

ADA Trainer Network
Module 1a

A Snapshot of the ADA

ADA, Pedestrian Facilities & Development Coordination Plan Reviews

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Cornell University

1



National Network
*Information, Guidance and Training on the
Americans with Disabilities Act*

Disclaimer

Information, materials, and/or technical assistance are intended solely as informal guidance, and are neither a determination of your legal rights or responsibilities under the ADA, nor binding on any agency with enforcement responsibility under the ADA.

The Mid-Atlantic ADA Center is authorized by the National Institute on Disability and Rehabilitation Research (NIDRR) to provide information, materials, and technical assistance to individuals and entities that are covered by the ADA. The contents of this document were developed under a grant from the Department of Education, NIDRR grant number H133 A110020. However, those contents do not necessarily represent the policy of the Department of Education, and you should not assume endorsement by the Federal Government.

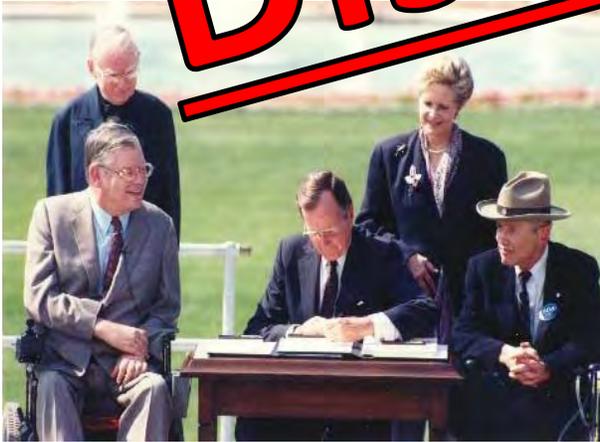


A Snapshot: The Spirit of the ADA

Discrimination

"The ADA is the civil rights act of the future."

Justin Dart, Jr., A founder of the ADA



Barriers

"...The world's first comprehensive declaration of equality for people with disabilities."

President George Bush, upon signing the ADA into law on July 26, 1990



In summary: Legislative timeline

1964—Civil Rights Act (did not include disability)

1968—Architectural Barriers Act (ABA)

1973—Rehabilitation Act

1975—Individuals with Disabilities in Education Act (IDEA)

1976—Higher Education Act Amendment (to include students with disabilities)

1986—Air Carrier Access Act

1988—Fair Housing Amendments Act

1990—Americans with Disabilities Act (ADA)

2008—ADA Amendments Act signed into law



ADA Trainer Network
Module 4b

Serving Customers with Disabilities:

**Reasons for Reaching Out
& Expanding Your Market**



Customers

- **Residents and Visitors**
- **Residents in Subdivisions & Housing**
- **Patrons of Stores, Businesses, Restaurants**

Opportunity



It's about business...

Reason #1

Can you afford to turn away about one-fifth of your current and potential customer base?



BAIRD | FIRST NATIONAL TOURING EXHIBIT OF DEAF CULTURE ART
Art.No.2 | Elements of a Culture: Visions by Deaf Artists 1999-2000





Consider this...

- 54.4 million people in the U.S. have a disability, that's **about 20%** of the population **Delaware: 108,800**

2014 Disability Status Report, Cornell University

- How many potential customers might not be visiting your business or purchasing your goods or services?

Brault, 2008



It's about business...

Reason #3



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**And, this number is likely
to increase in the next
decade**





Consider this...

- In 2006, the population of people over age 65 was 37.3 million – this represents a 10% increase since 1996
- There will be a projected 36% increase in the number of Americans age 65 and older, from 2010 to 2020.

Baby Boomers

U.S. Administration on Aging, 2011



Age in Place

It's about business...

Reason #4



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If you are not welcoming and accessible to customers with disabilities, you are not welcoming to their families/friends either



People with disabilities are not using your business/agency by themselves

20 million families have a member with a disability

- About 30% of your potential customers will be using your business **WITH** someone who has a disability
- You will not only lose the business of people with disabilities, **you will also lose the business of anyone with them**



Wang, 2005; Harris Interactive, 2005



*It's not just the right thing
to do...*

Reason #6

Customers with disabilities are more likely than other customers to be loyal to those businesses where they had a good experience



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*It's not just the right thing
to do...*

Reason #7



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**People with disabilities have
significant spending power**





Travel and People with Disabilities

- Have \$220 billion in discretionary spending power
- Spend \$13.6 billion on 31.7 million trips each year
- The number of leisure trips and hotel stays has increased by 50% since 2002
- 71% eat in restaurants at least once per week

Harris Interactive, 2004 & 2005



*It's not just the right thing
to do...*

Reason #8



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**Making your agency/business
welcoming and accessible to
people with disabilities makes it
better for everyone else too!**



Consider this...



- The idea of “universal design” or “universal access”
- Changes you make for accessibility also make your business more accessible to everyone:
 - Parents with strollers
 - Shoppers with heavy bags
 - Exhausted customers
 - The customer who just broke her ankle
 - AND everyone in the future who will have a disability



Delaware Health and Social Services



Division for the Visually Impaired

DVI
"Improving Perception"

Shopping



Shopping



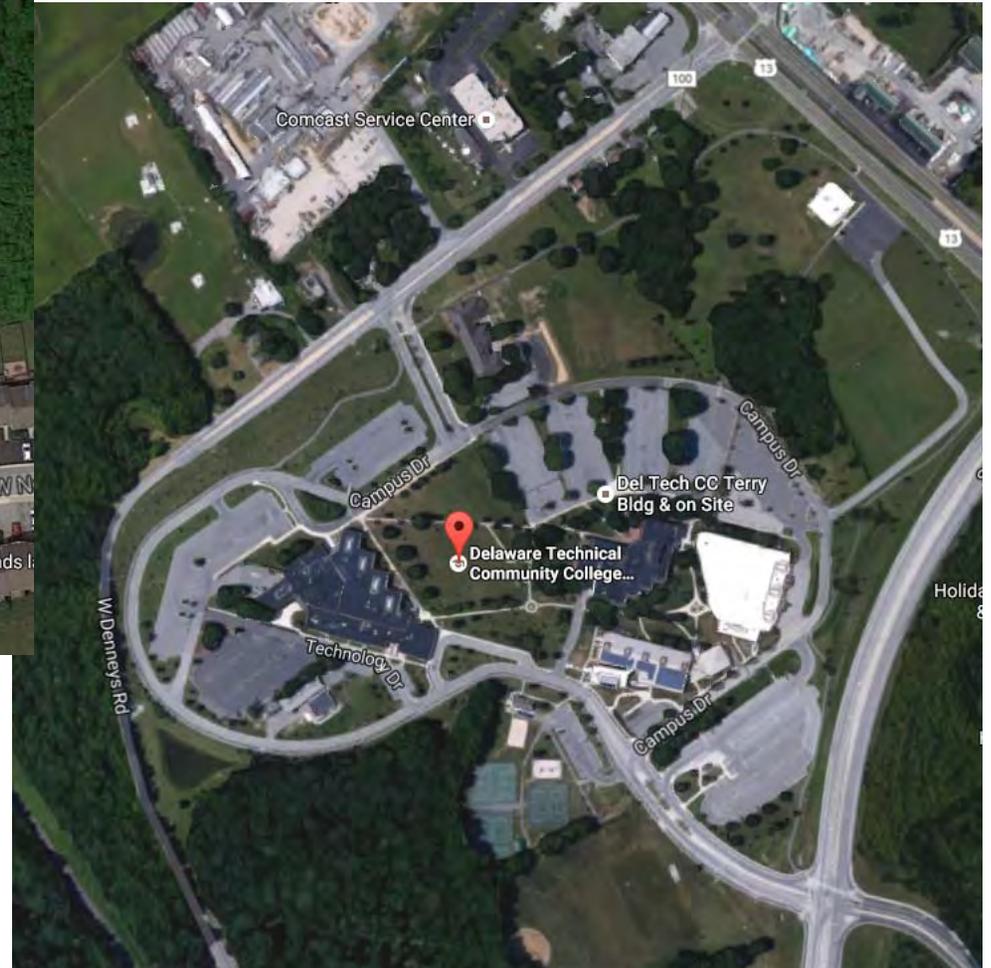
Shopping



Shopping



School



Work



Inclusion Works
for Opportunity



Inclusion Works
for Business



National Disability Employment Awareness Month

#InclusionWorks



OFFICE OF DISABILITY EMPLOYMENT POLICY
UNITED STATES DEPARTMENT OF LABOR

dol.gov/odep



Inclusion Works
for Innovation



ADA Trainer Network
Module 2e

Everyone is Different:

A Review of Types of Disabilities



Types of Disabilities

Neurological disabilities

Physical and Mobility disabilities

Speech disabilities

Learning disabilities

Psychiatric disabilities

Hearing disabilities

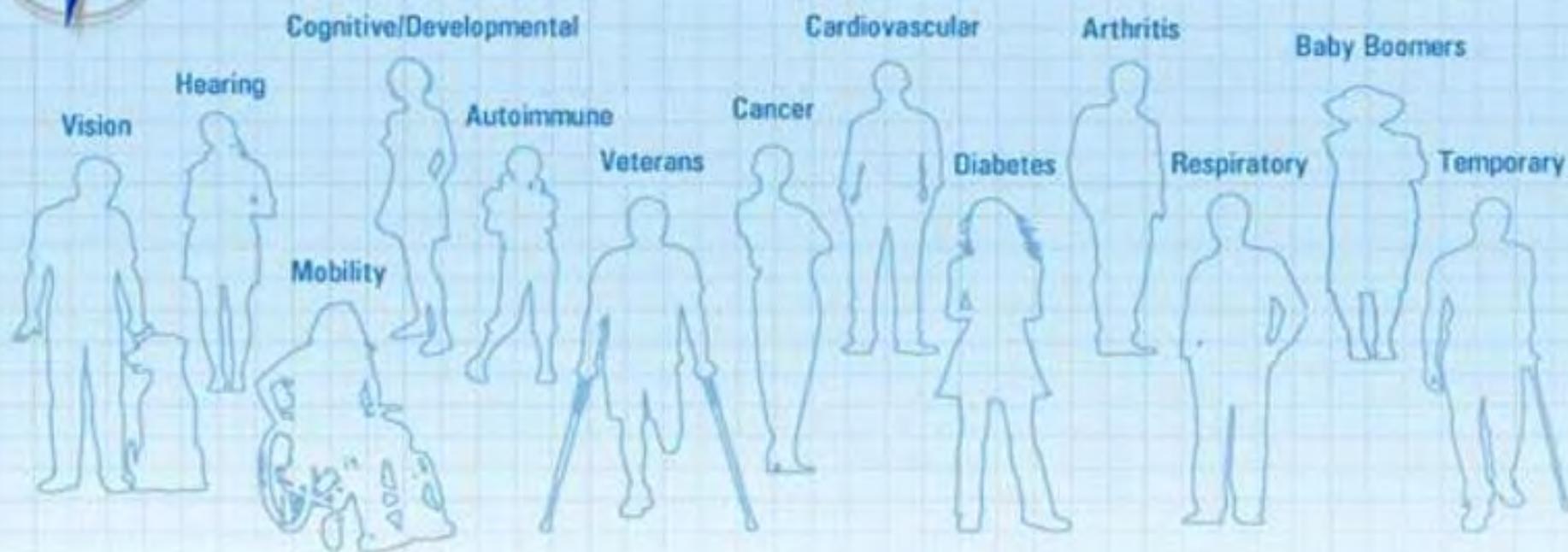
Visual disabilities

Intellectual disabilities





The Market Case for Accessible Meetings, Events & Conferences



About Physical and Mobility Disabilities...

- Includes any impairment that impacts a person's use of their body or limbs
- In 2002 there were 2.7 million wheelchair users
- In 2008 that number increased to 3.6 million
- 60% of wheelchair users are over age 65
- May involve using mobility devices, prosthetics, and other equipment to aid in performing manual tasks or moving around

Steimetz, 2006; Wheelchair.net, 2006





Walking Aids



About Visual Disabilities...

- 1.8 million people have a severe visual impairment or blindness **Delaware: 20,800 in 2013**

National Federation of the Blind

- Varying levels of visual disability
- Not all people with visual disabilities read Braille
- Many new developments in IT aid people with visual disabilities

Steinmetz, 2006



Normal Vision



Limited Vision



Macular Degeneration



Glaucoma



Retinitis Pigmentosa



Mobility Aids

- White Cane



Watch out... cane about!!

If you can see my cane, I can't see you!

- Guide Dog
 - Seeing Eye Dog
 - seeingeeye.org





**Orientation
from
physical
features**

Barriers





Barriers





Barriers



Barriers

Additional Resources

- www.barking-dagenham.gov.uk/6-living/accessibility/etiquette/etiquett-menu.html --This website gives a comprehensive overview of various etiquette and language issues specific to different types of disabilities.
- www.unitedspinal.org/pdf/DisabilityEtiquette.pdf -- This website, created by the United Spinal Organization, provides tips for interacting with people with a variety of disabilities.
- www.sanantonio.gov/planning/disability_handbook/disability_handbook.asp -- Created for the City of San Antonio, Texas, this website gives an excellent handbook covering a broad array of disability-related issues, focusing on language and etiquette.





Questions about Plan Review Comments

Have available:

- Development
Coordination name of site
- Street / Intersection
- County and Town



Some Recurring Issues in Plan Reviews



Pedestrian Access Into Site





Positive Drainage

- **Running Slope**
- **Cross Slope**
- **Gutter Flow**

Drainage Issues



DOJ Perspective on Design...

James A. Bostrom
Deputy Chief
Disability Rights Section
U. S. Department of
Justice

Kat Jackson
Accessibility Specialist
Disability Rights Section
U. S. Department of
Justice

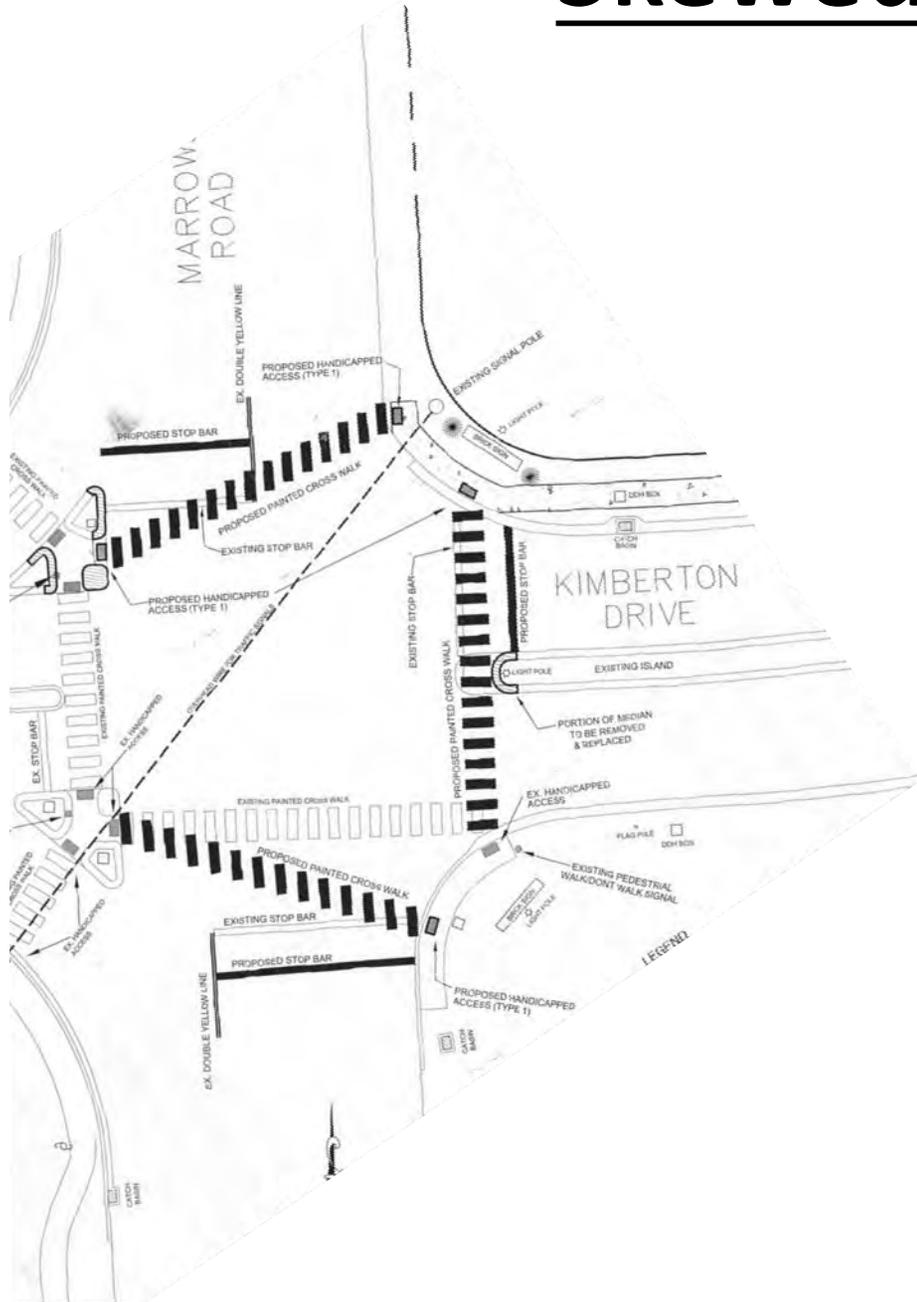


Landings

- intersection of one or more pedestrian paths where people may turn



Skewed Crossings



- Increased length of crossing
- Resulting increased time needed for pedestrian phase
- Makes orientation difficult to impossible for people with vision impairments

Curb Ramp Opening Within Extension of Marked Crosswalk



Curb Ramp & Pedestrian Pushbutton Aligned with Pedestrian Crossing



Type 1 Curb Ramp



Type 1 Curb Ramp

Don't wrap around the corner



Diagonal Curb Ramp

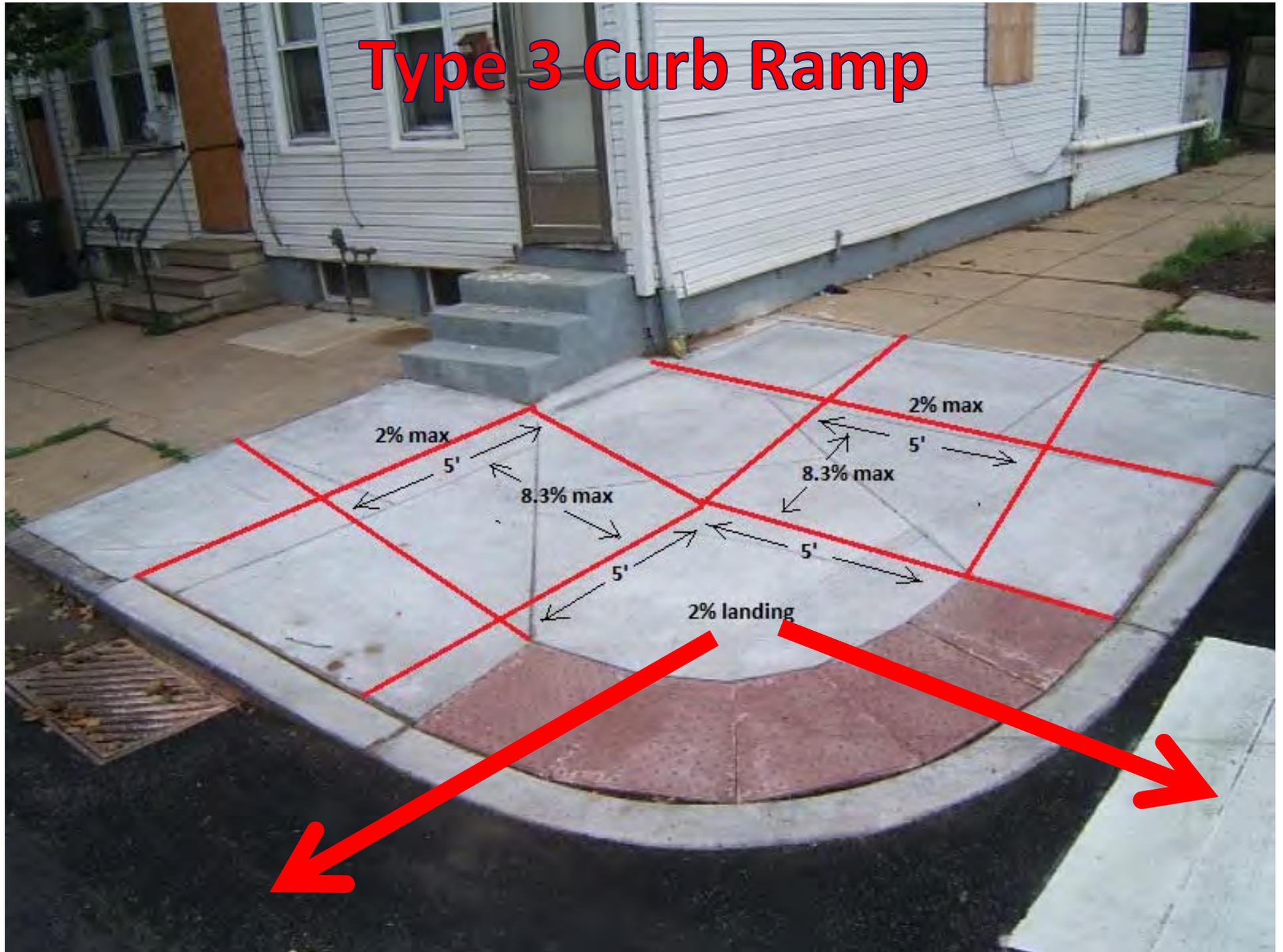
NO GOOD



Two Type 2 Curb Ramps



Type 3 Curb Ramp



Bus Stop





Vertical Clearance

**Especially Guy
Wires**

- **Existing &
Proposed
Locations**

Shared Use Path Curb Ramp



Grading

2 feet at 6:1 or flatter





Turning
Templates
Running
Over
Pedestrian
Facilities

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