



STRATEGIC PLAN 2025-2030

Mission

To promote disability access across California through education, dialogue, and collaboration with stakeholders including the disability and business communities, and all levels of government.

Vision

An accessible California = Inclusive and equal opportunities for all.

Core Values

Resourceful

We maximize our impact by leveraging partnerships, data, and creativity to deliver meaningful outcomes with the resources we have.

Strategic

We serve as the connector that brings together key relationships, infrastructure, and players to advance disability access across California.

Integrity

As stewards of public trust, we are committed to serving the people and the state of California with transparency and accountability in all that we do.

Uplifting

We elevate individuals, businesses, communities, and resources to create greater opportunity and access for all.

Community Engagement

Community engagement is at the core of who we are — because lasting change only happens when all the pieces come together.

2030 Target

CCDA is the bridge that connects stakeholders to high-quality tools and the guidance needed to navigate accessibility laws, increase compliance, and promote inclusion.

Strategic Pillars

1. Outreach, Education and Public Awareness
2. Compliance Resource Innovation
3. Partnerships, Ambassadors and Community Engagement
4. Operational Excellence and Data



CCDA

California Commission
on Disability Access

STRATEGIC PILLARS & 2030 GOALS

1) Outreach, Education and Public Awareness

- Increase conversion to 10 to 15%, resulting in 50 to 75 participants per event from similar outreach levels.
- Engage 500 to 600 individuals annually across eight to 10 events, with average attendance increasing to 100+ per webinar and 50+ per community event.
- Host 8 to 10 events annually, expanding geographic and industry-specific reach.
- Expand outreach to 20+ counties, reaching approximately 35% of California counties, with more consistent regional rotation and targeted engagement in underserved areas.
- Grow to 1,000+ Facebook followers and 250+ YouTube subscribers, representing sustained multiyear growth and expanded digital reach.
- Establish a consistent baseline and achieve 50% increase in average engagement per post, reflecting stronger audience interaction.
- Track business participation and engage 400 to 500 businesses annually, with clearer segmentation by industry and region.

2) Compliance Resource Innovation

- Establish a multiyear dataset and demonstrate a clear upward trend in Certified Access Specialist (CAsp) requests, indicating increased awareness and voluntary compliance efforts.
- Increase the share of cases with CAsp requests by 25 to 40%, reflecting stronger adoption of compliance-seeking practices.
- Collect three to five documented success stories annually, supported by structured follow-up surveys and interviews.
- Produce at least three to five formal case studies annually, highlighting measurable accessibility improvements and outcomes.
- Develop a consumer advocacy and resource toolkit. By 2030, CCDA will develop and maintain consumer-focused accessibility toolkits that improve public awareness of disability access issues, available educational materials, and community resources.
- Provide educational materials and informational resources related to accessibility-related demand letters to improve awareness and understanding among businesses and community stakeholders.
- Develop and maintain an educational video series addressing common misconceptions related to disability access, accessibility requirements, and accessibility-related processes.
- Develop and maintain informational materials for policymakers and stakeholders that clarify CCDA's role as a statewide accessibility education, outreach, and resource-connecting entity.
- Develop educational materials and informational resources that increase awareness of accessible and inclusive customer interaction practices across sectors.

3) Partnerships, Ambassadors, and Community Engagement

- Expand to 600+ active contacts, representing approximately 8 to 10% annual growth.
- Engage 150+ local government entities (cities, counties, and authority having jurisdictions), representing approximately 20 to 25% statewide coverage, supported by improved tracking and targeted outreach.
- Conduct targeted outreach to 100% of identified Olympic-related jurisdictions, including Los Angeles County and surrounding host communities, with annual engagement and tracked participation across these areas.
- Maintain 25 to 30 active partnerships annually, expanding across sectors and regions while ensuring sustained engagement (active within 12 months).
- Achieve 10 to 15% annual partnership growth, supported by quarterly and annual tracking.
- Achieve 80 to 90% engagement among priority jurisdictions, with targeted strategies and annual tracking.
- Increase deep engagement to 35 to 40% of localities (approximately 190 to 215), while maintaining broad engagement across 60 to 70% statewide.
- Engage 60 to 70% of California localities (325 to 380 cities/counties) through sustained outreach, training, and partnerships.

4) Operational Excellence and Data

- Establish a baseline (2026) and increase tracked downloads and resource access by 50%, with consistent reporting across all platforms.
- By 2030, CCDA will maintain 100% accessible events (eight to 10 annually) and track types and frequency of accommodations used to improve service delivery.
- By 2030, CCDA will ensure that 100% of events track audience type, with participation reflecting a more balanced mix: at least 40% business, 30% government, and 30% disability community stakeholders, ensuring more equitable representation.
- By 2030, CCDA will establish a formal pipeline and add five to eight new partnerships annually, with consistent tracking and onboarding.
- By 2030, CCDA will achieve 15 to 25% annual growth across platforms through consistent posting and targeted outreach.
- By 2030, CCDA will track and increase click-through traffic by 50%, strengthening the connection between outreach and resource utilization.
- By 2030, CCDA will maintain consistent monthly posting (four to six posts/month) and regular video uploads, supporting sustained audience growth and engagement.
- By 2030, CCDA will demonstrate consistent annual increases in CAsp request rates, supported by quarterly and annual reporting.
- By 2030, CCDA will produce regular trend reports identifying patterns in high-frequency litigation and use findings to inform targeted outreach and education.