



Item 10a: 2020 CCDA Strategic Goal Updates

Goal Statement #1: Develop educational tools for small businesses to promote and facilitate disability access compliance.

Explanation of Goal: In support of CCDA’s legislative mandate to prioritize the development and dissemination of educational materials and information. CCDA will complete two educational tools for small businesses to promote and facilitate disability access compliance. The key customer products from this effort will be a comprehensive disability access toolkit and short-form informational sheets for businesses seeking accessibility compliance. These educational tools — including versions in alternative formats — will be made available on the CCDA website. This goal will benefit the business community and local government agencies by promoting disability access at places of public accommodation.

Percent Complete (as of October 15, 2020): 60%

Critical Path Steps Completed (January – October 2020):

- Complete translation of “Myths & Misconceptions” informational document into Mandarin. (20%) **The “Myths & Misconceptions” was translated into Traditional Chinese.*
- Complete update of 2015 Accessibility Construction Inspection Checklist with subject matter expertise provided by volunteer subcommittee members on CCDA’s Checklist Committee. (20%)
- Post two educational tools on CCDA website, including alternative formats by December 31, 2020. (20%)

Critical Path Steps Remaining (November – December 2020):

- Coordinate with Office of State Publishing (OSP) to professionally produce educational tools, including alternative formats for distribution. (20%)
- Coordinate communications usage of the tool with a minimum of three major cities/business districts and/or business chambers. (20%)

Goal Statement #2: Implement phase 3 of the Electronic Data Collection Project: Increase electronic submissions to 40 percent (2,978).

Explanation of Goal: CCDA developed the Electronic Data Collection Project to make its review of pre-litigation letters, complaints, and case resolution reports for construction-related accessibility claims more efficient and environmentally friendly, and to promote better data analysis. In 2018 and 2019, CCDA completed phase 1 and phase 2 of the project respectively by implementing an electronic transfer and storage process for previously reviewed files, as well as launching a web-based portal that allows the legal community to submit claims electronically to CCDA.

In 2020, CCDA will enter the third phase of this effort through a multi-pronged marketing strategy to reduce the amount of paper submissions via U.S. mail and email.

Percent Complete (as of October 15, 2020): 80%

Critical Path Steps Completed (January – October 2020):

- Develop and execute multi-prong marketing strategy to educate legal community about web-based portal. (20%)
- Monitor number of law firms continuing to submit claims and resolution reports via mail or email for additional outreach and follow-up. (20%)
- Demonstrate 10% of overall claims and resolution reports submitted by law firms through the web-based portal. (10%)
- Demonstrate 20% of overall claims and resolution reports submitted by law firms through the web-based portal. (10%)
- Demonstrate 30% of overall claims and resolution reports submitted by law firms through the web-based portal. (10%)
- Obtain report from web-based system demonstrating 40% of overall claims and resolution reports were submitted by law firms through the web-based portal in 2020. (10%)

Critical Path Steps Remaining (November – December 2020):

- Obtain report from web-based system demonstrating law firms created Administrator logins to submit claims and resolution reports in 2020. (10%)
- Obtain report from web-based system demonstrating law firm Administrator logins and assigned delegate logins submitted 40% of overall claims and resolution reports through the web-based portal in 2020. (10%)