CCDA Strategic Planning Conversation:
2025 - 2030 Draft Strategic Plan

Overview:

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.

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