



California Commission on Disability Access (CCDA)

Executive Committee Meeting

March 4, 2026

1. Welcome & Framing
2. Executive Summary: What We've Heard So Far
3. Strategic Landscape Overview
4. Defining Success: The 5-Year Target Conversation
5. What's Missing? What Needs Emphasis?
6. Looking Ahead



Group Norms



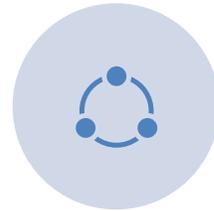
Be Present &
Engaged
(technology)



Listen Actively



Be open, Honest &
Respectful



Share the Floor



Stay on Topic

Progress to Date

- Summary of work to date
 - Commissioner Interviews, Business Community Summit, Disability Community Summit, Survey Development
- Key themes
 - Commission Member interviews
 - Stakeholder Summits
- Emerging patterns across the system

SWOT

STRENGTHS

- Strong leadership and staff capacity
- Committed, diverse and knowledgeable Commission
- Clear and unique mission
- Credibility in accessibility and engagement
- Financial asset to leverage

WEAKNESSES

- Limited visibility and understanding of CCDA
- Gaps in legislative engagement
- Communication and education challenges
- Data and capacity limitations
- Operational inefficiencies

SWOT

OPPORTUNITIES

- Expand education and outreach impact
- Strengthen legislative advisory role
- Leverage data and targeted interventions
- Build partnerships and ambassadors
- Major upcoming events
- Innovative incentives and models

THREATS

- Climate of fear and litigation
- External economic and social pressures
- Policy and scope constraints
- Resource Limitations
- Perceptions and representation risks

5-Year Target

A unifying goal that will galvanize the team.

- What is our North Star?
- What does the Press Release say we achieved in 2030?
- What is the single most important outcome in 2030?
- What is the biggest thing that could "moves the needle" on your mission?
- What does success look like in 5 years?

Example - Super Bowl 50 Host Committee

Mission: Position the Bay Area as a premier destination for world-class sporting events.

5 Year Target: Make Super Bowl 50 "the most giving, innovative, and sustainable Super Bowl in history."

Strategic Pillars:

1. PHILANTHROPY & COMMUNITY LEGACY
2. SUSTAINABILITY
3. FUNDRAISING
4. ECONOMIC IMPACT
5. EVENT EXECUTION & ATTENDANCE
6. MEDIA & DIGITAL ENGAGEMENT
7. REGIONAL COLLABORATION & LEADERSHIP

5-Year Target

A unifying goal that will galvanize people and team spirit

Super Bowl 50 - 5 Year Target: Make Super Bowl 50 "the most giving, innovative, and sustainable Super Bowlin history.

5-Year Target -



Next Steps?

- Full Commission Meeting – March 25th
- Survey distribution – Close April 3rd
- Subcommittee Meetings – Various
- Finalize CCDA Strategic Plan – June 24th



Foundational Elements

Mission Statement:

The mission of the California Commission on Disability Access is to promote disability access in California through dialogue and collaboration with stakeholders including, but not limited to, the disability and business communities and all levels of government.

Vision Statement:

An accessible, barrier free California = Inclusive and equal opportunities and participation for all Californians.

Foundational Elements

Core Values

- To seek out leaders, including leaders from the disability, business, educational, and non-profit communities, to help inspire vision, knowledge, integrity, loyalty, pride, passion and service to promote disability access in California.
- To empower those with disabilities by providing information to the community, businesses, non-profits, schools, government and other entities about disability culture and the disability community's key place in California's economic fabric.
- To support Californians with disabilities by providing the tools they need to participate in their community and make a difference in society as a whole.
- Successful and integrated state-wide physical access improvements for persons with disabilities require education and sensitivity to the challenges that businesses, schools, and other organizations face in implementing access goals.
- To create an environment that values and practices communication and collaboration across the wide spectrum of interests in the disability, governmental, business, educational, and non-profit communities.