



CCDA

California Commission
on Disability Access

**CALIFORNIA COMMISSION
ON DISABILITY ACCESS (CCDA)**

**2020-2024 Strategic Plan Goals and
Objectives**

DRAFT

Background

During July 2019, CCDA staff and strategic planning consultant, Renee Taylor developed a brief survey for commissioners to provide feedback on how well the Commission is fulfilling its strategic goals, including opportunities for improvement. Responses received helped guide discussions and planning for the Commission's revised strategic direction starting in 2020.

During August 2019, CCDA Executive and Legislative Committees met and completed an exercise using the SOAR (Strengths, Opportunities, Aspirations, and Results) methodology to further develop proposed goals and objectives for the next five years.

During October 2019, Renee Taylor presented the culmination of goals and objectives developed based on Commissioner feedback from the survey results, phone interviews, and the August 2019 meetings.

The attached is a final draft, side-by-side comparison of the 2014 goals and objectives with the proposed language obtained from Commissioners and CCDA staff for the 2020 – 2024 strategic plan. Underlined text identifies the proposed language changes. Each of the following goals identifies desired end results to achieve in the next five years. The goals reflect the most important strategic issues for the CCDA as a whole, and while the goals are realistic and achievable, they seek to stretch and challenge CCDA.

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Goal: Increase disability access awareness. (2014)

A large number of members of the disability community are not readily identifiable. As our population ages, mobility issues will affect a greater percentage of society and access will become even more important in the near future. Accessibility compliance is sometimes viewed as unnecessary and applicable to a very small minority of the population. Many small business owners view access compliance as either an unfunded mandate or a nuisance – not a civil right. Business owners, nonprofits, and other organizations are often unaware of the Americans with Disabilities Act (ADA) requirements - or if they are, what compliance looks like. This goal seeks to raise awareness of access issues and the tools available to assist businesses, nonprofits, schools, and the community to support changes to the built environment.

Objectives/Strategies (2014):

1. Develop a public and culturally appropriate media /social awareness campaign to increase awareness and educate the general public, government agencies and elected officials.
2. Develop dialogue opportunities for the business, nonprofit, school, disability, and other communities.
3. Encourage collaboration between the Certified Access Specialist Program (CASp) inspectors and the disability community and coordinate partnerships.

Goal 1: Increase disability access awareness. (2020 - Proposed)

A large number of members of the disability community are not readily identifiable, and disability types come in all forms—visible and non-visible. As California’s diverse population continues to grow and change, a greater percentage of society will need built environments that are barrier-free. Accessibility compliance is sometimes viewed as unnecessary and applicable to a very small minority of stakeholders.¹ Many small business owners view access compliance as either an unfunded mandate or a nuisance. Business owners, nonprofits, and other organizations are often unaware of applicable state and federal compliance requirements—or if they are, may be unsure of what compliance looks like. This goal seeks to raise awareness of access issues and the availability of tools to support changes to the built environment.

Objectives/Strategies (Proposed):

1. Develop culturally appropriate media/social awareness campaigns to increase awareness among stakeholders on ADA access issues for urban, suburban, and rural markets.
2. Foster dialogue opportunities on ADA access and compliance issues among stakeholders.
3. Seek to raise awareness of the Certified Access Specialist Program (CASp) among inspectors, the disability community, and the business community.

¹ CCDA stakeholders are defined as entities in the planning, design, property, and construction sectors, and those maintaining places of public accommodation.

Goal: Create training programs for targeted constituencies. (2014)

This goal seeks to address the lack of opportunity for businesses, nonprofits, schools, professionals in the planning, design, property, construction and other sectors to learn about and to engage with resources around access issues and find support to make accommodation modifications. Community groups and organizations from the disability community and other communities will also benefit from trainings and conversations on rights and remediation efforts locally, statewide, and nationally.

Objectives/Strategies (2014):

1. Collaborate and coordinate with professional associations. Also target elected officials and governmental entities, as well as property, business owners, nonprofits, schools, and others. The messages should include:
 - a. Uphold current laws (code 4450, HS code 11135, cc 51 and laws related to program access such as use of service animals) and create new ones to promote disability access.
 - b. Promote cultural competency regarding disability and program access.
2. Seek opportunities to engage diverse interest groups in integrated training and dialogues. a. Target disability communities – both individuals and organizations – and educate them on rights and remediation.
3. CCDA will coordinate with appropriate professional associations on compliance for the built environment.

Goal 2: Continue to provide training programs and toolkits for targeted stakeholders. (2020 - Proposed)

This goal seeks to address the need for providers of places of public accommodation to learn about access issues, including available resources and supports to make disability access modifications. The whole community will also benefit from training and conversation on rights and remediation efforts locally, statewide, and nationally.

Objectives/Strategies (Proposed):

1. Collaborate and coordinate with stakeholders and local agencies to provide education on how to uphold current, applicable laws.
2. Develop educational materials for cities and counties on our websites and for their local usage through encouraged collaboration.
3. Serve as a clearing house to enhance program and physical access by maintaining current resources on CCDA's website and industry targeting our outreach events, as needed.
4. Provide education and promote awareness among stakeholders by seeking opportunities to engage diverse interest groups in integrated training and dialogues around ADA access issues.
5. Ensure annually we have reached 1 – 2 regions for training and awareness programs, events, and/or campaigns.
6. Collaborate with DOR through educational tools and post on website.
7. Maintain a current link to the valuation threshold on the CCDA website.

Goal: Create and identify revenue streams to fund access needs (subject to increased CCDA staffing). (2014)

There is currently no revenue source available to offset the financial cost to assist businesses, nonprofits, schools, and others with access compliance issues. This goal speaks to the need to identify and secure a revenue stream to support efforts to mitigate accommodation costs and incentivize access compliance.

Objectives/Strategies (2014):

1. Identify funding sources for small businesses, property owners, nonprofits, schools, and other organizations with validated needs.
2. Research budget systems to fund CCDA accessibility efforts and access compliance.
3. Examine programs underway for opportunities to create funding allocations for access compliance.
4. Create through legislation a designated funding stream for access programs.

Goal 3: Identify and promote revenue streams to fund access needs. (2020 - Proposed)

There are limited resources available to offset the financial cost of assistance to the business community and other entities with access compliance issues. This goal speaks to the need to identify and secure the under-utilized funds to support efforts to mitigate accommodation costs and incentivize access compliance.

Objectives/Strategies (Proposed):

1. Identify funding sources for small businesses and other organizations that have validated funding needs for access compliance support.
2. Develop and disseminate sample cost/benefit analyses for business owners on ADA access compliance.
3. Promote designated funding streams for access programs that have been created through legislation.

Goal: Explore the development of a state level Americans with Disabilities Act (ADA) Access office. (2014)

Information, resources, and compliance support for access and accommodation requests are found at varying levels throughout state and local government. The inconsistency of response, availability, and information resources is a challenge for those who seek to identify and implement solutions to compliance issues. This goal seeks to address the disparate levels of resources and information at various state offices by providing a single access point that can guide people in the process of access mitigation and compliance.

Objectives/Strategies (2014):

1. Survey other state programs for examples of state level ADA access offices e.g. Massachusetts.
2. Study all existing offices and programs throughout California government relating to ADA/access compliance.
3. Determine number of city and county ADA coordinators, as a potential survey.
4. Develop a vision and core mission for the new office, and determine services to provide i.e. ombudsman, interagency coordination, and/or other services.

Goal 4: Explore the development of a state-level Americans with Disabilities Act (ADA) reference center/guide. (2020 - Proposed)

Information, resources, and compliance support for access and accommodation requests are found at varying levels throughout state and local government. California code regarding ADA has no single statewide compliance reference center/guide. The inconsistency of response, availability, and information resources is a challenge for those who seek to identify and implement solutions to compliance issues. This goal seeks to address the disparate levels of resources and information at various state offices by providing a single access point that can guide people in the process of access mitigation and compliance.

Objectives/Strategies (Proposed):

1. Study all state-level existing offices and programs throughout California government relating to ADA/access compliance.
2. Study other state-level ADA offices, similar in size and composition to California, as directed by a legislative body.
3. Identify key functions of an ADA reference center/guide and determine the services the reference center/guide would provide, after the research study has been completed.

Goal: Maintain data on status of access compliance. (2014)

There is confusion about access laws and regulations. Not all business owners, nonprofits, schools, and others are aware of Americans with Disabilities Act (ADA) requirements - or if they are, what compliance looks like. There are questions as to what information exists on compliance successes and where opportunities exist to create greater access, not to mention outcomes from federal accessibility lawsuits. The purpose of this goal is to provide relevant information and data on the status of access compliance throughout California.

Objectives/Strategies (2014):

1. Continue to collect data on lawsuits related to access violations.
2. Expand CCDA website to track known access issues/out-of-compliance properties.
3. Develop a research and analysis rubric for data collection that defines what to collect and why.
4. Identify how ADA access is coordinated at state/county and local levels.
5. Gather data from a diverse set of stakeholder organizations at periodic roundtable meetings.
6. Collect data on successful compliance and compile Best Management Practices (BMP's).

Goal 5: Maintain data on status of access compliance. (2020 – Proposed)

Information on the status of access compliance will help stakeholders be more aware of ADA requirements, and what compliance looks like. There are questions as to what information exists on compliance successes and where opportunities exist to create greater access, not to mention outcomes from state and federal accessibility lawsuits. The purpose of this goal is to provide relevant information and data on the status of access compliance throughout California.

Objectives/Strategies (Proposed):

1. Continue to collect data on lawsuits related to access violations and report findings annually.
2. Explore our authority to enforce compliance to our data collection mandate through legislation.
3. Expand the CCDA website to report known access and compliance issues at a summary level, including a tally of lawsuits and complaints by category.
4. Bolster research and analysis for data collection defining what to collect and why through the creation of a workgroup of legal experts.
5. Collect and report data trends on remediation of alleged access barriers in the Annual Report if given the authority of collection of all access violations settlements or summaries in state and federal courts.
6. Report to the Legislature by the annual deadline for preceding year's data.
7. Publish "Top 10" alleged violations of law every 6 months, including federal cases, state cases, pre-litigation letters, and outcome reports received.