

Agenda Item 8: CCDA Strategic Plan 2025-2030

I. Overview: CCDA Strategic Pillars 2025-2030

- a. Strategic Pillar 1: Outreach Education and Public Awareness
 - i. Who: New and existing audiences and stakeholders
 - ii. What: Increase visibility and reach more people through outreach and education

- b. Strategic Pillar 2: Compliance Resource Innovation
 - i. Who: People who need support and resources
 - ii. What: Provides access to tools, information, and opportunities

- c. Strategic Pillar 3: Partnerships, Ambassadors and Community Engagement
 - i. Who: Community members, partners, and organizations
 - ii. What: Connect people and encourage collaboration

- d. Strategic Pillar 4: Operational Excellence and Data
 - i. Who: Leadership, partners, and stakeholders
 - ii. What: Measure impact, improve results, and maintain long-term growth

II. Example Metric Baselines and 2030 Goals:

a. Strategic Pillar 1: Outreach Education & Public Awareness

2030 Goal	Metric Baseline
Increase conversion to 10 to 15%, resulting in 50 to 75 participants per event from similar outreach levels.	Within the past 12 months, CCDA has conducted outreach to 500+ stakeholders per event, resulting in 11 to 45 participants per event, or approximately 2 to 5% conversion.
By 2030, CCDA will engage 500 to 600 individuals annually across 8 to 10 events, with average attendance increasing to 100+ per webinar and 50+ per community event.	As of 2026, CCDA engages approximately 250 to 300 individuals annually across 6 to 7 events (3 webinars and 3 to 4 community events). Webinar attendance ranges from 64 to 111 participants (average of approximately 85), and community events range from 11 to 45 participants (average of approximately 30).
By 2030, CCDA will host 8 to 10 events annually, expanding geographic and industry-specific reach.	Within the past 12 months, CCDA has hosted 3 webinars and 3 to 4 community events annually (6 to 7 total events), providing consistent but limited statewide coverage.

b. Strategic Pillar 2: Compliance Resource Innovation

2030 Goal	Metric Baseline
Establish a multiyear dataset and demonstrate a clear upward trend in Certified Access Specialist (CASp) requests, indicating increased awareness and voluntary compliance efforts.	As of 2026, CCDA tracks CASp inspection requests within complaint resolution cases via the Legal Portal; however, total volume and trends are still being established as a baseline. The multiyear dataset will include 2025–2026 as the baseline to set up quarterly and annually reporting in 2027–2030.
Increase the share of cases with CASp requests by 25 to 40%, reflecting stronger adoption of compliance-seeking practices.	As of 2026, the percentage of cases involving CASp requests is tracked but not yet benchmarked, limiting interpretation of compliance behavior. The multiyear dataset will include 2025–2026 as the baseline to set up quarterly and annual reporting in 2027–2030.
Collect three to five documented success stories annually, supported by structured follow-up surveys and interviews.	As of 2026, success stories are collected informally through outreach, follow-up, and Full Commission presentations, with no consistent quarterly tracking or targets. 2026 will establish the development and creation of the survey and 2027 will mark the utilization of the survey. Starting 2027, there will be annual reporting 2027–2030.

c. Strategic Pillar 3: Partnerships, Ambassadors, and Community Engagement

2030 Goal	Metric Baseline
Expand to 600+ active contacts, representing approximately 8 to 10% annual growth.	As of 2026, CCDA maintains 434 active contacts, increasing from 431 in 2025 (+3 contacts; <1% 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.	As of 2026, CCDA maintains a distribution list of 434 contacts, including select local governments, authority having jurisdictions, and Chambers of Commerce, though coverage is uneven and not systematically tracked by jurisdiction. Engagement currently represents an estimated limited share of California's 500+ cities and 58 counties (<10%).
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.	As of 2026, CCDA has not yet implemented a formal system to track outreach efforts to Olympic host jurisdictions, including the Los Angeles region and surrounding areas. While some engagement has occurred through general events and partnerships, outreach activities have been conducted on an ad hoc basis and have not been systematically documented or quantified. In 2026, CCDA's efforts have focused on developing and finalizing outreach materials and contact lists in preparation for more structured engagement. The materials to be distributed include DSA's CASp flyers and CCDA's Consumer Advocacy and Resource Toolkit.

d. Strategic Pillar 4: Operational Excellence and Data

2030 Goal	Metric Baseline
<p>Establish a baseline (2026) and increase tracked downloads and resource access by 50%, with consistent reporting across all platforms.</p>	<p>As of 2026, materials are distributed at 100% of events, but total downloads and usage are not consistently tracked, limiting quantifiable impact. In 2026, the creation of the process for tracking and reporting downloads for each event will be implemented so by 2030 tracking web downloads. This means looking at the quantities prior to event, day of event, and following event. Reporting will be monthly and annual.</p>
<p>By 2030, CCDA will maintain 100% accessible events (8 to 10 annually) and track types and frequency of accommodations used to improve service delivery.</p>	<p>Within the past 12 months, 100% of events (6 to 7 annually) included accessibility supports such as ASL, CART, and language access, ensuring inclusive participation. By 2030, there will be formal process for maintaining and tracking frequent accommodation requests with an implemented standard form of vendors and services provided. Reporting will be monthly and annual.</p>
<p>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.</p>	<p>As of 2026, CCDA collects limited data on audience type (e.g., business, government, disability community), and representation is not consistently quantified, though events primarily attract business stakeholders and government partners, with less measurable participation from disability community members. 2025-2026 will be the gathering years for the data and creating form for monthly and quarterly tracking so that by 2030, tracking 100% of audiences.</p>