

Agenda Item 11

In-Depth Conversation: Access to Goods, Support, Services, and Equipment

Discussion questions:

➤ **Understanding the Challenge:**

1. What misconceptions do business owners, managers, or employees have about maintaining 36-inch accessible routes?
2. How can we help businesses recognize that temporary obstructions, such as merchandise carts, displays, or stored items, can create barriers just as impactful as permanent obstacles?
3. What factors most commonly contribute to aisle obstructions and accessibility barriers in businesses?

➤ **Customer Experience Perspective:**

1. Would business respond more effectively to accessibility guidance and information that includes personal experiences or stories from people with disabilities? Why or why not?
2. How can we help businesses view accessible routes as an essential part of customer service rather than solely a compliance requirement?

➤ **Educational Materials Development:**

1. What educational gap exists today that contribute to aisle obstructions and inaccessible routes?
2. How can educational materials help employees quickly assess whether a display or temporary obstruction may create an accessibility barrier?
3. Would a “daily accessibility walkthrough checklist” be useful? If so, what key items should it include?
4. What existing tools, practices, or processes can businesses use to ensure accessible routes remain clear throughout the day?

➤ **Future Resources:**

1. If we could create one new educational resource on accessible route maintenance, what would have the greatest impact?
2. If we developed a single page handout for businesses maintaining 36-inch accessible routes, what are the three most important messages it should include?
3. Should future educational resources also address common accessibility issues, such as service height? If so, how should those topics be incorporated?