

Item 7a: Strategic Goals Summary

Goal 1: Increase disability access awareness.

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 entities. 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 accessibility in the built environment

Goal 2: Continue to provide training programs and toolkits for targeted stakeholders.

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.

Goal 3: Identify and promote revenue streams to fund physical access compliance.

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 available programs that support efforts to mitigate accommodation costs and incentivize access compliance.

Goal 4: Maintain data on status of access compliance.

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.