

Building Accessible Landing Pages Into Your Recovery Plan Q&A

Q: Do you suggest that DMO's take on this work internally or reach out to their local disability community to get their input on the content. Good intentions don't necessarily result in good results.

A: John Morris - I believe the quality of the product will be better and more comprehensive if disabled people are involved in or this work. Information presented by a disabled person is often considered more trustworthy by members of the community.

A: Lakshmee Lachhman-Persad - If there is an ADA Coordinator or knowledgeable staff on disability inhouse, DMO's can certainly start the project within then expand to local experts.

Q: I would like to know specific examples of things attractions can do to be more ADA compliant in addition to the basics? Sensory kits, quiet places, wheelchair swings or other?

A: John Morris - This will be different for every attraction, but some ideas that could apply anywhere might be: accessible family restrooms with adult changing tables, sensory-friendly environments or rooms, awareness training for staff, detailed information about accessibility on the web, etc.

A: Jake Steinman - It sounds like your main question involves autism and neurodiversity. Check out the Ringling Museum in Florida. They have the most extensive array of accessible features I've found. Most notable is their color-coded sensory map. Other attractions are holding special events for people with various disabilities during specific hours and partnering with a local disability organization who has the promotion capabilities.

Q: What city is this Holiday Inn in again? Thank you!

A: Jake Steinman - <https://www.hisantamariahotel.com/rooms/accessibility>

Q: Do you have a resource to look up websites, businesses (e.g. airports) that are models of excellence?

A: Lakshmee Lachhman-Persad - Here are some good examples of information, but remember accessibility is always a work in progress. (Note these landing pages have temporarily changed for Covid updates)

<https://www.metmuseum.org/visit/accessibility>

<https://bronxzoo.com/plan-your-visit/accessibility>

Q: What website ADA compliance vendors do you recommend DMO's use? I heard Audio Eye are there any others?

A: Jake Steinman - www.accessBe.com \$495/year, AudioEye, last time I checked was \$1200-1500/month; Pegasus has a solution for hotels that is between \$200-\$600/ month based on number of rooms at the property

Q: Are you able to share the name of the company you mentioned in Israel?

A: Jake Steinman - AccessiBE.com

Q: When you're talking about people wanting "accessible information" about attractions, what specifically are they looking for? Some might consider having a ramp as being fully accessible. What more should we be considering?

A: John Morris - Bathroom access (is there a family restroom?), ramps/grade of sidewalks, parking, accessibility requirements of features/rides/etc., accessible transportation options to/from venue, hearing loop availability, rental wheelchairs/scooters, etc. Everything should be documented with text descriptions and photographs. (John)

A: Jake Steinman: First of all, most attractions comply by offering basic ADA access to people with wheelchairs (i.e. parking spots, ramps, elevators, etc). They could add other features such as close captioning for exhibits with videos, or offering quiet zones for families with neurodiverse disabilities.

Q: Question for Jason: How did you handle fact-checking the self-reported data from organizations?

A: Jason Berman - Because of the volume of accessible venues in NYC we relied on self-reporting. However, we are fact checking any businesses that have been included in our content. So over time more and more businesses have been fact checked.