

All Access Pass

The ticket to Accessibility

Dani Rose for INTIX on the Road

Dani Rose

(she/her)

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ADA Coordinator



Neurodiversity

The range of differences in individual brain function and behavioral traits, regarded as part of normal variation in the human population.

Neurodivergent


Used as an umbrella term for those with Autism, ADHD, Tourette's, BPD, intellectual or cognitive disability, learning & developmental disabilities, and many neurological and mental health disorders





Agenda

1. Accessibility & Ticketing
2. Language Review
3. Ticketing Law Basics
4. Customer Service Considerations & Accommodations
5. Our Mythical Grandfather
6. Released from the Bench : What's new in case law



Accessible Ticketing

Why ticketing and customer service are the Access Champions of the entertainment and live event industry.



When you have one
access champion
in the room, everyone in
the room begins to
champion access.



Ticketeers!

- Section 221 is written for us
- Front Line/ First Touchpoint
- Access to experience
- Securing dignity
- Safety



Obligations in the ADA

Moving toward creating access,
not meeting a standard of compliance.



Language Review

The words we use reflect our values



Language

It's okay to say...

Accessibility

Disability

Wheelchair

Mobility Device

Access Needs

Access Services

Accommodations

Language



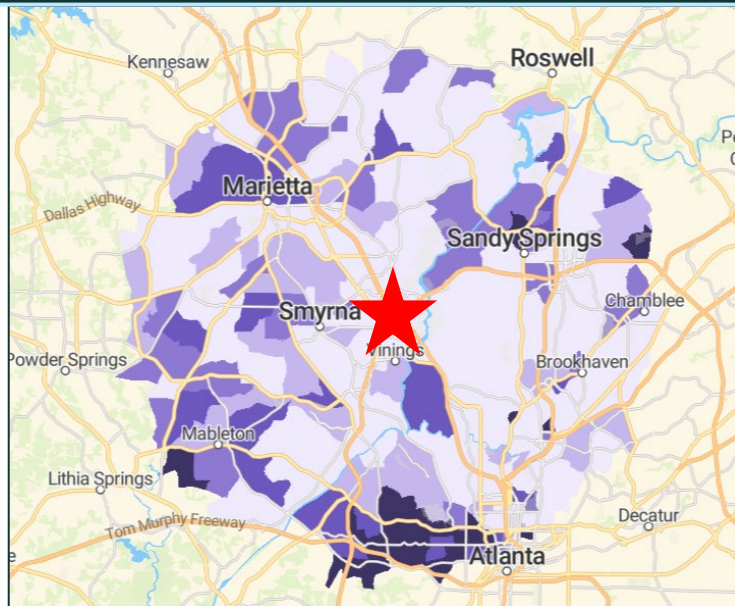
Service First!

Focus language on the service provided, not the person served

The number of people with disabilities and the disability % increase as we increase our radius from our current location until we reach downtown

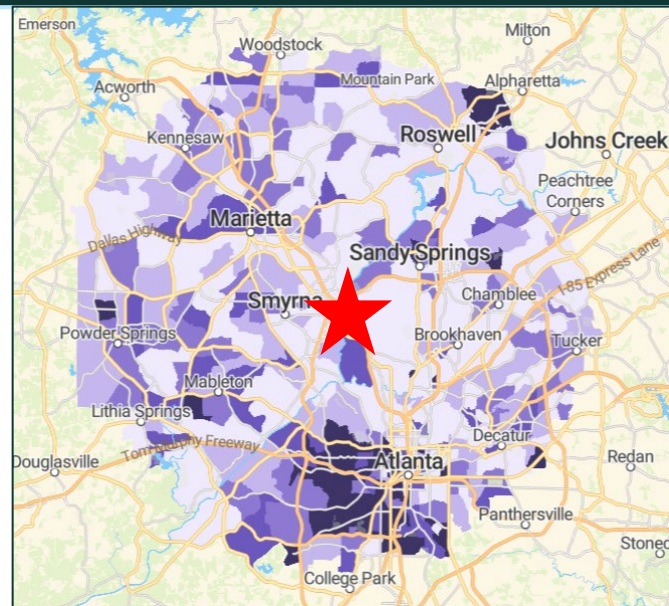
10-mile radius from Truist Park

Population:	607,233
PwD:	50,643
Disability %:	8.3%



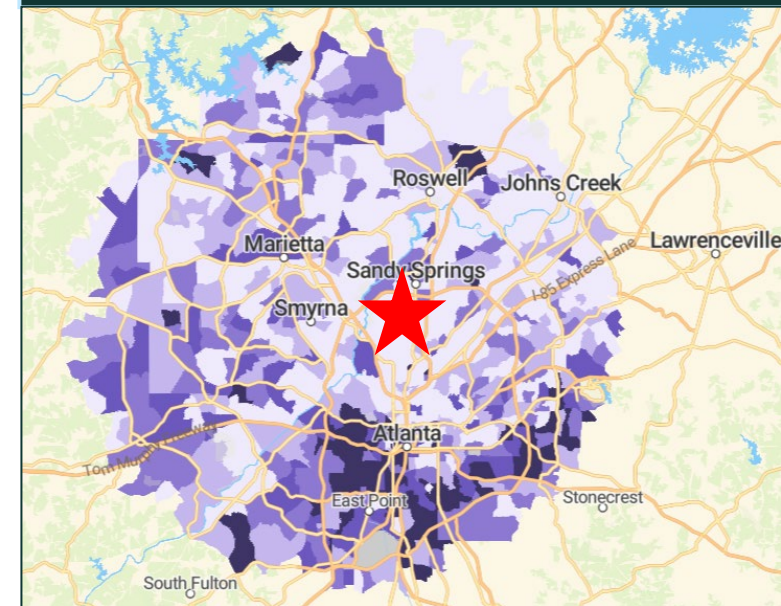
15-mile radius from Truist Park

Population:	1,363,890
PwD:	126,188
Disability %:	9.3%



20-mile radius from Truist Park

Population:	2,673,650
PwD:	264,353
Disability %:	9.6%





Ticketing Basics

Accessible ticketing standards everyone should know

2010 ADA Standards for Accessible Design

https://www.ada.gov/2010ADASTandards_index.htm

Ticketing Requirements

- Ticket Sales
- Ticket Prices
- Identification of available seating
- Purchasing multiple tickets
- Ticket transfers
- Secondary ticket market
- Hold & release of accessible seats
- Prevention of fraud in purchase of tickets




Take A Seat



Ticketing Obligations

Accessible tickets must be:

- Available for purchase during the same times and through the same methods as other tickets
- Available through all manners of sale
- Available at all price levels that are available in your venue
- Identified to the same level of specificity



Recent Ticket Purchase Example

FOR MY BIRTHDAY!

Buying tickets for my birthday!!





Welcome & Greeting

Accessible Tickets

Accessible seats can be purchased through Ticketmaster. For further information or assistance, please contact the Tropicana Box Office at 609.340.4000 Ext. 7325

Telephone Number(s):

609.340.4000 Ext. 7325

Service Hours:

Call for Box Office hours

Prices are in US \$

© Ticketmaster 2024.

Purchasing Accessible seats

Home / Concert Tickets / V... / RuPaul's Drag Race

RuPaul's Drag Race All Stars LIVE

Sat • Sep 21 • 8:00 PM - Tropicana Showroom ...

Important Event Info: The venue reserves the ... [more](#)

↔ Switch to List

Legend

Filters

SEC

BALCONY ADA

THIS SECTION IS UNRESERVED
GENERAL ADMISSION

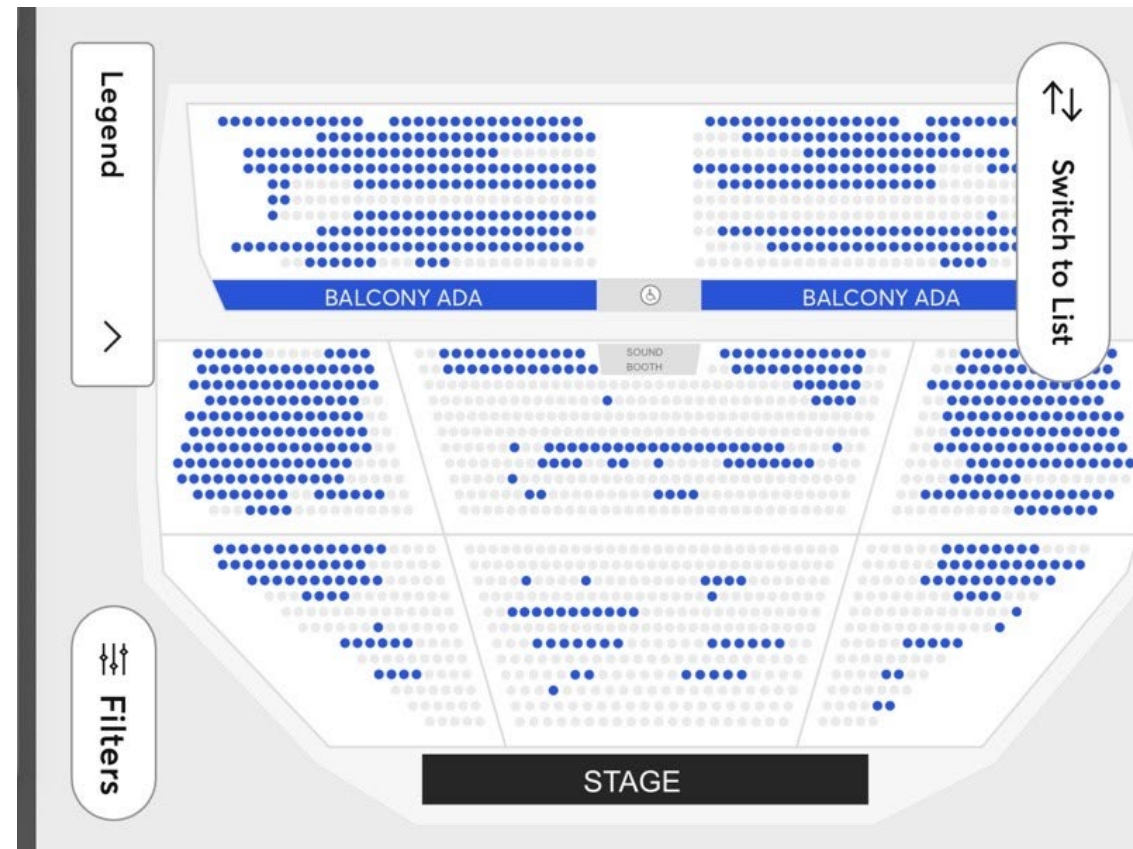
Standard
Advance Ticket

\$69.50 + Fees

Wheelchair Accessible

2 Tickets

Add



Important Event Info: The venue reserves the ... [more](#)

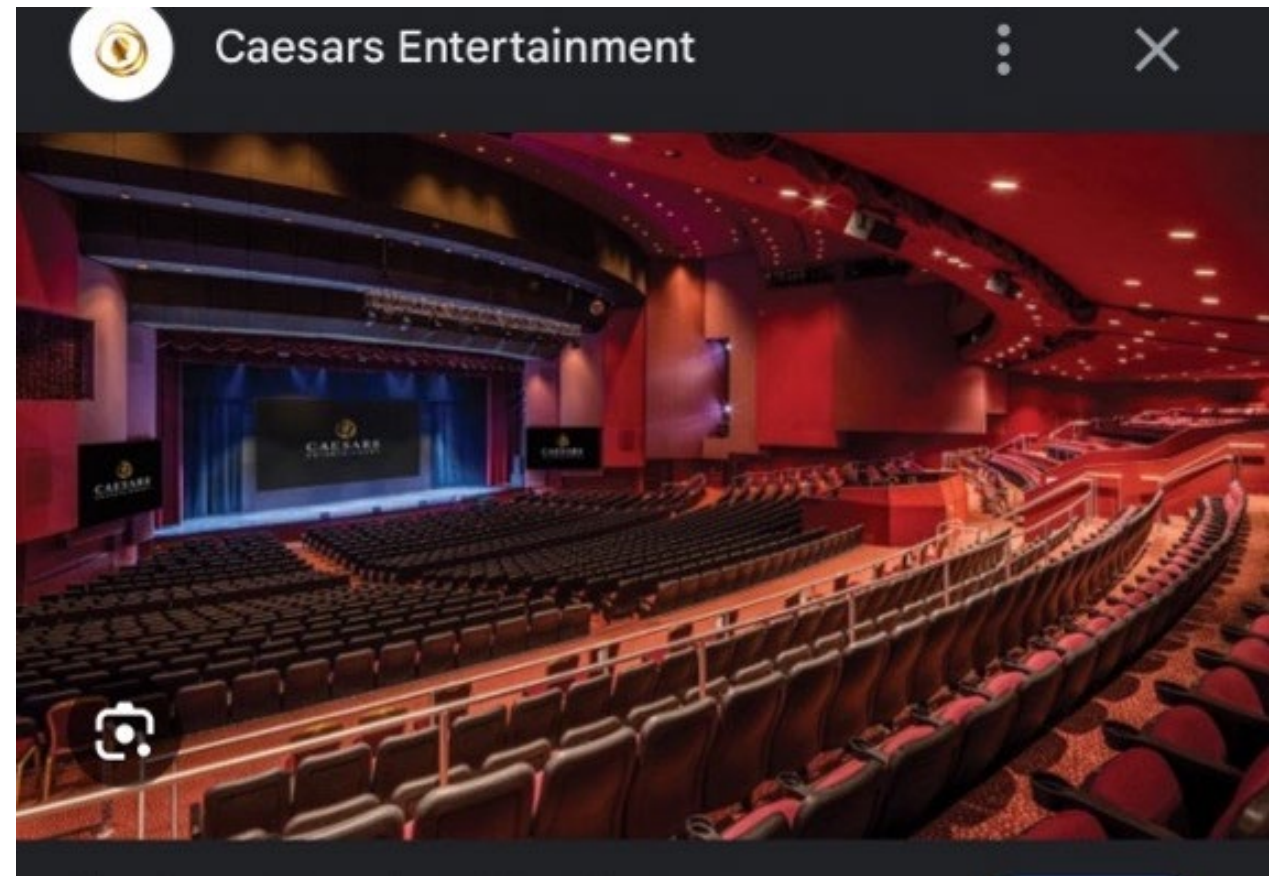
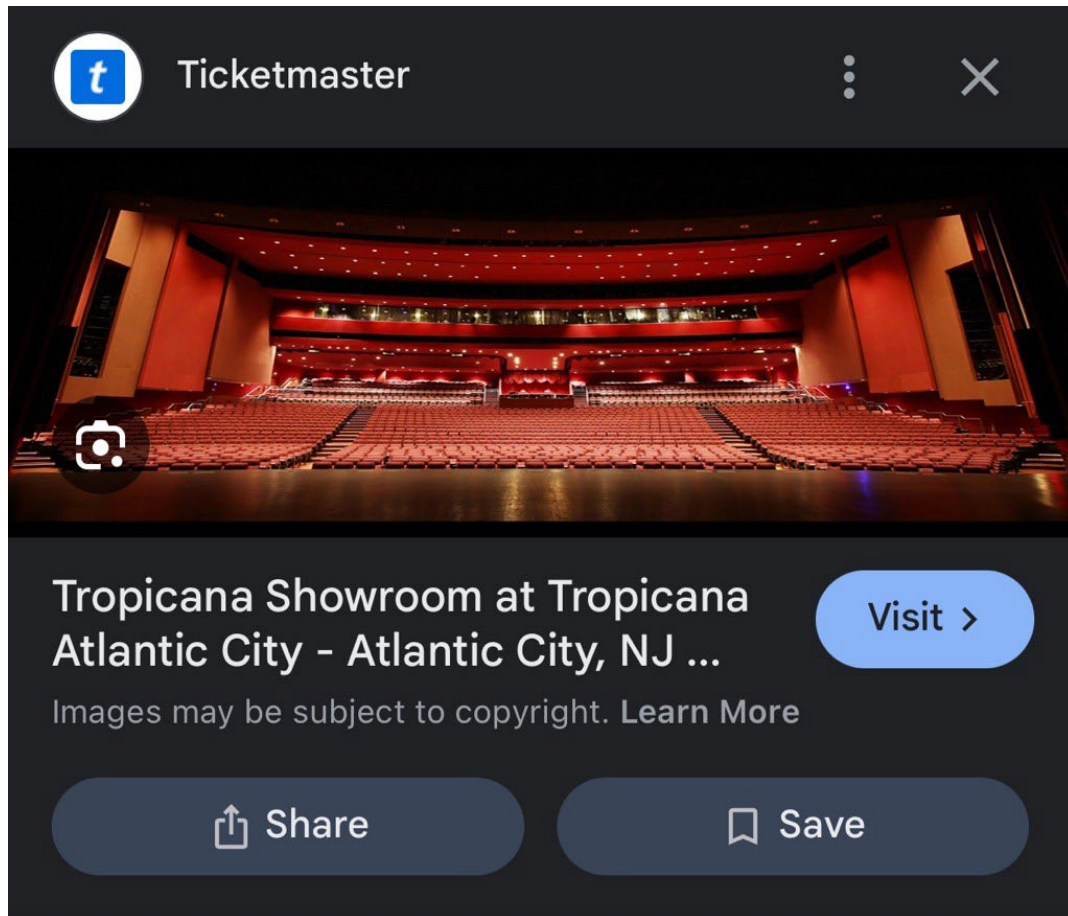
Home / Concert Tickets / V... / RuPaul's Drag Race

RuPaul's Drag Race All Stars LIVE

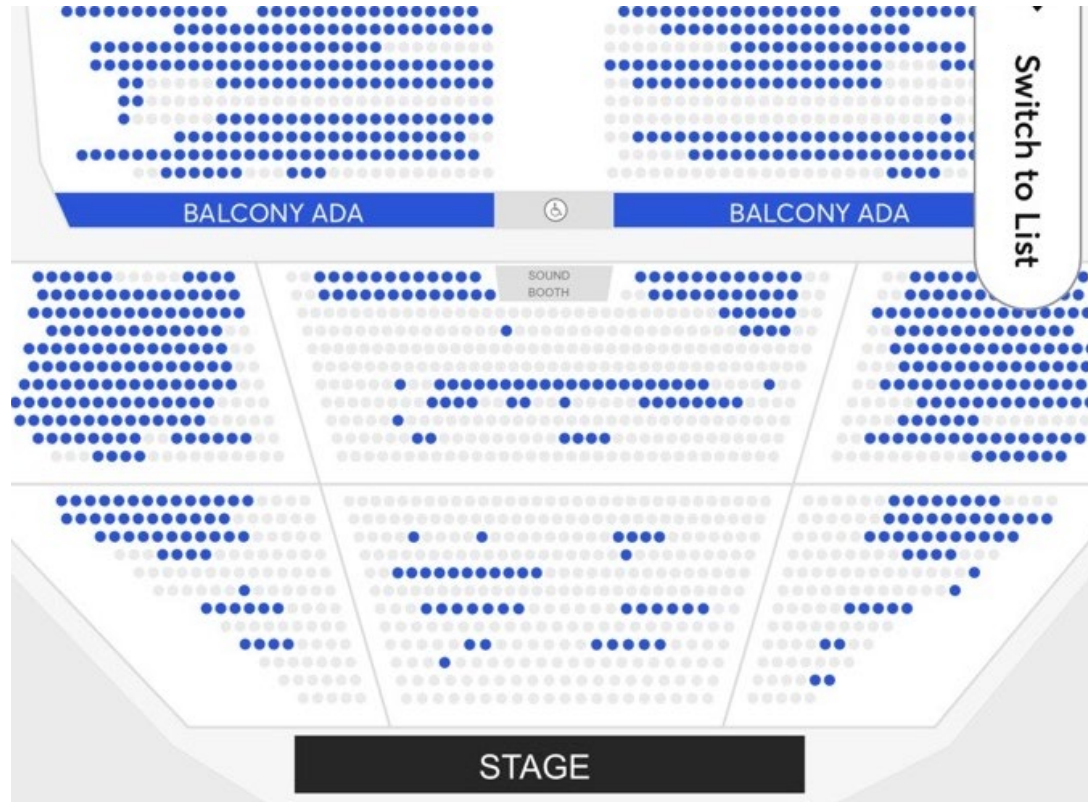
Sat • Sep 21 • 8:00 PM - Tropicana Showroom ...

i

Details about the venue features



Information is Access





Customer Service Considerations

Going beyond the standards to provide outrageous customer service



Barriers in our environments

- Informational
- Communication
- Attitudinal
- Economic
- Situational/Circumstantial

Informational

- How do visitors seek & find information before they arrive?
- How is information communicated during their visit?
- What information is available about access?



Communication

- What are methods of communication available to visitors?
- What experiential information is being communicated?
- Are your communication methods effective?
- Haben Girma



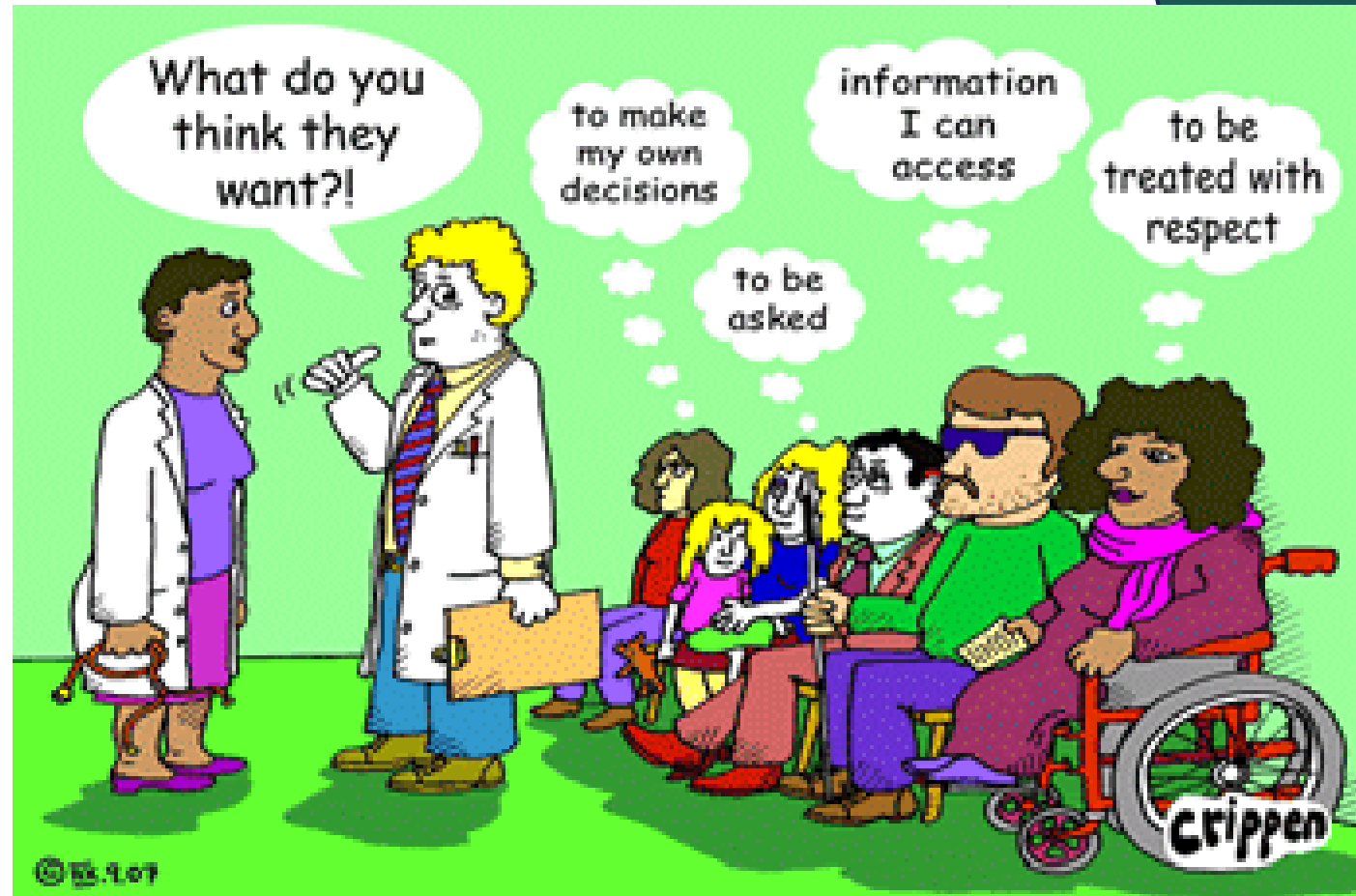
Effective Communication Examples

- Clear expectations, language, signage
- Audio description services
- Captions
- ASL interpretation
- Assistive listening devices (ALDs)
- Having a pen and paper ready
- Patience in verbal communication



Attitudinal

- What language is used to discuss accessibility?
- What assumptions are being made about your audiences/visitors?
- Explained by the models of disability...



Economic

- Not required by ADA
- How much of your community experiences economic constraint?
- Are your discount structures addressing economic barriers for your community?
- What community partnerships/local initiatives are available to you?



Economic

- Art-Reach ACCESS Program
- Public initiative that allows PA and DE ACCESS/EBT Cardholders to visit cultural sites for \$2 for the cardholder and up to 3 guests
- Built based on feedback from the community



Situational/ Circumstantial

- Does your venue hold events that alter your typical environment?
- What happens to accessibility if the lighting or layout changes?
- How might a visitor's needs be situational/circumstantial?





Additional Considerations

- What access is already provided?
- What can I do to request accommodations?
- What are the steps, the process, and the timeline for making a request?
- Does the process benefit the person with a disability?



Considerations for Access

Mobility

- Elevators
- Ramps
- Counters
- Seating areas
- Rest benches
- Rest areas
- Surfaces
- Railings
- Paths of travel

Vision

- Web Access
- Downloadable transcripts
- Audio navigation
- image description
- Large print
- Color contrast
- Touch/tactile experiences

Audio

- Open/ Closed captions
- Transcripts
- Interpreters
- ALDs
- Amplification
- Echo/ Acoustics
- Flexible communication

Neurodiverse

- Sensory Stimulation
- Quiet spaces
- Interactivity
- Plain language
- Transparent rules & expectations
- Wayfinding
- Know Before You Go Guide

Universal

- Toilet spaces
- Service animals
- Personal care attendants
- Transportation
- Lighting
- Signage
- Food & Beverage
- Access Icons



Our Mythical Grandfather

Debunking myths versus facts about the ADA and disability



Myth vs Fact: Grandfathered

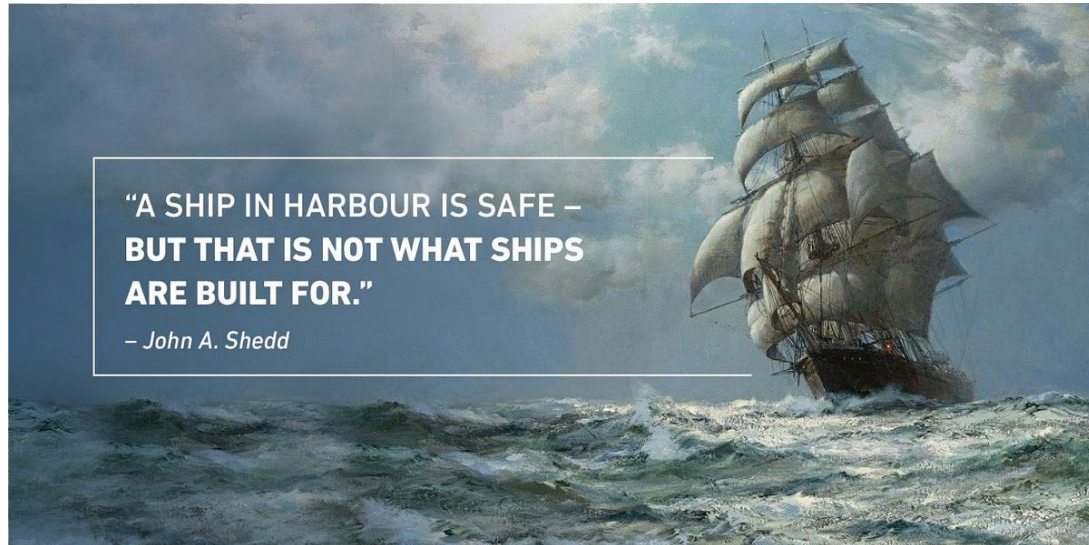
- “Grandfathered In”
- Legal phrase meaning new rules don’t apply to established entities.



Myth vs Fact: Grandfathered

- If your Grandfather was allowed to vote in 1866 or 1867
- Designed to exclude
- Perpetuating systems of oppression.

Fact: Safe Harbor



- If you comply with 504
- If you are not renovating
- If you are protected under historic statute
- You must do what you can

Myth vs Fact: Reasonable Accommodations

- Reasonable Modification
- Based on resources not convenience
- Good faith effort
- Advocating for services





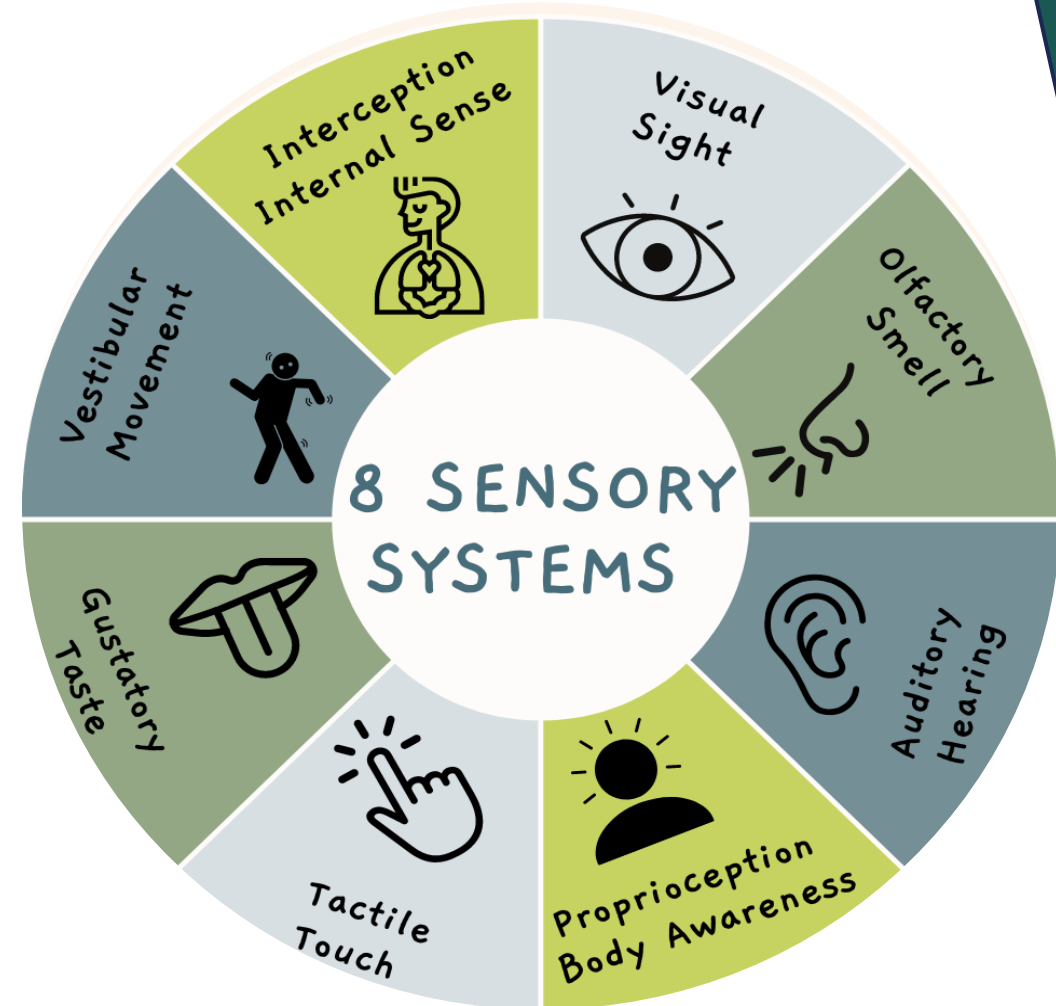
Reasonable Modification

What is NOT reasonable:

- Fundamental Alteration : modifying to the point of changing the nature of the program, good, or service
- Undue Burden : modifying is too costly

Myth vs Fact: The 5 Senses

- You actually have 8 senses
- When we say sensory friendly, we mean with attentiveness to all 8 senses



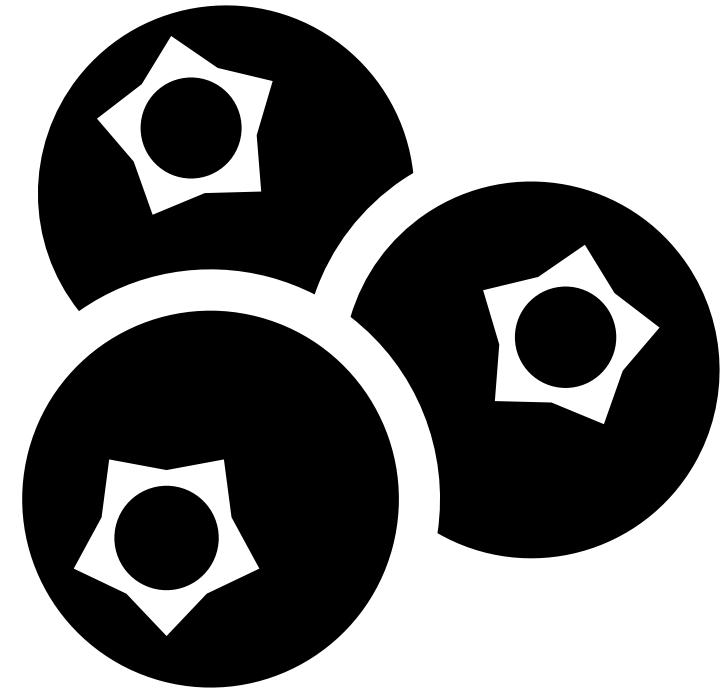


Myth vs Fact: Service Animals

- Service Animal = Dog*, Task Trained
- NO Certification or proof
- NO required vest, harness, or leash
- Emotional Support & Companion Animals
- Two Questions:
 - Is the Service Animal required to accommodate disability?
 - What task is the Animal trained to perform?
- Safety

Myth vs Fact: Complaints

- Grievance Procedure
 - Mediation Process
 - Feedback Loop
- Legal Process
 - We'll do this and nothing more
 - Lawsuits





Myth vs Fact: Whose job is access?

- Access is everyone's job
- It needs to be someone's job
- Dedicated Access Services Specialist or ADA Coordinator:
 - Accessibility Audit
 - 3-Year Transition Plan
 - Accessibility improvement budget.

Released from the bench

What is new and important to learn from recent case law

Released from the bench...

What's new in Case Law

- a. PCA Admissions
- b. WCAG
- c. Employee Considerations
- d. National Association of the Deaf (NAD) Letters

Michael's Law

- PCA Admissions
 - Zero cost tickets for caregivers/PCAs
 - No regulations/standard in ADA
 - In case law: no cost admissions in GA environments
 - PCAs are working, not enjoying





WCAG 2.1 Obligation

- Perceivable
- Operable
- Under stable
- Robust



Employee Obligations

- Title I, ADA
 - Job Descriptions
 - Hiring
 - Recruitment
 - Interview
 - Reasonable Accommodations
 - Employee life
 - Termination/Retaliation
- Previously protections did not include former employees

NAD Letters

NAD Letter for Theatres and Concert Halls



Theaters and Concert Halls

Situation: Your favorite actor is going to star in one of your favorite plays. You coordinate with a friend and buy your tickets. You also contact the theater to ask them to provide captioning for the play. The theater responds that they don't have a captioning device and refunds your ticket.

Results we want instead: When the theater declines to provide captioning, you send them the advocacy letter. The theater understands their obligations and agrees to contact a captioning service to ensure that captions are provided for you to enjoy the show with your friend.

You may want to [print and share this letter](#) with theaters, concert halls, or other places of entertainment.

NAD Letters

NAD Letter for Festivals and Concerts



Festivals and Concerts

Situation: You saved up and bought tickets to see your favorite performer at a concert. This performer has not had a concert in years, so this is a big deal! You contact the venue and ask for an interpreter. The venue responds that they do not provide interpreters and refunds your ticket.

Results we want instead: You enjoy concerts and festivals as much as everyone else! When the venue refuses to provide an interpreter, you share the advocacy letter with the venue. The venue then understands their obligations and agrees to provide qualified sign language interpreters for the concert.

You may want to [print and share this letter](#) with hosts of events such as festivals and concerts.