

Holiday Hospitality: Effective Customer Service for Customers with Disabilities

Last Part of 3-Part
2024 Webinar Series
Thursday, September 5, 2024

**Holiday
Hospitality:
Effective Customer
Service for
Customers with
Disabilities**

**Part 3 of
a 3-Part
Series
On Zoom**



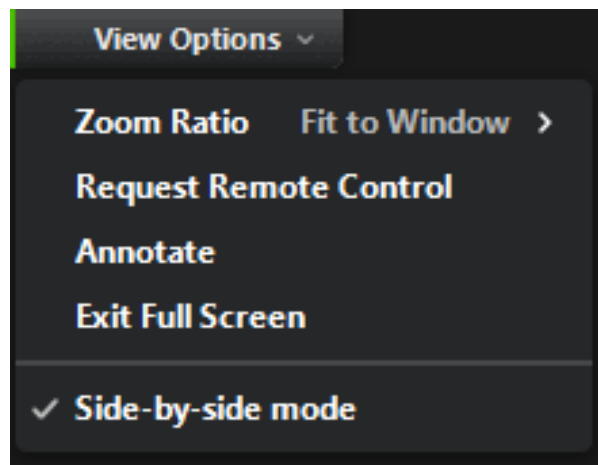
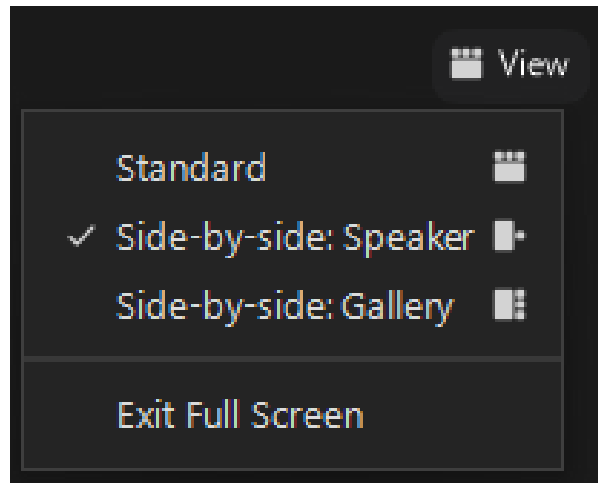
**Thursday,
September 5th
12:00 - 1:00PM**



Housekeeping

- Please keep your audio muted during the webinar.
- Please use the Q&A feature to post questions.
- Chat feature is distracting for people with vision disabilities who use screen reading software.

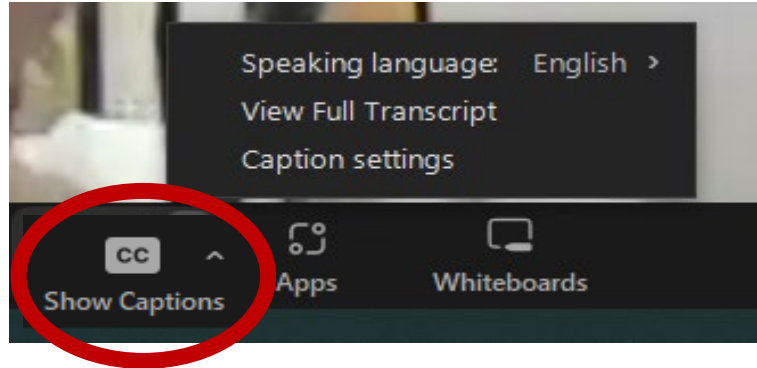
Zoom Viewing Options



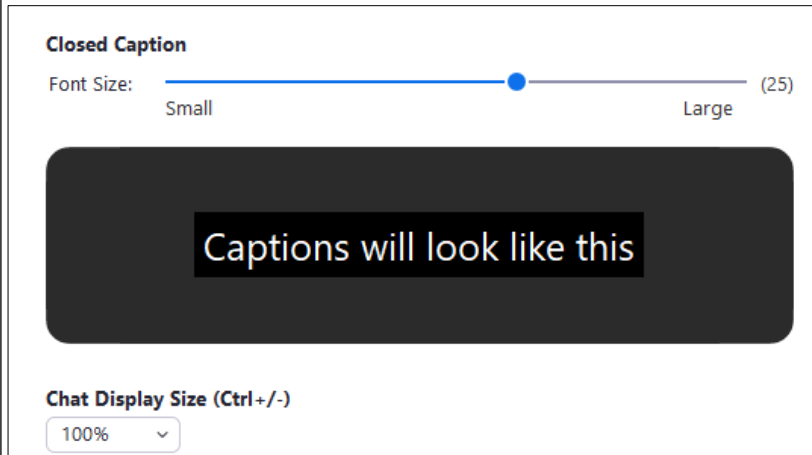
View options:

- Upper right-hand corner, select “View” for “Speaker” or “Gallery” views and with screen share: Standard and Side-by-side options.
- During PowerPoint: “View Options” menu at top of screen to adjust zoom ratio and other features.
- During PowerPoint: use the slider between the shared screen and participants and slide to your preference.

Zoom Live Captions



- Turn on captions by selecting the CC icon (show captions) on the menu bar
- Change the size of captions by selecting the up arrow next to the CC and choose the “Caption settings”
- Move captions by hovering over captions and dragging them to the preferred location.
- Turn off captions by selecting the CC icon (hide captions)



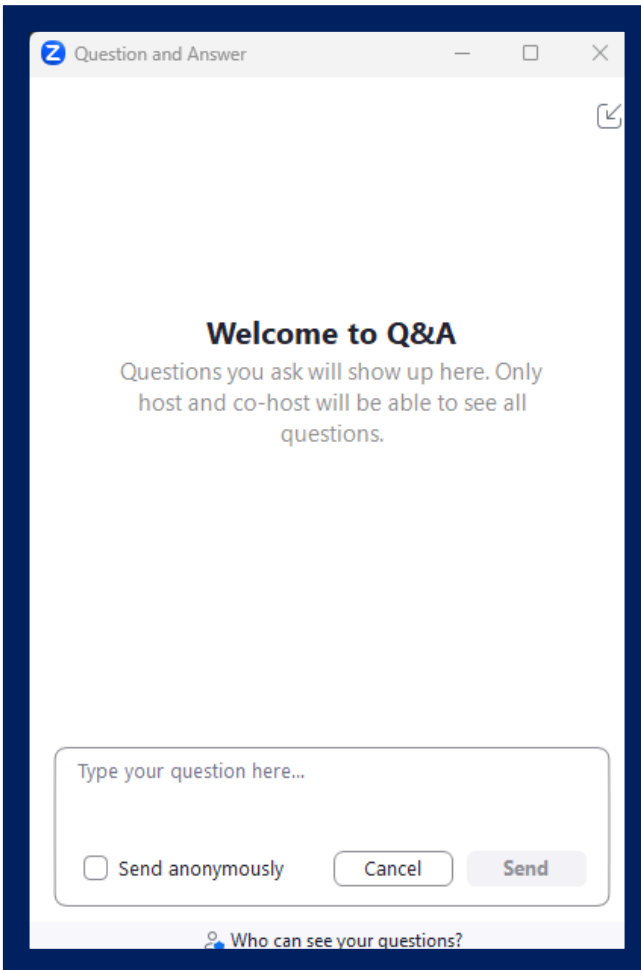
Q&A Session

To Ask a Question:

- Select “Q&A” at the bottom of your screen
- A box shown to the left will pop up, input your questions throughout the webinar

Q&A Session:

- Will be at the end of the presentation
- Selected questions will be answered

A screenshot of the Zoom "Question and Answer" window. The window has a title bar that says "Question and Answer". Inside, it says "Welcome to Q&A" and "Questions you ask will show up here. Only host and co-host will be able to see all questions." At the bottom, there is a text input field with the placeholder "Type your question here...", a checkbox labeled "Send anonymously", and two buttons: "Cancel" and "Send". Below the input field, there is a small icon of a person and the text "Who can see your questions?".


Question and Answer

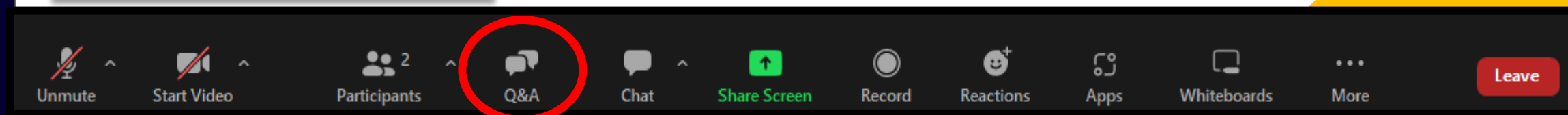
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Questions you ask will show up here. Only host and co-host will be able to see all questions.

Type your question here...

☐ Send anonymously

 Who can see your questions?



Holiday Hospitality: Effective Customer Service for Customers with Disabilities

1. Introductions:

- a. California Commission on Disability
Access Executive Director April
Dawson Rawlings
- b. Pacific ADA Center Deputy Director of
ADA Programs Jan Garrett

2. Reasonable Modifications for Businesses

During the Holiday Season

- a. Holiday Considerations for
Accessibility
- b. Maintaining Accessible Features

Agenda Continued

3. Effective Communication for Businesses

- a. Understanding Communication
Disabilities

4. Considerations for Business Owners/Operators

- a. Accessible Options for Customers
with Disabilities

5. Question and Answer

6. Available Resources

What the California Commission on Disability Access Offers

- Small Business Education and Outreach
- Technical Materials and Trainings
- Listening Forums and Webinars
- Disability Access Litigation Data Tracking
- Annual Report to State Legislature

What the Pacific ADA Center Offers

- Technical Assistance
- Trainings
- Webinars
- Materials
- Conferences



Types of Disabilities

- People have many types of disabilities
– not all are physical.
- Some disabilities are obvious, and some are not.
- People with disabilities are customers
 - Worldwide, including family members, they have over \$13 trillion of annual disposable income (Forbes, 2023)

Disability & Intersectionality

- People with disabilities are:
 - All races & ethnicities
 - All gender identities
 - All ages
 - All national origins
- Disability is the only minority you can join!



Americans with Disabilities Act Titles



Title I. Employment

Title II. Public Entities

Part A - State and Local
Government

Part B - Public Transportation

Title III. Public Accommodations

Title IV. Telecommunications

Title V. Miscellaneous

What ADA Title III Covers

- ADA Title III covers places of public accommodation (open to the public).
- Includes all types of private businesses and nonprofit organizations, no matter how many employees they have:
- Social service organizations
- Retail stores
- Restaurants



ADA Impact on Businesses

- Increased accessibility in retail stores, restaurants & other public businesses
- Legal requirements for modifying existing facilities & new compliant construction
- Process to Compliance –
 - Implement necessary modifications (e.g., installing ramps, widening doorways, accessible restrooms)
 - Provide staff training on ADA compliance and disability awareness

Reasonable Modifications for Businesses During the Holiday Season

- Changes to any holiday policies/procedures
 - Individuals with disabilities have equal access to goods, services or facilities
- Businesses must make reasonable modifications unless doing so would alter nature of the business
- Goal to improve accessibility while maintaining the essential functions of the business



Holiday Considerations for Accessibility



- Ensure aisles are wide enough to accommodate wheelchairs and mobility aids
- Remove any clutter in walkways
- Avoid holiday decorations from blocking pathways, exits or accessible features
- Seasonal signage is easy to read

Maintaining Accessible Features



- Regularly inspect accessible features to ensure they remain operational during the busy holiday season
 - e.g. ramps, elevators, & doors
- Keep accessible parking spaces, entrances, & paths free from snow, ice, and holiday decorations
- Keep restrooms accessible
 - e.g. clean, stocked, & no holiday obstructions.

Holiday Planning for the Accessibility of Your Business

- Incorporate ADA access into staff training
 - Create checklists & duty sheets
- Post “service animals allowed” notification
- Evaluate facilities for future uses



Effective Communication for Businesses

- Train staff to effectively communicate with customers who have disabilities
- Must provide effective communication to people with communication-related disabilities
 - Hearing
 - Vision and/or
 - Speech

Understanding Communication Disabilities: Hearing

- Sign language interpreters
 - In-person
 - Video remote interpreting
- Real-time captioning
- Relay service



Understanding Communication Disabilities: Vision Disabilities

- Alternative format printed materials:
 - Electronic
 - Large print
 - Braille
 - Websites accessible to screen readers
 - Qualified readers



Understanding Communication Disabilities: Speech Disabilities



- Writing notes (for simple, brief conversations)
 - Customer may bring gift list to help find items
- Allow time for the customer to express themselves
 - Avoid guessing what they want to say
- Maintain eye contact to show you are engaged and respectful
- Asks questions that can be answered with a nod or shake of the head

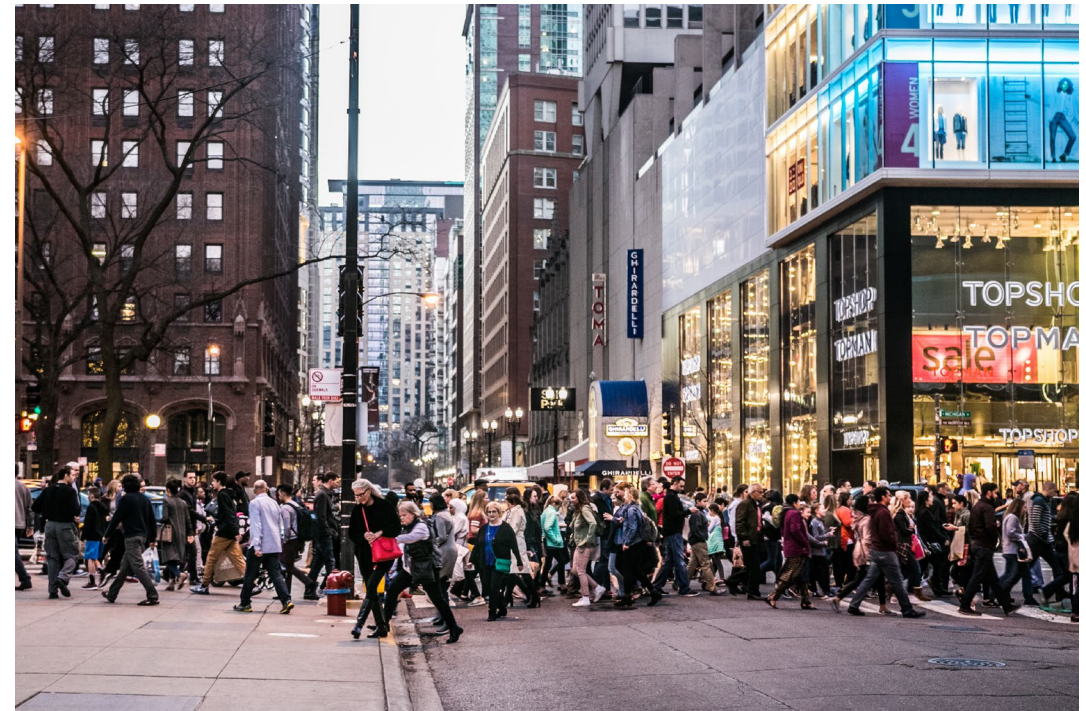
Use Inclusive & Respectful Language



- People First language
 - Individual who is blind or individuals who use wheelchairs
- A person is not their disability
 - e.g., Retarded, a quadriplegic, an epileptic
- Emphasis on ability rather than limitations
- Disability is not a tragedy or challenge to “overcome”

Considerations for Business Owners or Operators

- Accessibility first by ensuring an accessible business environment
- Train staff to interact respectfully to customers with disabilities
- Get familiar with the ADA
- Conduct periodic evaluations of your business to identify any accessibility barriers



Accessible Options for Customers with Disabilities



- Provide alternative options for shopping
 - Online accessible shopping website
 - Curbside pickup
- Offer quiet shopping hours for customers with sensory disabilities
- Ensure accessible payment systems
 - Contactless payment methods
 - Card readers are at an accessible height

Questions and Answers



Business Resources

- ADA Update: A Primer for Small Business
<https://www.ada.gov/resources/title-iii-primer/>
- ADA Requirements: Effective Communication
<https://www.ada.gov/resources/effective-communication/>
- ADA Quick Tips: Tax Incentives
<https://adata.org/factsheet/quicktips-tax>
- Certified Access Specialist (CASp) Inspection
<https://www.dgs.ca.gov/DSA/Resources/Page-Content/Resources-List-Folder/Certified-Access-Specialist-Property-Inspection>



More Business Resources

- Governor's Office of Emergency Services (Cal OES) | Access and Functional Needs Library
<https://www.caloes.ca.gov/office-of-the-director/policy-administration/access-functional-needs/afn-library/#afn-tables> | 1
- Guide to Accessible Parking
<https://www.dgs.ca.gov/CCDA/Resources/Page-Content/California-Commission-on-Disability-Access-Resources-List-Folder/Guide-to-Accessible-Parking>
- Independent Living Centers | Find your ILC
<https://cfilc.org/>

Stay Connected with Pacific ADA Center!

Subscribe to our newsletter:

<https://www.adapacific.org/subscribe/>

Pacific ADA Center

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Stay Connected with the California Commission on Disability Access

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