

# Welcome to the Arts & Recreation Webinar Series

A collaborative program between the  
*ADA National Network, National Center on Accessibility (NCA), LEAD Program at the John F. Kennedy Center for the Performing Arts* and the *Accessibility Program at The Smithsonian Institution*

**The Session is Scheduled to begin at 2:30pm Eastern Time  
We will be testing sound quality periodically**

**Audio and Visual are provided through the on-line webinar system. This session is closed captioned.** Individuals may also listen via telephone by dialing  
1-712-432-3066 Access code 901485 (This is **not** a Toll Free number)

The content and materials of this training are property of the presenters and sponsors and cannot be used without permission. For permission to use training content or obtain copies of materials used as part of this program please contact us by email at [info@adaconferences.org](mailto:info@adaconferences.org) or toll free (877)232-1990 (V/TTY)

[www.adaconferences.org/ArtsnRec](http://www.adaconferences.org/ArtsnRec)



© 2016 The John F. Kennedy Center for the Performing Arts

1

## Listening to the Webinar



- ▶ The audio for today's webinar is being broadcast through your computer. Please make sure your speakers are turned on or your headphones are plugged in.
- ▶ You can control the audio broadcast via the Audio & Video panel. You can adjust the sound by "sliding" the sound bar left or right.
- ▶ If you are having sound quality problems check your audio controls by going through the Audio Wizard which is accessed by selecting the microphone icon on the Audio & Video panel



2



## Listening to the Webinar, *continued*

If you do not have sound capabilities on your computer or prefer to listen by phone, dial:

**712-432-3066**

**Pass Code:**  
901485

This is **not** a Toll Free number

3



## Listening to the Webinar, *continued*

**MOBILE Users (iPhone, iPad, or Android device and Kindle Fire HD)**

Individuals may listen\*\* to the session using the Blackboard Collaborate Mobile App (Available Free from the Apple Store, Google Play or Amazon )



\*\*Closed Captioning is not visible via the Mobile App and limited accessibility for screen reader/Voiceover users

© 2016 The John F. Kennedy Center for the Performing Arts

4



## Captioning

- ▶ Real-time captioning is provided during this webinar.
- ▶ The caption screen can be accessed by choosing the  icon in the Audio & Video panel.



- ▶ Once selected you will have the option to resize the captioning window, change the font size and save the transcript.

5



## Submitting Questions

- ▶ You may type and submit questions in the Chat Area Text Box or press Control-M and enter text in the Chat Area
- ▶ If you are connected via a mobile device you may submit questions in the chat area within the App
- ▶ If you are listening by phone and not logged in to the webinar, you may ask questions by emailing them to [webinars@adaconferences.org](mailto:webinars@adaconferences.org)



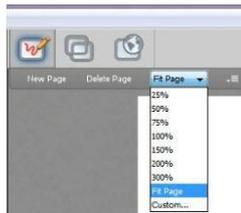
*Please note:* This webinar is being recorded and can be accessed on the Arts & Rec Webinar Series website at [www.adaconferences.org/ArtsnRec](http://www.adaconferences.org/ArtsnRec) within 24 hours after the conclusion of the session.

6



## Customize Your View

- ▶ Resize the Whiteboard where the Presentation slides are shown to make it smaller or larger by choosing from the drop down menu located above and to the left of the whiteboard. The default is “fit page”



7



## Setting Preferences

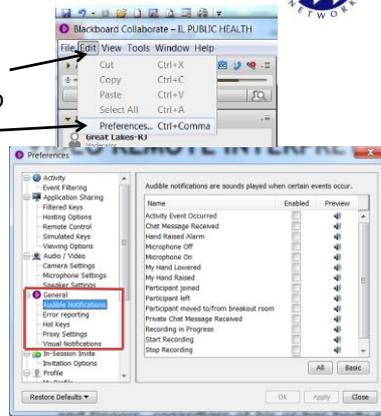
- Depending on your system settings you may receive visual and audible notifications when individuals enter/leave the webinar room or when other actions are taken by participants. This can be distracting.

8

# Adjusting Preferences



- **To turn off notifications (audible/visual)**
  - Select “Edit” from the tool bar at the top of your screen
  - From the drop down menu select “Preferences”
  - Scroll down to “General”
    - select “Audible Notifications” Uncheck anything you don’t want to receive and “apply”
    - Select “Visual Notifications” Uncheck anything you don’t want to receive and “apply”
  - For Screen Reader User – Set preferences through the setting options within the Activity Window (Ctrl+Slash opens the activity window)



9

# Technical Assistance



- ▶ If you experience any technical difficulties during the webinar:
  1. Send a private chat message to the host by double clicking “Great Lakes ADA” in the participant list. A tab titled “Great Lakes ADA” will appear in the chat panel. Type your comment in the text box and “enter” (Keyboard - F6, Arrow up or down to locate “Great Lakes ADA” and select to send a message ); or
  2. Email [webinars@adaconferences.org](mailto:webinars@adaconferences.org); or
  3. Call 877-232-1990 (V/TTY)

10

# TWO TICKETS, PLEASE

ARTS AND RECREATION WEBINAR SERIES  
May 26, 2016

*Betty Siegel, Director of VSA and Accessibility*

© 2016 The John F. Kennedy Center for the Performing Arts

Is it always  
about the ADA  
Regulations?

## All are welcome customer service philosophy

**Recognizing - Diversity of needs**

**Valuing - Existing and new customers**

**Focusing - Engagement and experience**

**Integrating – Routine business practice**

## All are welcome customer service philosophy

**Independence and Dignity**

**Individual**

**Ability to get to, get in and get around**

**Meaningful participation and engagement with content and programs**

## All are welcome customer service philosophy



**One size does not fit all.**

Ticketing:  
Best practices

# 2010 ADA Ticketing Regulations

## 8 Sections

1. Ticket sales
2. Identification of seating
3. Ticket prices
4. Purchasing multiple tickets
5. Hold and release of tickets
6. Ticket transfer
7. Secondary ticket market
8. Prevention of fraud



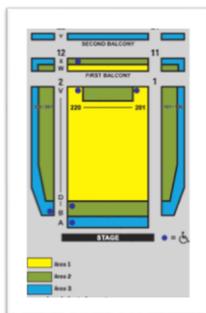
U.S. Department of Justice Overview:  
[http://www.ada.gov/ticketing\\_2010.htm](http://www.ada.gov/ticketing_2010.htm)

## Best Practice: Based on Section 1 Ticket Sales and 2 Identification of accessible seating

**Accessible seating should be sold the same way as all other seating**

ADA regs: Must provide accessible seating during the same hours, stages, outlets, methods and terms

ADA regs: Must provide information about location, availability and features of accessible seats

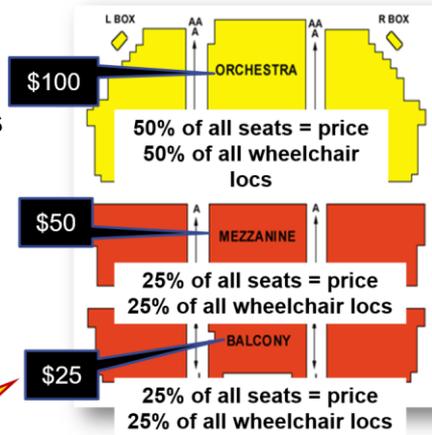


**Provide good and accurate information so for patrons to make informed choices**

### Best Practice: Based on Section 3 Ticket Prices

**Provide choice with accessible seating available at all price levels**  
*(in all areas with all perks/benefits)*

**Use proportionality to figure out the # of wheelchair locations and at what price.**



ADA Regs: If seats are not physically located in all price levels --- use proportional pricing

ADA Regs: Accessible seats may not be priced higher than the seats around them

### Best Practice: Based on Section 4 Purchase multiple tickets

**Allow purchase of the same number of seats and in the same row/area**

ADA regs: Same number of tickets anyone else is limited to or allowed to purchase

ADA Regs: 3 companion seats **if** available at the time of purchase



**Allow people to sit with their friends/family**

### Best Practice: Based on Section 5 Hold and Release

**Accessible seating may only be released if one of 3 conditions exist:**

- 1) sold out venue,
- 2) sold out price-range,
- 3) sold out section

ADA regs: Venue defines "sold out"

ADA regs: Must take into account reasonable expectation of releasing holds

**Don't be overly eager to release accessible seating**

### Best Practice: Based on Section 6 Transfer tickets and Section 7 Secondary Market

**Don't penalize people with disabilities who give or sell their tickets to someone else or who use the secondary market**

ADA regs: Must exchange tickets from the secondary market to a comparable accessible location, **if** available when presented

ADA regs: Tickets for accessible seating may be transferred under the same terms/conditions.

### Best Practice: Based on Section 8 Prevention of Fraud

ADA regs: Verbal, written or click attestation, but not inquiries about disability

**Make ticket buying easy and welcoming**



ADA regs: Permits investigation where there is good cause to believe purchase is fraudulent

**Protect the accessible seats but not to the extent that it is onerous, burdensome, or denies opportunity to purchase**

Selling the tickets

## What Can You Ask?

Do you or a member of your party, or the person for whom you are purchasing a ticket:

- 1. have a disability?**
- 2. require the use of the features of the accessible location?**

*There must be a relationship between the individual's disability and the need for the seat/space*

## 3 Step Analysis for Selling Accessible Seating

- 1. Does the patron or a member of his/her party have a disability?**
  - Yes or No
- 2. Does the patron or a member of his/her party require the features of the accessible space?**
  - Yes or No
- 3. Is the need for the features *related* to the person's disability?**
  - Yes or No

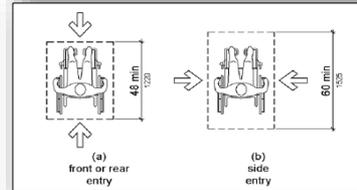
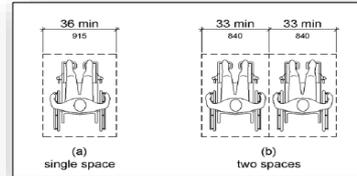
## Features of an Accessible Location

### At a minimum:

- Size of the wheelchair location
- Level
- On an accessible route (no steps)

### May also be:

- Restroom vicinity
- Chair/No Chair
- Armrest/no armrest
- Amenities/benefits
- And .....????



## Scenario 1

A woman calls the box office to purchase two tickets, and one must be wheelchair accessible. She says she uses a wheelchair, does not transfer, and will remain seated in her wheelchair as she watches the performance.

## Scenario 1

**1. Does she have a disability?**

Yes

**2. Does she need the features of the accessible space?**

Yes

**3. Is the need for the feature(s) of the space related to her disability?**

Yes

**Answer:** Let her know what accessible seating is available so that she can choose which tickets to purchase and sell her the accessible seat and companion seat.

## Scenario 2

A man calls saying that his wife recently had hip surgery, is currently using a walker and has a hard time maneuvering into tight locations and standing up/sitting down repeatedly is painful.

## Scenario 2

**1. Does his wife have a disability?**

Yes (it doesn't matter if it is temporary).

**2. Does she need the features of the accessible space?**

Depends.

**3. Is the need for the feature(s) of the space related to his disability?**

Yes.

**Answer:** After you describe the features of the various accessible locations and any other seating options sell him the seats he chooses.

**Note:** As you talk with the patron, give him information about seating locations that are available that might suit him and his wife. You know the theater seating best and it is good customer service to suggest options where this patron might be able to sit comfortably, perhaps be able to keep her walker with her, and be accommodated. This helps the patron choose the tickets that he feels will work best. These may or may not be the wheelchair accessible locations depending on the set up of your theater.

## Scenario 3

A woman calls who says she has epilepsy and is very tall. She wants to sit in a wheelchair location so she can stretch her legs.

### Scenario 3

**1. Does she have a disability?**

Yes.

**2. Does she need the features of the accessible space.**

She says she does.

**3. Is the need for the feature(s) of the space related to her disability?**

No.

**Answer:** She does have a disability and she may want the space because she is tall, but needing the extra leg room is not related to her disability.

**Note:** There may be circumstances where someone with epilepsy might require the features of the accessible location.

### Questions



Betty Siegel  
Director of VSA and Accessibility  
The John F. Kennedy Center for the Performing Arts  
Washington, D.C. 20566  
(202) 416-8727 (voice)  
(202) 416-8728 (TTY)  
access@kennedy-center.org

---

*Disclaimer*

*Information contained in this presentation is for general guidance. The information in this presentation is not intended to be legal advice nor a rendering of legal advice, opinion or services. Recipients should consult with their own professional legal advisor.*



Thank you for participating  
in today's webinar

**The Next Session in this Series will be announced  
via email and on the website at:  
[www.adaconferences.org/ArtsnRec](http://www.adaconferences.org/ArtsnRec)**

An email will be sent out following the session with a link to the on-line evaluation. Your input is valuable to us so please take a minute to complete the survey.

This session was recorded and will be available at  
[www.adaconferences.org/ArtsnRec](http://www.adaconferences.org/ArtsnRec) under the Archives Section