

DASH Application for Updated Accessible Jefferson County Cultural Venues Guide

Budget amounts error on newspaper ads corrected

Project Plan

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or

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DASH (Disability Awareness Starts Here)
P.O. Box 603, Port Hadlock WA 98559

Project Description:

Production, printing and distribution of an updated version of the DASH Accessible Jefferson County Cultural Venues Guide listing fully accessible cultural venues evaluated by DASH members using ADA guidelines. Included are entertainment venues, museums, libraries, art galleries and businesses regularly having art exhibits. Entry notes include: ground surfaces and grades and other variations from ADA standards that may be problematic for some; needed information where special arrangements are available; and logistics information where helpful. Also included are separate lists for venues that do not have accessible restrooms but are otherwise fully accessible.

The first version of this brochure was issued in June 2012 and may be viewed on the DASH website using this link: <http://www.dashproject.org/DASH-accessible-entertainment2.pdf>. 77 venues were listed. The 2012 printing of 1000 brochures is depleted and is in need of updating to cover changes to existing entries and many new venues.

Benefits:

People with disabilities can more easily participate in community cultural life with informed confidence, lessening the common problem of isolation.

During the evaluation process owners, managers and staff receive valuable education on ADA requirements, often with suggestions for do-able solutions to problems found. Many have made accessibility improvements as a result.

In addition to evaluations for our publications, DASH provides trained ADA evaluation when requested by any business or organization, at no cost. For example, in August of last year DASH board members were invited by the City of Port Townsend to assess library renovation before construction was completed, providing useful feedback on accessibility problems we found.

Objectives:

Print and distribute 2000 brochures to established and new distribution points that welcome our brochures: visitor bureaus, accessible lodgings, community centers and other community facilities. Laminated copies to post will be given to assisted living facilities and others where appropriate.

ACCESSIBLE COMMUNITY ACT PROJECT

Deliverables:

A large number of brochures will be distributed immediately and replenished as needed for as long as our supply lasts.

Success Criteria:

Each board member will use a chart of assigned distribution points to track the amount of brochures distributed and replenished bimonthly. Response from venues listed, distribution points and from individuals using the brochure is also noted.

Resources Required:

Funds: \$847.86 (corrected)

Conservatively estimated board member staff time volunteered: 164 hours.

Potential Partners: (informal partnerships)

Up to the time the updated guide is given to the printer we will work toward positive relationships with any new Jefferson County cultural venue and do evaluations for possible entry additions. Board members also look into possible new distribution sites on an ongoing basis.

Potential Concerns:

Because we approach businesses and organizations as fellow community members interested in their success, there were none who didn't want to be included in the guide. It is possible there could be an objection to listing content but that has never happened, largely due to our educational efforts in the evaluation process.

Project Group Members:

DASH board members

Pat Teal, President

City of Port Townsend Non-Motorized Transportation Board, Jefferson County EPIAC
and Voting Accessibility Advisory Committees, Peninsula Housing Authority

Bonnie Bolster, Treasurer and project manager

Port Townsend National Multiple Sclerosis Society self-help group co-leader

Marion Huxtable

Local 20/20 Transportation Lab

Leesa Monroe

Jefferson Transit Mobility Coordinator

Elizabeth Heffern

Disabled veteran liaison for Veteran Affairs

Outside Partner Representatives: There are no formal outside project partnerships

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Project Budget

Personnel: all volunteer	\$ _____	0_
Facilities: board meeting space is donated	_____	0_
Travel: out of pocket expenses are member donated	_____	0_
Reasonable Accommodations: NA	_____	0_
Contractual:	_____	<u>\$847.86 (corrected)</u>

Printing

We will use SOS Printing in Port Townsend, which has an established helpful relationship with DASH. We will print the same amount in the same format as our updated Accessible Restaurants Guide; their formal estimate of \$420.06 (corrected) is attached to that ACA application.

Website posting

Firefly Design, also an established, very helpful local resource since creation of the DASH website, will do formatting and posting of the online version, \$95 (amount charged for concurrent formatting and posting the 2011 restaurant guide and new cultural venue guide).

Publicizing our updated guide

4" single column ads in two Peninsula newspapers, per current online rate cards:
The Leader (a Port Townsend weekly) \$48.00 for 2 monthly ads, \$96.00 (corrected)
Peninsula Daily News Sunday edition \$118.40 for 2 monthly ads, \$236.80 (corrected)
Total \$332.80 (corrected)

Supplies and Materials: on hand or member donated	_____	0_
Other Costs: none	_____	0_
Total:	_____	<u>\$847.86 (corrected)</u>

In-Kind

Other than the contracted services above, members of the DASH Board - a diverse group of dedicated volunteers who have the various skills, ADA training and experience necessary, do all project work. Every evaluation is performed with one board member using a wheelchair.

Time donated by board members for this project is conservatively estimated to total 164 hours:

- Planning the update of an existing project = 6 hours;
- At least 20 new accessibility evaluations/re-evaluations at an average of one hour each by at least 2 members, including substantial travel time where involved = 40 hours;
- Production of copy, graphics, layout and a small supply of brochure holders and printer contact = 35 hours;
- Production of publicity copy and contact with newspapers = 5 hours;
- Distribution to 13 sites and replenishing supplies bimonthly at an an average of 30 minutes per site visit, including substantial travel time where involved:
0.5 hours x 6 site visits per year x 13 sites = 39 hours per year
39 hours x 2 years (minimum time the brochure supply will last) = 78 hours

In-Kind Total: 164 hours at \$25/hour = \$4100

ACCESSIBLE COMMUNITY ACT PROJECT

Milestone Chart

MILESTONES	Responsibility	Time [in days, weeks, months, etc.]
In-person evaluations of new venues and those having ownership changes or renovations using ADA guidelines	Board members Pat Teal, Marion Huxtable, Leesa Monroe	3 months
New venues and changes are evaluated up to submission to printer	Board members Pat Teal, Marion Huxtable, Leesa Monroe	1 month
Copy, graphics and layout is finalized, approved and given to SOS Printing	Board member Bonnie Bolster	1 month concurrent with task above
Brochures are received from printer	Board member Bonnie Bolster	3 to 7 days from submission to printer (allowing for any changes or decisions needed by printer)
Brochures and tracking charts are given to board members and initial distribution accomplished	All board members	Completed in 3-6 weeks
Supplies at distribution points are tracked and replenished bimonthly	All board members	Ongoing as long as our supply lasts, estimated to be 2 to 3 years from printing