

**New Ticketing Regulations**



**DEIAC**  
*great lakes*  
**ADA Center**  
A member of the ADA National Network  
**ADA Audio Conference Series**  
May 17, 2011

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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)

**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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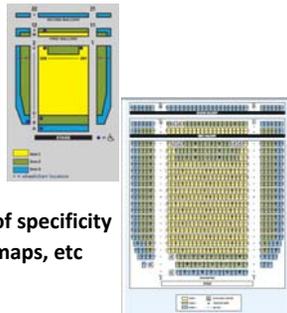
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### **Highlights Section 2 : Identification of accessible seating**

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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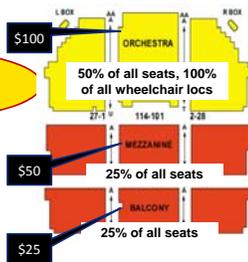
### Highlights Section 3 : Ticket Prices

- ▶ 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

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

IMPORTANT: If available at the time of sale

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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**Session Titled**  
**Reasonable Accommodation**  
**Featuring**

Dr. Ellen Fabian, Mid Atlantic ADA Center, University of Maryland  
Dr. Kim MacDonald, Mid Atlantic ADA Center, University of Maryland  
June 21, 2011 2:00 PM Eastern  
[www.ada-audio.org](http://www.ada-audio.org) 866-232-1990 V/TTY

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