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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)

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Listening to the Webinar, *continued*



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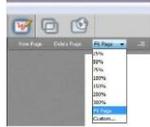
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Setting Preferences



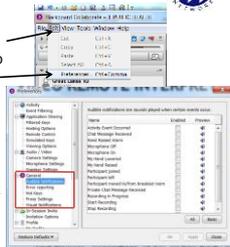
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TWO TICKETS, PLEASE

ARTS AND RECREATION WEBINAR SERIES
May 26, 2016

Betty Siegel, Director of VSA and Accessibility

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Is it always
about the ADA
Regulations?

All are welcome customer service philosophy

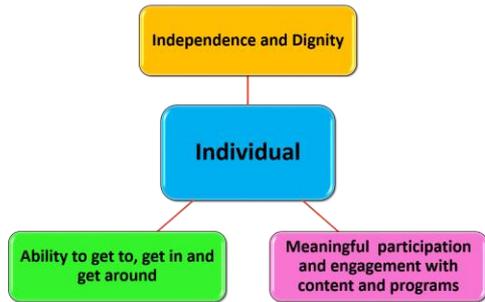
Recognizing - Diversity of needs

Valuing - Existing and new customers

Focusing - Engagement and experience

Integrating – Routine business practice

All are welcome customer service philosophy



All are welcome customer service philosophy



One size does not fit all.

Ticketing: Best practices

2010 ADA Ticketing Regulations

8 Sections

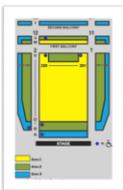
1. Ticket sales
2. Identification of seating
3. Ticket prices
4. Purchasing multiple tickets
5. Hold and release of tickets
6. Ticket transfer
7. Secondary ticket market
8. Prevention of fraud



U.S. Department of Justice Overview: http://www.ada.gov/ticketing_2010.htm

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



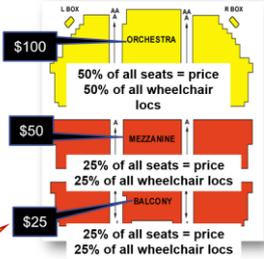
ADA regs: Must provide information about location, availability and features of accessible seats

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

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 txs 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

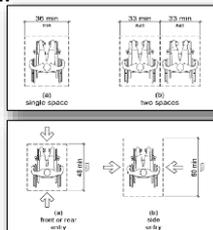
Features of an Accessible Location

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



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Thank you for participating in today's webinar



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