example, CCDA offered language access services and culturally responsive programming in prioritized regions. By integrating an equity lens into outreach and technical assistance efforts, CCDA was able to more effectively address the needs of diverse business communities and strengthen the impact of its support. Ultimately, the work under Strategic Goal #3 not only advanced CCDA's equity objectives but also acted a key approach to broaden and enhance the reach of its technical assistance and efforts across the state.

### **Report Outline:**

1. Summary
  - a. Purpose of report
  - b. Overview of data approach
2. Introduction
  - a. CCDA's purview
  - b. Definitions and key terms

### 3. Methodology

#### a. Data sources and limitations:

- i. Demographic Data (US Census): To identify the racial and ethnic makeup of each county, focusing on the percentage of the population that identifies as BIPOC, benchmarked against the California statewide average.
- ii. Disability Access Complaint Data (CCDA Legal Portal): To identify which counties and ZIP codes have the highest number of access-related complaints.
- iii. Impact Level: To further assess and prioritize impact, the counties are grouped into three “Impact Levels” based on complaint volume for 2022 through 2023:
  1. Level 1 (High Impact): Among the top 10 counties in total complaint volume.
  2. Level 2 (Moderate Impact): Counties ranked 11–25 in complaint volume.
  3. Level 3 (Baseline): All other counties across the state, included to provide a broader demographic and equity context.

### 4. Demographic and Complaint Data

#### a. County Profiles

- i. Orange County (Irvine, CA)
- ii. Santa Clara County (Sunnyvale, CA)
- iii. Sacramento County (Sacramento, CA)
- iv. San Mateo County (Millbrae, CA)
- v. Monterey County (Salinas, CA)

### 5. Analysis and Key Findings

#### a. Patterns

### 6. Equity and Inclusion Framework

- a. Equity definition
- b. Alignment with Government Code 14985
- c. CCDA's equity lens in action

### 7. Strategic Application: CCDA Outreach and Listening Forums

- a. How data directly informed 2024-2025 action
- b. Highlights and how feedback is shaping 2025-2030

### 8. Conclusion

- a. Summarize
- b. Guide future CCDA action and efforts

### 9. Appendices

- a. Definitions
- b. Data sets and tables