STEPS TO AN ADA PLAN
A Presentation for the Greater Pittsburgh Arts Council
April 24, 2013

John McEwen, Executive Director of the
New Jersey Theatre Alliance
Founder and Chairman, Cultural Access Network of
New Jersey

Robert Carr, Director of Programs and Services and ADA
Coordinator, New Jersey Theatre Alliance
The New Jersey Theatre Alliance is committed to working with its membership to make live theatre accessible to everyone and serving as a cultural access resource for the state’s theatres and cultural community.

The Cultural Access Network Project is a co-sponsored program of the New Jersey Theatre Alliance and the New Jersey State Council on the Arts. The Project provides a wide range of services and programs to assist theatres and cultural organizations in making their programs and facilities accessible to seniors and people with disabilities.
SELF ASSESSMENT
An Essential First Step

* To be done BEFORE any specific plans are developed
* An assessment of your entire operation
* Assessment to be completed by at least 2 people at organization
* Available on NJTA website njtheatrealliance.org/access
ELEMENTS OF AN ADA PLAN
A Blueprint for Success

* Organizational Policies
* Employment/Volunteer Issues
* Grievance Procedures
* Programs/Services
* Marketing/Communications/Website
* Facility
ITEMS THAT ARE READILY ACHIEVABLE
You can do this now!

- Board Approved Policy Statement
- Sensitivity Training
- Assigning an ADA Coordinator
- Establish or share an ADA Advisory Committee
- Offer staff and volunteer sensitivity training
- Non-Discrimination Policy
- Job Descriptions for Staff and Volunteers
- Grievance Procedure

“You are all your organization’s greatest accessibility asset.”—Betty Siegel, Director of VSA and Accessibility at The John F. Kennedy Center for the Performing Arts
EMPLOYMENT
Unlocking the Human Potential

* Job Descriptions: Essential/Marginal Functions
* Conducting a successful interview
* Hiring artists with disabilities
* Volunteers-- “The staff you don’t pay”

“I believe that truly creative people don’t discriminate because they are able to see the possibilities and potential in all people and in all situations.” — Cindy Brown, ARTability: Accessing Arizona’s Arts
PROGRAMS/SERVICES
Enhancing the Cultural Experience

* MOBILITY IMPAIRMENTS
  Wheelchair Seating and Other Accommodations
* VISUAL IMPAIRMENTS
  Braille Materials
  Large Print Materials
  Information on Audio Tape, Digital format (MP3, iPod)
  Sensory Seminars/Docent Tours
  Audio Description
* HEARING IMPAIRMENTS
  Advance Copies of Scripts
  Assisted Listening Equipment
  Open Captioning
* DEAFNESS
  Sign-Interpreted Lectures/Performances
* MULTIPLE DISABILITIES
  Speak with the group leader/parent/spouse/friend

“The joy of the arts should be experienced by all with dignity and independence.”—John McEwen, Executive Director, New Jersey Theatre Alliance
MARKETING/COMMUNICATIONS
Getting the Word Out

- Brochures in alternative formats
- Use Access Symbols
- Person First Language
- Utilize/Share Advisory Board
- Advance Notification Policy (minimum of 2 weeks)
- Include policy statement in all press releases/website
- Assess website (large print, contrast, scalable type)
- Engage the Community
- Attend meeting/conferences hosted by various groups

“The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.” —Tim Berners-Lee, W3C Director and inventor of the World Wide Web
FACILITY
Opening Doors to All

* Assess facility (doorways, parking lots, restrooms, box office, concession stand)
* Touring—assess venues—establish a letter of agreement stating organization is committed to access and will communicate with venue ensuring programs are accessible
* Concerns regarding historical sites
* Consult with an ADA experienced architect
* Universal Access

“The major issue is accessibility with dignity. It is not enough to get into a building any old way, I like to get into the building at the front with everybody else, where the rest of society gets in.” – Itzhak Perlman, Violinist
Goal: To update all ADA organizational policies and have them shared and understood by staff, board and volunteers.

<table>
<thead>
<tr>
<th>ACTION</th>
<th>WHO</th>
<th>WHEN</th>
<th>COST</th>
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<tbody>
<tr>
<td>Establish ADA</td>
<td>ADA Comm.</td>
<td>June 2013</td>
<td>RA</td>
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<tr>
<td>Policy Statement</td>
<td>ADA Coordinator</td>
<td>June 2013</td>
<td>RA</td>
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<tr>
<td>Establish/Share ADA</td>
<td>ADA Coordinator</td>
<td>June 2013</td>
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Goal: To ensure that all employees and volunteers are knowledgeable about ADA issues and that the organization has clear and updated policies as it relates to employees and volunteers with disabilities.

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<th>ACTION</th>
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<tr>
<td>Establish ADA Non-Discrimination Policy Statement</td>
<td>Board</td>
<td>May 2013</td>
<td>RA</td>
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<td>Staff/Volunteer Training</td>
<td>Committee</td>
<td>May 2013</td>
<td>RA</td>
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<td>Review Job Descriptions</td>
<td>Staff/Committee</td>
<td>May 2013</td>
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Goal: To ensure there is a clear and fair policy in place to handle grievances from patrons.

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<tr>
<td>Establish and adopt ADA Grievance Policy Statement</td>
<td>Board</td>
<td>June 2013</td>
<td>RA</td>
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Goal: To ensure that programs can be enjoyed by ALL.

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<tr>
<td>Have representatives Attend training for Audio description and Sensory seminars</td>
<td>Committee</td>
<td>May 2013</td>
<td>$500</td>
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<tr>
<td>Offer sensory seminar</td>
<td>Committee</td>
<td>Sept. 2013</td>
<td>RA</td>
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<td>Offer assisted listening</td>
<td>Committee</td>
<td>Sept. 2013</td>
<td>$2500</td>
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<tr>
<td>Offer an ASL performance</td>
<td>Committee</td>
<td>May 2014</td>
<td>$2500</td>
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Goal: To ensure that the community is aware of our commitment to access and the services we provide.

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<tr>
<td>Develop and adopt advance Notification policy</td>
<td>Board</td>
<td>May 2013</td>
<td>RA</td>
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<td>Attend Disability Fairs &amp; Expos</td>
<td>Committee</td>
<td>June 2013</td>
<td>$250</td>
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<td>Offer Large Print Programs</td>
<td>Committee</td>
<td>Sept. 2013</td>
<td>$100</td>
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<td>Offer Brochures in alternative formats</td>
<td>Committee</td>
<td>Sept. 2013</td>
<td>$250</td>
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**Goal:** To have a clear understanding of the access features/needs of our facility and the venues to which we tour.

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<td>Assess facility</td>
<td>Committee</td>
<td>May 2013</td>
<td>RA</td>
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<td>Develop plan and recommendations for ADA upgrades</td>
<td>Committee</td>
<td>June 2013</td>
<td>RA</td>
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<td>Develop an ADA Checklist for venues to complete prior to a signed contract</td>
<td>Committee</td>
<td>June 2013</td>
<td>RA</td>
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njtheatrealliance.org/access
Questions???

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