

## New Ticketing Regulations



DBTAC  
*great lakes*  
ADA Center  
A member of the ADA National Network  
ADA Audio Conference Series  
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## 2010 Revised DOJ ADA Regulations

### **Title II State and Local Government**

28 C.F.R. Part 35

- [www.ada.gov/regs2010/titleII\\_2010/titleII\\_2010\\_withbold.htm](http://www.ada.gov/regs2010/titleII_2010/titleII_2010_withbold.htm)

### **Title III Places of Public Accommodation**

28 C.F.R. Part 36

- [www.ada.gov/regs2010/titleIII\\_2010/titleIII\\_2010\\_withbold.htm](http://www.ada.gov/regs2010/titleIII_2010/titleIII_2010_withbold.htm)
  - September 15, 2010 – Published
  - March 15, 2011 - Effective (enforceable)

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### **ADA Standards for Design**

- [www.ada.gov/2010ADASTandards\\_index.htm](http://www.ada.gov/2010ADASTandards_index.htm)
  - March 15, 2012 -standards are effective (enforceable)



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## **Who Can Purchase Accessible Seating**

- ▶ Individuals who need to use accessible seating because:
  - of a mobility disability
  - their disability requires the use of the accessible features that are provided in accessible seating
- ▶ Companions

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## **What Type of Tickets are Covered**

- ▶ Single event tickets
- ▶ Series of events tickets
- ▶ Season tickets
- ▶ Subscription tickets
- ▶ Event packages

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## Highlights Section 1 : Ticket Sales

Wheelchair/companion seats per  
ADA Design Standards and  
companion seats required by  
regulation

- ▶ Accessible seating defined
- ▶ Equal opportunity to purchase
- ▶ Same hours, stages, outlets, methods, terms

On line Ticketing

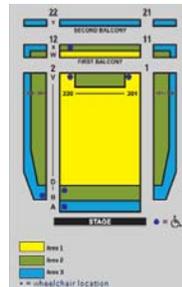
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## Highlights Section 2 : Identification of accessible seating

Upon request

- ▶ Availability
- ▶ Location
- ▶ Features
- ▶ Same level of specificity
- ▶ Brochures, maps, etc

What is a  
“feature” of the  
accessible  
seating?



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## Accessible Features

- ▶ Clear floor space
- ▶ Dimensions of the space
- ▶ Space is on accessible route
- Shoulder-to-shoulder
- Same elevation
- Size, quality, comfort, amenities equal to other seating in area



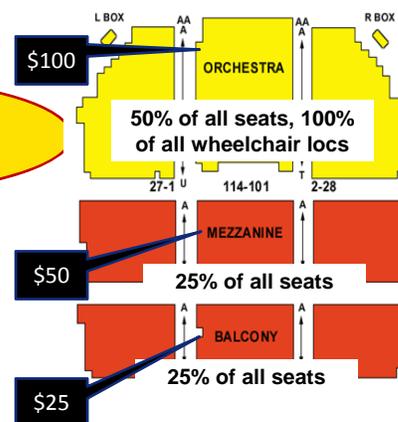
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## Highlights Section 3 : Ticket Prices

- ▶ Available at all price levels
  - Use proportionality
    - Can not be priced higher

BUT .. IF all are in the  
BALCONY?  
...all wheelchair locs are \$25

Example: 8 wheelchair  
locations all in the  
orchestra  
Priced proportionally =  
•4 which locs at \$100  
•2 which locs at \$50  
•2 which locs at \$25



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## Highlights Section 4 : Purchase multiple tickets

**IMPORTANT:** If available at the time of sale

- ▶ **Up to 3 companion seats**
  - Contiguous and in the same row
    - If not, then as close as possible
- ▶ **Same number of tickets**

As anyone else is allowed to purchase, but only 4 contiguous and in the same row

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## Group Sales

- ▶ **Seat the group in an area where there is accessible seating so the group is sitting together**

If possible

If not possible - divide group so patrons with disabilities are not completely separated from the group

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## Highlights Section 5 : Hold and Release

- ▶ Three conditions
- ▶ All non-accessible seats are:
  - 1) sold out,
  - 2) sold out in an area, or
  - 3) sold out in a price

Venue defines  
"sold-out"

Reasonable  
expectation of  
releasing holds

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## Series of Event Tickets

- ▶ If release accessible locations to person without a disability, that person does not have ownership rights
  - Prevent automatic purchasing for subsequent years
  - Provide person with disability chance to purchase prior to next season

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## Highlights Section 6 : Transfer tickets

- ▶ Transfer accessible seating to third parties
- ▶ Same terms/conditions

No requirement to  
relocate non-disabled  
patrons

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## Highlights Section 7: Secondary Market

Any transaction after  
initial purchase

- ▶ Honor tickets acquired on the secondary market
- ▶ Exchange to comparable accessible location

IMPORTANT: If available  
when presented

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### **Highlights Section 8: Prevention of Fraud**

- ▶ May not ask for proof of disability
- ▶ May ask for verbal attestation when a single event ticket is purchased and a written attestation for a subscription or series of tickets.

Ex: “Do you or a member of your party have a mobility disability or disability requiring the use of the features of the accessible location.”

- ▶ May Investigate where there is good cause to believe purchase is fraudulent

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### **Resources**

**U.S. Department of Justice, Civil Rights Division,  
Disability Rights Section**

[www.ada.gov](http://www.ada.gov)

800-514-0301 (voice)

**Disability Business and Technical Assistance Centers  
(DBTAC)**

[www.adata.org/Static/Home.aspx](http://www.adata.org/Static/Home.aspx)

800-949-4232 (Voice/TTY)

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## QUESTIONS?

- ▶ Individuals signed in on the webinar - type questions into the chat area we will relay your questions.
- ▶ Individuals on the telephone - will be given instructions by the operator and placed into a queue.
- ▶ Individuals using real time captioning - type questions in the chat area the captioner will convey the questions for you.
- ▶ Individuals participating via streaming audio – may submit questions through the participant question interface.

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