



Accessibility in BUSINESS

DEVELOP AN ACCESSIBILITY PLAN AND POLICY

ANY SUCCESSFUL CHANGE STARTS WITH A PLAN!

- Creating a plan can help steer you in the right direction. When creating a plan or policy, consult with people with disabilities to ensure their perspective is reflected in your plan.
- All policies and plans should be made available to the public, which includes posting them to your website and social media pages.

AUDIT YOUR PHYSICAL SPACE

- Doors that are heavy and hard to open can be very difficult to use for seniors or people who use wheelchairs or mobility aids. Adjust closers so that the doors require less force to open.
- Keep walkways and accessible parking access aisles clear and free from clutter or snow, and make sure your premises are well lit.
- Keep any bushes, trees, or flower arrangements near your business clipped so there are no low hanging hazards for persons who are blind or have low vision, or overgrown bushes obstructing the path of travel for those using wheelchairs or other mobility aids.
- Widen and clear aisles to ensure people with accessibility aids can move freely throughout your establishment.
- Display product on lower shelves or have someone available to assist if an item is not within reach. This is also a strong example of how customer service training can benefit your customers who need assistance with browsing and selecting items.
- Print and display easy to read signage. If your budget allows, include braille on wayfinding signage.
- Offer flexible point of sale machines that can be adjusted for someone who uses a wheelchair or can't reach your counter.
- If your business provides table or bar seating, make sure you have accessible seating for wheelchair users. A table that provides space underneath the top that is 30" wide, 17" deep, and 27" high, with a top that is between 28" and 34" from the ground is accessible.
- In bathrooms, make sure wastebaskets or other moveable objects do not obstruct clear spaces next to the doors. Similarly, in accessible wheelchair stalls, keep the area around the toilet and under the sink clear. Doing so ensures that persons using wheelchairs can safely operate the door and navigate. Lower door hooks to provide access.
- If your establishment offers an in-house television, turn on the closed captioning.



Waldwick Access for All

Accessibility in BUSINESS

TRAIN YOUR TEAM

YOUR TEAM MEMBERS ARE YOUR BRAND AMBASSADORS!

You work hard to inspire your team to provide an excellent customer experience. Regular customer service training will establish consistent and fair treatment of all customers.

Bring the perspectives of the disability community to your business by inviting people with disabilities to be involved with the training.

This training can encompass awareness of common physical barriers where customers with disabilities may require extra assistance, including allowing service animals or support persons to accompany them. It can also include the following:

- Use people first language when referring to someone with a disability. Refer to a person as an individual with a disability rather than a “disabled person,” or a “handicapped person.” In that vein, refer to a person as one who uses a wheelchair (rather than one “confined” to one) or one who is blind (rather than one who “suffers” from blindness).
- When speaking with a person with a disability who has a companion, direct your comments to the person with the disability, not the companion – unless specifically instructed otherwise by the person with a disability.

MAKE YOUR ONLINE PRESENCE ACCESSIBLE

Creating accessible websites and social media sites is an inexpensive way to offer more inclusion to your customers, and even gain new ones! Many of these accessibility tools are already built into the software.

- Alt text: many who are blind, low vision, or visually impaired use screen readers to navigate social media and understand the content they are consuming. To encourage full engagement with the content you’re posting, describe photos or videos by using the alt text feature.
- Use “camel case” for multi-word hashtags: Screen readers have an easier time interpreting hashtags when the first letter of each word is capitalized. #ThisIsEasierToRead
- Closed captioning: People who have hearing loss rely on closed captioning to help them engage with the video they are watching. Some social media platforms like Instagram are rolling out their own closed captioning tools.

REMEMBER ...

Are your improvements making a difference? Invite people with disabilities to navigate your business and provide you with their feedback. They’re the experts! Creating a more accessible business tells the disabled community that “we see you and value you as a customer”.

ADDITIONAL RESOURCES

www.bluetrunk.org/business-resources

www.freedomshowers.com/blog/small-business-funding-for-ada-accessibility-compliance/

www.adata.org/faq/what-funding-assistance-available-removing-barriers-and-accommodating-customers-disabilities

www.accessibility.com/blog/securing-accessibility-and-disability-grants-for-businesses-and-nonprofits-to-help-fund-accessibility-initiatives

www.tiny.cloud/blog/website-accessibility-small-business/