

GOVERNOR EDMUND G. BROWN JR.

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**CALIFORNIA COMMISSION ON DISABILITY ACCESS**

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Michael Paravagna  
Steve Dolim*

**Commission Executive Staff**

*Stephan Castellanos – Executive Director*

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**MEETING NOTICE AND AGENDA  
CALIFORNIA COMMISSION ON DISABILITY ACCESS  
EDUCATION & OUTREACH COMMITTEE**

**November 18th, 2014**

**10:00 AM to 12:00 PM**

**(The end time is an estimate, the meeting may conclude earlier)**

**TELECONFERENCE CALL-IN # 1-866-770-5886  
PARTICIPANT PASSCODE 19311577**

**[Live Captioning](#)**

**<https://global.gotomeeting.com/join/244842589>**

Meeting Site Locations

**CITY OF LOS ANGELES DEPARTMENT ON DISABILITY  
201 NORTH FIGUEROA ST. SUITE 100  
LOS ANGELES, CA 90012**

Off-Site Meeting Locations (Teleconference Only)

**DEPARTMENT OF REHABILITATION  
721 CAPITOL MALL  
ROOM 244, 2ND FLOOR  
SACRAMENTO, CA 95814**

**INDEPENDENT LIVING CENTER OF KERN COUNTY  
5251 OFFICE PARK DRIVE #200  
BAKERSFIELD CA 93309**

**SAN FRANCISCO INDEPENDENT LIVING RESOURCE CENTER  
825 HOWARD STREET  
SAN FRANCISCO, CA 94103**

Notice is hereby given that the California Commission on Disability Access (CCDA) Education & Outreach Committee will hear, discuss, deliberate and/or take an action upon the following items listed in this notice. The public is invited to attend and provide their input or comments.

ITEMS:

- 1) **Call to Order/ Roll Call and approval of August 13<sup>th</sup> 2014 minutes**
- 2) **Comments from the Public on Issues not on this Agenda:** The Education & Outreach Committee will receive comments from the public at this time on matters not on the agenda. Matters raised at this time may be briefly discussed by the Education & Outreach Committee and/or placed on a subsequent agenda.
- 3) **Community Stakeholders Gathering – Recap**  
-- Fundraising effort, --Attendance, ---Format
- 4) **Adoption of Strategic Planning Goals- Discussion**  
-- Goal #1 Advocate of access curricula for k-12 and postsecondary school programs  
-- Goal #2 Increase disability access awareness  
-- Goal #4 Create and identify revenue streams to fund access needs
- 5) **Proposal of Dedication of Full Commission Meetings for 2015**  
January 14th 2015 (Sacramento)  
April 22nd 2015 (Los Angeles)  
July 29th 2015 (Sacramento)  
October 21<sup>st</sup> 2015 (Los Angeles)

6) **Future Agenda Items:** The Education & Outreach Committee may discuss and set for action on future agenda, procedural, substantive items, and other matters related to education and outreach.

7) **Adjourn**

The Education & Outreach Committee meeting is operating under the requirements of the Bagley-Keene Open Meeting Act set forth in Govt. Code Section § 11120-11132. The Act generally requires the Education & Outreach Committee to publicly notice their meetings, prepare agendas, accept public testimony, and conduct their meeting in public unless specifically authorized by the Act to meet in closed session.

- ❖ Meetings are subject to cancellation; agenda items are subject to removal or items may be taken out of order.
- ❖ The CCDA Education & Outreach Committee meets under the authority of Government Code § 8299.
- ❖ The CCDA Education & Outreach Committee may hold a closed session on pending or proposed litigation involving the Commission [Govt. Code § 11126(e)] and personnel matters and performance review relating to the Commission [Govt. Code § 11126(a)].
- ❖ The meeting facilities and restrooms are accessible to individuals with disabilities.
- ❖ Each CCDA Committee meeting will provide a teleconference line, large print agendas, and captioning.
- ❖ Requests for accommodations for individuals with disabilities (sign-language interpreter, assistive listening device, Braille, or any other accommodation needed by an individual) should be made to the Commission office no later than 10 (ten) working days prior to the day of the meeting.
- ❖ Technical difficulties with equipment experienced prior to or during the meeting preventing or inhibiting accessibility accommodation is not cause for not holding or for terminating the scheduled meeting.
- ❖ If Para transit services are needed, they may be contacted at (916) 429-2744, TDD (916) 429-2568 in Sacramento. [Sacramento Regional Transit](http://www.sacrt.com) ([www.sacrt.com](http://www.sacrt.com)) has public transit available the day of the meeting. For alternate routes contact Sacramento Regional Transit at (916) 321-BUSS (2877); for hearing impaired (916) 483-HEAR (4327).
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- ❖ For the latest information on meeting status, check the [California Commission on Disability Access](http://www.ccca.ca.gov/) Web Site: <http://www.ccca.ca.gov/>
- ❖ Questions regarding this notice and agenda may be directed to [Steve Funderburk](#), Office Administrator at (916) 319-9974 or at 721 Capitol Mall, Room 250, Sacramento, California 95814.

- 1) Call to Order/ Roll Call and approval of August 13th  
2014 minutes

**CALIFORNIA COMMISSION ON DISABILITY ACCESS  
EDUCATION AND OUTREACH COMMITTEE  
MEETING MINUTES**

**August 13, 2014**

**1. CALL TO ORDER**

Chair Betty Wilson welcomed everyone and called the meeting of the Education and Outreach (E&O) Committee of the California Commission on Disability Access (CCDA or Commission) to order at 10:00 a.m. at the City of Los Angeles Department on Disability, 201 North Figueroa Street, Suite 100, Los Angeles, California 90012.

The off-site meeting locations for teleconference were the Department of Rehabilitation, 721 Capitol Mall, Room 244, 2<sup>nd</sup> Floor, Sacramento, California 95814; the Independent Living Center of Kern County, 5251 Office Park Drive, #200, Bakersfield, California 93309; and the San Francisco Independent Living Resource Center, 825 Howard Street, San Francisco, California 94103.

Chair Wilson reviewed the meeting protocols.

**ROLL CALL**

*Committee Members Present:*

Arnie Lerner (Teleconference)  
Richard Ray  
Stephen Simon (Teleconference)

*Committee Members Absent:*

Paula Perlman  
Jimmie Soto

*Commissioners Present:*

Betty Wilson, Chair  
Lillibeth Navarro (Teleconference)  
Michael Paravagna (Teleconference)

*Commissioners Absent:*

Chris Downey

*Staff Present:*

Stephan Castellanos, Executive Director  
Angela Jemmott, Program Analyst  
Steven Funderburk, Office Technician

*Also Present:*

Tony Abraham, Personnel and Budget Director, City of Los Angeles Department on Disability  
Suzanne Goldman

**CALIFORNIA COMMISSION ON DISABILITY ACCESS  
EDUCATION AND OUTREACH COMMITTEE  
August 13, 2014, MEETING MINUTES**

Richard Skaff, Executive Director, Designing Accessible Communities  
Jake Wachtel  
Sue Woods, Project Manager, Center for Collaborative Policy

Staff Member Jemmott called the roll and confirmed the presence of a quorum.

**APPROVAL OF APRIL 18, 2014, AND JUNE 4, 2014, MINUTES**

**MOTION:** Committee Member Lerner moved to approve the April 18, 2014, and June 4, 2014, California Commission on Disability Access Education and Outreach Committee Meeting Minutes as presented. Committee Member Ray seconded. Motion carried unanimously with one extension.

**2. COMMENTS FROM THE PUBLIC ON ISSUES NOT ON THIS AGENDA**

No public comment.

**3. EDUCATION AND OUTREACH STRATEGIES - UPDATE**

**Electronic and Print Media  
Announcements, Press Releases, Website Postings**

This agenda item was not discussed.

**4. DEVELOPMENT AND PRODUCTION OF ACCESSIBILITY GUIDE - ACTION**

Chair Wilson asked if Richard Skaff's Restaurant Accessibility Field Guide is a task better suited for the new CCDA Checklist Committee.

Executive Director Castellanos stated the Checklist Committee has the specific task to prepare a checklist for construction inspectors in the field. Mr. Skaff's Restaurant Accessibility Field Guide is intended as a consumer guide for business owners that addresses what a California business owner needs to know to make their property accessible. The guide that Mr. Skaff has generously provided to the Commission requires updating. Executive Director Castellanos stated he will contact Mr. Skaff offline to discuss the appropriate approach to the update.

Mr. Skaff stated he focused the guide on restaurants because they are some of the more problematic businesses, but the guide has issues relative to every business and can be expanded. He stated the guide is an attempt to inform property owners and business owners of what is required of them to be compliant. He suggested that the guide be provided when individuals apply for a business license.

Commissioner Paravagna thanked Mr. Skaff on behalf of the Commission for his generous gift. He agreed with making it a broader document for all businesses, and suggested looking at the most effective ways of updating and disseminating Mr. Skaff's guide to get it into the hands of business owners who need it so that some of the barriers can be mitigated.

Committee Member Lerner stated he fully supported that approach.

**CALIFORNIA COMMISSION ON DISABILITY ACCESS  
EDUCATION AND OUTREACH COMMITTEE  
August 13, 2014, MEETING MINUTES**

Chair Wilson stated the need to determine how the publication will be handled. She suggested it be a joint effort between the Checklist and E&O Committees to put it in the right perspective.

Executive Director Castellanos recommended that the E&O Committee be responsible for publications of this type. This Committee will provide oversight, policy guidance, and recommendations to the full Commission for ratification and acceptance before it goes to publication. This Committee should focus on publications of this type and others, perhaps providing guidance over the development of a brochure for the Commission. Richard Skaff's guide should be seen as a publication of the Commission, whose development is guided by this Committee.

Commissioner Navarro stated her support for this work. Mr. Skaff's guide will educate the public about accessibility. She stated the Commission is fortunate to have this guide, which will be used as an important tool for business owners. She thanked Mr. Skaff for his gift to the Commission.

**Public Comment:**

Suzanne Goldman suggested allowing business owners to be a part of the conversation. Collaboration with business owners will provide them with an opportunity to reach out to the Commission. A collaborative and inclusive process will generate better feedback and participation within the community.

Committee Member Lerner suggested that Vice Chair Scott Hauge, who is president of Small Business California, would be an excellent partner.

**MOTION:** Commissioner Paravagna moved that the Education and Outreach Committee of the California Commission on Disability Access take on the task of designing a marketing plan for Richard Skaff's Restaurant Accessibility Field Guide, and that it be prepared to implement that marketing plan upon the completion of the document update that has been authorized by the California Commission on Disability Access. Commissioner Navarro seconded. Motion carried unanimously.

**Action Items:**

- Staff is to contact Mr. Skaff offline to discuss the appropriate approach to the update of his guide.

**5. REVIEW OF THE TOP TEN ACCESS VIOLATIONS - DISCUSSION**

**Proposed Training Module(s)/Workshop(s)**

Executive Director Castellanos stated the Commission is required by statute to train to the top-ten access violations. The top-ten list has not changed much since the beginning of this effort in September of 2012. The top four violations are parking related: accessible parking places not present or in compliance; signage; basic parking

**CALIFORNIA COMMISSION ON DISABILITY ACCESS  
EDUCATION AND OUTREACH COMMITTEE  
August 13, 2014, MEETING MINUTES**

issues; and number of spaces. The next four are about accessible routes and ramps to the front door.

He suggested the development of training tools in three areas: a training module on accessible route issues and what it takes to get from a parking lot to the front door, a training module on maneuvering inside the building, and a training module on restroom facilities.

Chair Wilson stated the Committee will develop a draft outline for workshops and determine where in the state they will be held at the next Committee meeting in October.

Committee Member Lerner asked if the list would be different if only large, urban areas were considered.

Executive Director Castellanos stated most of the complaints come from Los Angeles. Staff is beginning the research and analysis effort now, so those issues have yet to be broken down. He stated the top-ten issues seem to be relatively uniform, but begin to break down below the top-ten. How the Commission uses the training or development of tools, brochures, or guides in the future will come from the analysis.

**Public Comment:**

Mr. Skaff asked if the Commission has a website hosting company that provides reports on where visitors to the CCDA website are from and what issues they are looking at most. He stated it would be helpful to the E&O Committee and its efforts to find out how to best approach education for the business community to get that kind of information.

Executive Director Castellanos agreed and suggested that be a future agenda item. The website is a tool that falls under education and outreach activities. The website was redesigned last year, and the plan was to redesign it again this year to add features. Right now, all the website has is the number of hits. More in-depth data gathering tools are needed on the website as part of the next redesign.

**Action Items:**

- No action items.

**6. OCTOBER 2014 CCDA EVENTS**

**October 21<sup>st</sup> Videoconference E&O Meeting - Discussion**

**October 22<sup>nd</sup> Proposed CCDA Reception in Los Angeles - Action**

Executive Director Castellanos stated the validation workshop will be held within either the week of September 22<sup>nd</sup> or September 29<sup>th</sup>.

Chair Wilson stated the need to plan for the validation workshop; the videoconference of the E&O Committee meeting at the Division of the State Architect (DSA) office in Los Angeles, from 10:00 a.m. to 12:00 p.m. on October 21<sup>st</sup>; and the 9:00 a.m. to 4:00

**CALIFORNIA COMMISSION ON DISABILITY ACCESS  
EDUCATION AND OUTREACH COMMITTEE  
August 13, 2014, MEETING MINUTES**

p.m. October 22<sup>nd</sup> full Commission meeting at the mayor's office, in celebration of the National Disabilities Awareness Month. She introduced Tony Abraham, the Personnel and Budget Director at the Department on Disability, City of Los Angeles.

**Public Comment:**

Mr. Abraham stated the City of Los Angeles Department on Disability is available to hold all three meetings. He encouraged the Commission to book the validation workshop date as soon as possible.

Sue Woods, the Project Manager of the Center for Collaborative Policy (CCP), stated the two-day strategic planning workshop was held in June. The CCP created a draft strategic plan containing nine goals for the CCDA for the next five years, as well as strategies and objectives under those goals. There will be a three-hour validation workshop in Los Angeles for further stakeholder input. The draft strategic plan will also be posted on the CCDA website for public comment.

**Commissioner Questions and Discussion:**

Chair Wilson asked Jake Wachtel and Suzanne Goldman to work with Commissioner Navarro to get the word out for the three upcoming events. She stated the need for connection with the media, for sponsors for these events, and for people who will provide refreshments at the CCDA reception after the full Commission meeting.

Executive Director Castellanos stated the Commission cannot commit as a state agency to hold a reception without sponsorship because there are no resources for it otherwise. Sponsors would be given the recognition of sponsoring an event that recognizes the Commission and the National Disability Awareness Month.

Committee Member Lerner suggested company manufacturers, such as Bobrick may be willing to contribute.

Committee Member Simon recommended putting together a proposal of what is needed so potential sponsors will understand what the Commission is asking them for.

Commissioner Paravagna suggested clarifying the partners. The Commission needs partners on a statewide basis to look at political alliances and training products, but also needs mission-specific or event-specific partners located around the area near the event. He suggested Stater Brothers or other local governmental entities and individuals that can provide what is necessary to move forward, such as the catering and interpreting services.

Commissioner Navarro suggested contacting the Southern California Gas Company and the Los Angeles City Council.

Chair Wilson asked Commissioner Navarro, Mr. Wachtel, and Ms. Goldman to prepare a letter, to go out within the next ten days, outlining the catering and other needs that require sponsorship for this event. She also asked Mr. Wachtel and Ms. Goldman to provide an outreach contact list.

**CALIFORNIA COMMISSION ON DISABILITY ACCESS  
EDUCATION AND OUTREACH COMMITTEE  
August 13, 2014, MEETING MINUTES**

Committee Member Ray agreed that having a letter specifying the needs would be helpful. He stated he has industries he will network with as soon as the letter is drafted.

Commissioner Navarro asked Executive Director Castellanos to put together the cost items and gaps in the budget that the Commission will be asking sponsors to provide.

Executive Director Castellanos asked how many people are expected to attend and what the maximum capacity is for the reception space in the city hall. He suggested creating an invitation list, as space is limited.

Committee Member Ray stated the maximum occupancy of the Tom Bradley Tower Room at the Los Angeles City Hall is 140 people.

Commissioner Paravagna stated the capacity for comfortably using the tower may be less when wheelchair users and people who have service animals are considered.

Commissioner Navarro agreed that the elevators are tight going up to the tower.

Chair Wilson stated there are other options, such as the rotunda.

Committee Member Ray stated another possible area would be outside of the rotunda area.

Commissioner Navarro stated her organization put together a list of media and other organizations to reach out to. She suggested making a list of the natural allies of the CCDA locally, such as governmental organizations, the business community, and the chambers of commerce.

Commissioner Navarro asked if the Department on Disability is sponsoring other disability events in October.

Committee Member Ray stated October is Deaf Awareness Month and Disability Awareness Month, so there are several major events scheduled within the same time period. The city council may have difficulty sponsoring all of them.

Chair Wilson stated the letter can go out to the state assembly, the federal government, the city council, the media, and private entities. There are many people who are concerned about disability and would like the opportunity to be partners and would appreciate the recognition. There is also a tax deduction for contributions.

Staff Member Jemmott recommended including the purpose of the reception in the letter and explaining why someone would want to sponsor this event. She suggested adding that the reception will provide an opportunity for recognition of those who have succeeded in becoming accessible or acknowledgment of those working well in the community for advocacy or for the disability community.

Chair Wilson suggested asking the governor's and the mayor's offices for a certificate of recognition.

Commissioner Navarro asked if a brochure about the CCDA is available to include with the letter, and if Commissioners should send staff their mailing lists.

**CALIFORNIA COMMISSION ON DISABILITY ACCESS  
EDUCATION AND OUTREACH COMMITTEE  
August 13, 2014, MEETING MINUTES**

Chair Wilson stated a brochure will be drafted at a future date. She agreed that Committee Members should forward their mailing lists to staff, as they will handle the mailing of the letter.

**Action Items:**

- Commissioner Navarro is to draft a letter with Jake Wachtel and Suzanne Goldman to go out within ten days.
- Committee Members are to forward their mailing lists to staff.
- Staff is to mail the letters.

**7. COLLABORATION AND FUNDING - DISCUSSION**

**Private and Public Partnerships**

This agenda item discussion was included in agenda item number six.

**11. FUTURE AGENDA ITEMS**

Commissioner Paravagna requested adding agenda items on designing a marketing plan for Richard Skaff's Restaurant Accessibility Field Guide, discussing the CCDA website use and redesign, and outlining of the top-ten workshops.

Commissioner Navarro suggested inviting Donald Parks, of Accessible Technology Services, to be present for the agenda item on website use, as he is concerned about program access.

Chair Wilson asked staff to add the decision on the reception venue to the agenda.

Commissioner Paravagna stated he met with the Department of Rehabilitation (DOR) Disability Access Services Section on the 7<sup>th</sup> to discuss the 25<sup>th</sup> anniversary celebration of the Americans with Disabilities Act (ADA) in Sacramento next July. Commissioner Paravagna will meet with the DOR again on the 4<sup>th</sup> of September, and he requested that staff put this on the agenda as an update for the Committee on the plans and partners for the event, such as the City of Sacramento, the California Association of ADA Professionals, and the California Association of Equal Rights Professionals.

**12. ADJOURN**

**MOTION:** Commissioner Navarro moved to adjourn the August 13, 2014, California Commission on Disability Access Education and Outreach Committee meeting. Commissioner Paravagna seconded. Motion carried unanimously.

Chair Wilson adjourned the meeting at 12:00 p.m.

- 4) Adoption of Strategic Planning Goals- Discussion
  - Goal #1 Advocate of access curricula for k-12 and postsecondary school programs
  - Goal #2 Increase disability access awareness
  - Goal #4 Create and identify revenue streams to fund access needs

# 2014 CCDA FIVE-YEAR STRATEGIC PLAN

*DRAFT IMPLEMENTATION ACTION PLAN  
GOALS 1, 2, 4*

# IMPLEMENTATION ACTION PLAN

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**Goal #1** – Advocate for access curricula for post-secondary and technical school programs.

**NOTE:** Include “program access” in all above categories.

**Objective 1** – Create an Advisory Board.

- a. CCDA to create objectives for the advisory board.

**Objective 1 - Tasks to Implement**

Task	Who	When	How	Milestone

**Objective 2** – Meet with all professional and academic groups and accreditation bodies and building officials.

- a. Create curricula.
- b. Add courses to existing programs.
- c. Develop Certified Access Specialist Program (CASp) certification course at the community college level.

**Objective 2 - Tasks to Implement**

Task	Who	When	How	Milestone

1. **Objective 3** – Make recommendations to amend the Education Code for all levels of schools and or seek legislation to include disability access curricula requirements and training at the at all levels of schooling.

- a. Include disability awareness courses.

- b. Mandate training for staff, faculty, and administration, similar to required training on sexual harassment.
- c. Implement a separate strategy for private institutions.

**Objective 3 - Tasks to Implement**

Task	Who	When	How	Milestone

**Goal #2 – Increase disability access awareness.**

**Objective 1 –** Develop a public and culturally appropriate media /social awareness campaign to increase awareness and educate the general public, government agencies and elected officials.

**Objective 1 - Tasks to Implement**

Task	Who	When	How	Milestone
Develop a marketing program that “brands” accessibility as a socially responsible practice. Information on the placement of goods and services to maximize accessibility. (Incorporate the theme of “access is everyone’s opportunity” or “access serves everyone”, or “access works for us all”.)				

Task	Who	When	How	Milestone
<p>Survey current media campaigns on stigma reduction and discrimination.</p> <p>Examples include:</p> <ol style="list-style-type: none"> <li>1. California and national Alzheimer's Associations.</li> <li>2. California Mental Health Services Agency (CMHSA) Stigma Reduction and Discrimination Campaign.</li> <li>3. BBC Public Service Announcements.</li> <li>4. Entertainment Industry Council ads.</li> </ol>				
<p>Utilize Public Service Announcements with stories in television, radio, and print media, as well as going through industry associations.</p>				
<p>Identify events or issues that will galvanize.</p>				

<b>Task</b>	<b>Who</b>	<b>When</b>	<b>How</b>	<b>Milestone</b>
Recognize and reward successful modifications. (Research opportunities to showcase positive change that exists in the community. Incorporate culturally appropriate outreach to business owners.)				
Develop an education program to increase disability awareness and reduce stigma at the K-12 and post-secondary levels, similar to the California Parent Teacher Association (PTA) program.				
Develop programs to encourage innovation, similar to 'Enabled Cities'.				
Work with Janet Neal's radio show as part of the media campaign.				

**Objective 2** – Develop dialogue opportunities for the business, nonprofit, school, disability, and other communities.

**Objective 2 - Tasks to Implement**

<b>Task</b>	<b>Who</b>	<b>When</b>	<b>How</b>	<b>Milestone</b>

**Objective 3** – Encourage collaboration between CASp inspectors and the disability community and coordinate partnerships.

**Objective 3 - Tasks to Implement**

Task	Who	When	How	Milestone

**Goal #4** – *Create and identify revenue streams to fund access needs (subject to increased CCDA staffing).*

**Objective 1** – Identify funding sources for small businesses, property owners, nonprofits, schools, and other organizations with validated needs.

Task	Who	When	How	Milestone

**Objective 2** – Research budget systems to fund access compliance.

**NOTE: Participants at the Stakeholder Workshop on October 2, 2014 suggested the use of specific terminology to identify revenue streams and seek out tax experts support and services to work with businesses.**

**Objective 2 – Tasks to Implement**

Task	Who	When	How	Milestone
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<b>Task</b>	<b>Who</b>	<b>When</b>	<b>How</b>	<b>Milestone</b>
Assess internal budget needs of CCDA.				
Assess external budget analysis of state and local government.				
Review Senate Budget Committee, Assembly Budget Committee, CA Budget Project, California Department of Finance.				
Investigate non-profit option/ SB 1186 and DSA's disability access fund account.				
Create through legislation a designated funding stream for access programs.				

**Objective 3** – Examine programs underway for opportunities that may relate to access compliance.

**Objective 3 – Tasks to Implement**

<b>Task</b>	<b>Who</b>	<b>When</b>	<b>How</b>	<b>Milestone</b>
Assess ACA plans, Tax check off, parking programs, court filings, permit issues, BSC SB 1473 green building program, vanity plates, and others.				
Pursue new allocation of parking violations, such as blue zone or placards, for access improvements.				
Assess feasibility use of small business loans to address access issues.				

**Objective 4** – Create through legislation a designated funding stream for access programs.

***NOTE: Participants at the Stakeholder Workshop on October 2, 2014 expressed a desire to see funding sources specifically designated for barrier removal.***

**Objective 3 - Tasks to Implement**

<b>Task</b>	<b>Who</b>	<b>When</b>	<b>How</b>	<b>Milestone</b>



# CALIFORNIA COMMISSION ON DISABILITY ACCESS

## Draft Five-Year Strategic Plan Outline

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### Prepared by

California State University, Sacramento  
Center for Collaborative Policy

# October 2014

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# Table of Contents

INTRODUCTION .....	1
VISION .....	5
MISSION .....	5
CORE VALUES.....	6
GUIDING PRINCIPLES.....	7
GOALS AND OBJECTIVES .....	8
Goal 1: Advocate for access curricula for post-secondary and technical school programs.....	8
Objectives/Strategies: .....	8
Goal 2: Increase disability access awareness. ....	8
Objectives/Strategies: .....	9
Goal 3: Create training programs for targeted constituencies.....	9
Objectives/Strategies: .....	9
Goal 4: Create and identify revenue streams.....	10
Objectives/Strategies: .....	10
Goal 5: Create financial and other incentives for access compliance.....	10
Objectives/Strategies: .....	10
Goal 6: Explore the development of a state level Americans with Disabilities Act (ADA) Access office. ....	11
Objectives/Strategies: .....	11
Goal 7: Advocate to hold authorities having jurisdiction accountable for the built environment.....	11
Objectives/Strategies: .....	11
Goal 8: Maintain data on status of access compliance. ....	12
Objectives/Strategies: .....	12
Goal 9: Expand methods of identification, obligation, and enforcement of barrier removal in the built environment. ....	12
Objectives/Strategies: .....	13
ACKNOWLEDGEMENTS.....	14
Strategic Planning Design Team .....	14
Stakeholder Workshop Participants: June 17-18, 2014 – Sacramento, California .....	15
Stakeholder Workshop Participants: October 2, 2014 – Los Angeles, California .....	16

# INTRODUCTION

It is my pleasure to offer the 5 year strategic plan for the CA Commission on Disability Access. This plan is the culmination of an intensive collaborative effort among key stakeholders in the disability community, the business sector, nonprofits, schools, and governmental organizations. From the beginning of this effort a strong emphasis was placed on transparency and openness—in order to bring important issues into the discussion in a manner that could lend itself to constructive problem solving and realistic work planning for the future.

The goals in this strategic plan are wide, ambitious and varied. By design there was not a limit placed on what is achievable now, but instead what needed to be achieved in the near future if given the right combination of commitment, time, and resources. It was notable that the collaboration among the many parties ultimately resulted in a series of efforts that was widely supported across a diverse set of interests and sectors.

The process for this strategic plan started months in advance of the formal two day workshop that resulted in the main findings and agreements for the plan. With the help of Sacramento State University's Center for Collaborative Policy, a stakeholder interview and assessment effort was undertaken to learn what important information and perspectives were being held by key players in the field. The resulting information gathered was brought into the strategic planning dialogue and helped prompt the critical gap analysis process that led to the goals and objectives outlined in this plan.

All strategic plans are essentially 'living documents' and CCDA, in partnership with its varied stakeholder community, will implement these goals and implementation plans with refinement in mind as they uncover new data. My staff and I are excited to embark on the work outlined in this plan and we are confident that the partnerships and outcomes of these efforts will significantly further the goals of disability access in California.

Steve Castellanos  
Executive Director  
California Commission on Disability Access

# Transmittal Letter

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Guy Leemhuis  
Commission Chair  
California Commission on Disability Access

**DRAFT**

# **CCDA FIVE-YEAR STRATEGIC PLAN**

2014-2019

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## VISION

A vision statement is an image of the mission accomplished, and reflects an ideal future state.

### THE CCDA VISION STATEMENT IS:

An accessible, barrier free California = Inclusive and equal opportunities and participation for all Californians.

## MISSION

The mission statement defines an organization's purpose, and shares with the world "who we are, why we exist, and what we do."

### THE CCDA MISSION STATEMENT IS:

The mission of the California Commission on Disability Access is to promote disability access in California through dialogue and collaboration with stakeholders including but not limited to the disability and business communities and all levels of government.

## CORE VALUES

The core values are the fundamental perspectives held by CCDA and its client community, and reflect the collective culture and priorities that steer the strategic planning effort and its ultimate implementation – from personal and professional viewpoints translated to the organization.

The Core Values driving the collective work of CCDA and its client community are:

- Seek out leaders, including leaders from the disability ~~and~~ business, educational, and nonprofit communities, to help inspire vision, knowledge, integrity, loyalty, pride, passion and service to promote disability access in California.
- Empower those with disabilities by providing information to the community, businesses, other sections like nonprofits and schools, and governmental entities about disability culture and the disability community's key place in California's economic fabric.
- Support Californians' with disabilities by giving them the tools they need to participate in their community and make a difference in society as a whole.
- Recognize that successful and integrated statewide physical access improvements for persons with disabilities requires sensitivity to the challenges that businesses and other organizations and schools face in implementing access goals.
- Foster an environment that values and practices communication and collaboration across the wide spectrum of interests in the disability, governmental, ~~and~~ business, educational, and nonprofit communities.

## GUIDING PRINCIPLES

Guiding principles help set the tone of how to achieve goals. These principles reflect procedural priorities, shared processes, and the rules of engagement of how the CCDA community will work to implement efforts designed to meet its objectives.

The Guiding Principles are:

- Developing advocates from diverse backgrounds, including persons with disabilities, educational, other sectors, and the informed business community, is critical to California's overall economic success and to promoting and improving disability access for all Californians.
- The CCDA community and its activities should be led by valued and dedicated partners, both representing the full range of disabilities as well as the business community, nonprofits, educational, and others sector communities that employs and serves them.
- Knowledge of disability history and culture is an essential part of understanding the access needs and requirements of the disability community in California.
- Providing resource information and fostering awareness of disability community rights, capabilities, and benefits to the business, nonprofit, education, and other communities of California will help create a partnership in support of improved disability access and joint economic interests.

# GOALS AND OBJECTIVES

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.

## **Goal 1: Advocate for access curricula for ~~post-secondary and technical~~ all school programs.**

As part of the effort to maintain and build a network of trained and knowledgeable architects, designers, landscape architects, contractors, building inspectors, and other construction trade workers versed in the issues and best practices of accessibility practices and design, the goal addresses the need to raise awareness of and increase training around accessibility design and construction for job seekers interested in the built environment, as well as for professionals with established careers who may seek continuing education credit or job diversification.

### **Objectives/Strategies:**

1. Create an Advisory Board.
  - a. CCDA to create objectives for the advisory board.
2. Meet with all professional and academic groups and accreditation bodies and building officials.
3. Make recommendations to amend the Education Code for all levels of schools and or seek legislation to include disability access curricula requirements and training at the ~~post-secondary level~~ at all levels of schooling.

## **Goal 2: Increase disability access awareness.**

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 ~~m, nonprofits, and other~~ organizations ~~a~~ many times are unaware of Americans with Disabilities Act (ADA) requirements - or if they are, what compliance looks like. The goal seeks to raise

awareness of access issues and tools available to assist businesses, nonprofits, schools, others, and the community to support changes to the built environment.

**Objectives/Strategies:**

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 CASp inspectors and the disability community and coordinate partnerships.

**Goal 3: Create training programs for targeted constituencies.**

The goal seeks to address the lack of opportunity for businesses, nonprofits, schools, other sectors and professionals in the planning, design, property and construction 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 on and conversations on rights and remediation efforts locally, statewide, and nationally.

**Objectives/Strategies:**

1. Collaborate and coordinate with professional associations. Also target elected officials and governmental entities, as well as property, ~~and~~ 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 (educate them on rights and remediation).
3. CCDA coordinates with associations on compliance for built environment and disability bar.

#### **Goal 4: Create and identify revenue streams to fund access needs (subject to increased CCDA staffing).**

There is currently no revenue source available to offset the financial cost to assist businesses, nonprofits, schools, and others with access compliance issues. The 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:**

1. Identify funding sources for small businesses, ~~and~~ 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 5: Create financial and other incentives for access compliance.**

Similar to goal 4, the intent of the goal is the desire to support and encourage access compliance through new and creative incentive programs.

##### **Objectives/Strategies:**

1. Prioritize compliance through funding at local and state government levels to increase access.
2. Investigate a state and/or local tax credit and deductions.
3. Restore tax credits for accessibility compliance for business owners.
4. Create a recognition program for access compliance similar to the U.S. Green Building Council's Leadership in Energy & Environmental Design (LEED); project level, municipality, statewide.
5. Investigate whether and how to implement a revolving loan/grant program to provide for accessibility modifications similar to the California Underground Storage Tank (UST) Cleanup Fund (Fund).
6. Investigate whether and how to reduce permit fees as a means to facilitate barrier removal and to reduce the amount of time needed to process an application.
7. Encourage CASp to review potential cost reductions and efficiencies.
8. Explore incentives for real estate development, and reference enterprise zones and other models.

## **Goal 6: Explore the development of a state level Americans with Disabilities Act (ADA) Access office.**

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. The 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:**

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 assess services to provide i.e. ombudsman, interagency coordination, and/or other services.

## **Goal 7: Advocate to hold authorities having jurisdiction accountable for the built environment (both public and private) to avoid passive non-compliance for architectural and program access.**

Compliance is seen as expensive and most small business owners, nonprofits, schools, and others view access compliance as prohibitively expensive – particularly in older buildings. Additionally, there are few mechanisms to enforce state and federal accessibility laws other than through building inspections (at the state level if modifications trigger a building permit) and lawsuits (at the federal level since there are no building inspectors at the federal level). Conversely, local and state buildings also experience challenges addressing accessibility in existing buildings, and rarely are able to make the necessary adjustments if they are even aware of the requirements. The purpose of the goal is to seek out ways to educate and support public and private entities on their responsibilities for access compliance.

### **Objectives/Strategies:**

1. Understand the scope of authority and responsibility of public agencies and property owners regarding disability access.

2. Assess the feasibility of whether California should mandate local governments to be responsible for built environment.
3. Insure business owners and property owners, nonprofits, schools, and others have full knowledge and acceptance of their responsibilities.
4. Identify systemic gaps to the achievement of disability access compliance.
5. Develop recommendations to the legislature regarding accountability (both top down and bottom up) for the built environment to achieve compliance.
6. Help government understand how to create and/or expand mechanisms for accountability on public property, private property and the public/private interface.

### Goal 8: Maintain data on status of access compliance.

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 the goal is to provide relevant information on the issue of access compliance throughout California.

#### Objectives/Strategies:

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 research and analysis rubric for data collection (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 9: Expand methods of identification, obligation, and enforcement of barrier removal in the built environment.

The purpose of the goal is to facilitate awareness of current and potential gaps and inconsistencies in policy at the state and local levels. With the information of gaps and inconsistencies, accessibility advocates can support and strive for changes that improve the built environment for all.

**Comment [S1]:** There is no hierarchical enforcement for reporting.

**Comment [WU2]:** Education of developers is critical, as well as for local authorities enforcement expansion. There is a need for broad efforts to raise awareness and greater accountability.

**Objectives/Strategies:**

1. Monitor local ordinances, bills and policies passed by elected officials that negatively impact access.
2. Partner with CASp to identify gaps where oversight of access compliance exists, an example may include that business or other transactions do not trigger a request for a building permit.
3. Strengthen working relationships with CASp specialists and government organizations.
4. Recommend expansion of disclosure in lease/purchase agreements between developers/property owners and lessee/buyers of ADA issues.
5. CCDA to coordinate with associations and the disability bar on compliance for built environment.
6. Codes should be characterized as health, safety and welfare, not as “access codes” that are part of the building codes.
7. Develop a mechanism to collect all CASp reports.

# ACKNOWLEDGEMENTS

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5) Proposal of Dedication of Full Commission Meetings  
for 2015



# Discussion: Development of Dedications of Full Commission Meetings

## Selection Process:

- Demonstrated Business or Government groups or individuals committed in Accessibly for All Californians
- Demonstrated Disability Advocates all Californians
- Nominated by Community Stakeholders and/or Committee Members to the E& O committee

## Benefits:

- Educational opportunity for the public of various outstanding services or commitments to California in the area of "Access for All"
- Each meeting the Full Commission session will open with a Dedication of service/ Commitments Presentation by the board which will bring greater awareness of CCDA and its activities

### Full Commission Meeting Calendar for 2015 dates/locations:

#### January 14th in Sacramento

Dedicates this meeting( Persons/Organizations in Northern California)

#### April 22nd in Los Angeles

Dedicates this meeting( Persons/Organizations in Southern California)

#### July 29th in Sacramento

Dedicates this meeting( Persons/Organizations in Northern California)

#### October in Los Angeles

Dedicates this meeting( Persons/Organizations in Southern California)