



Adaptive Recreation: Is it Right for your Business?

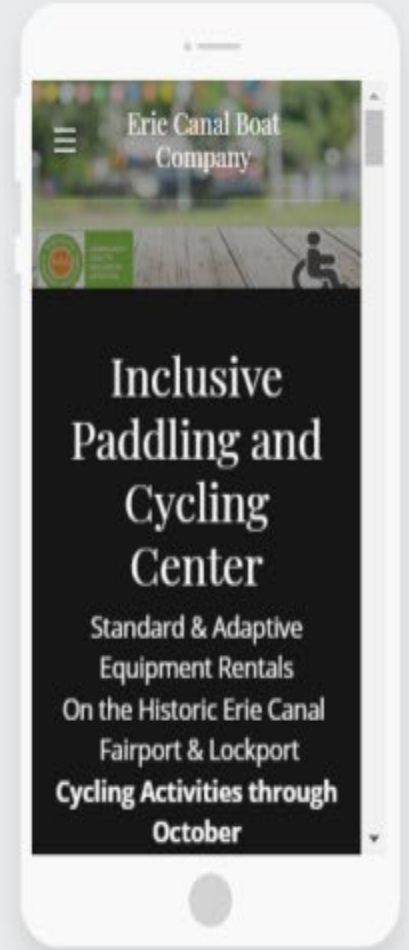
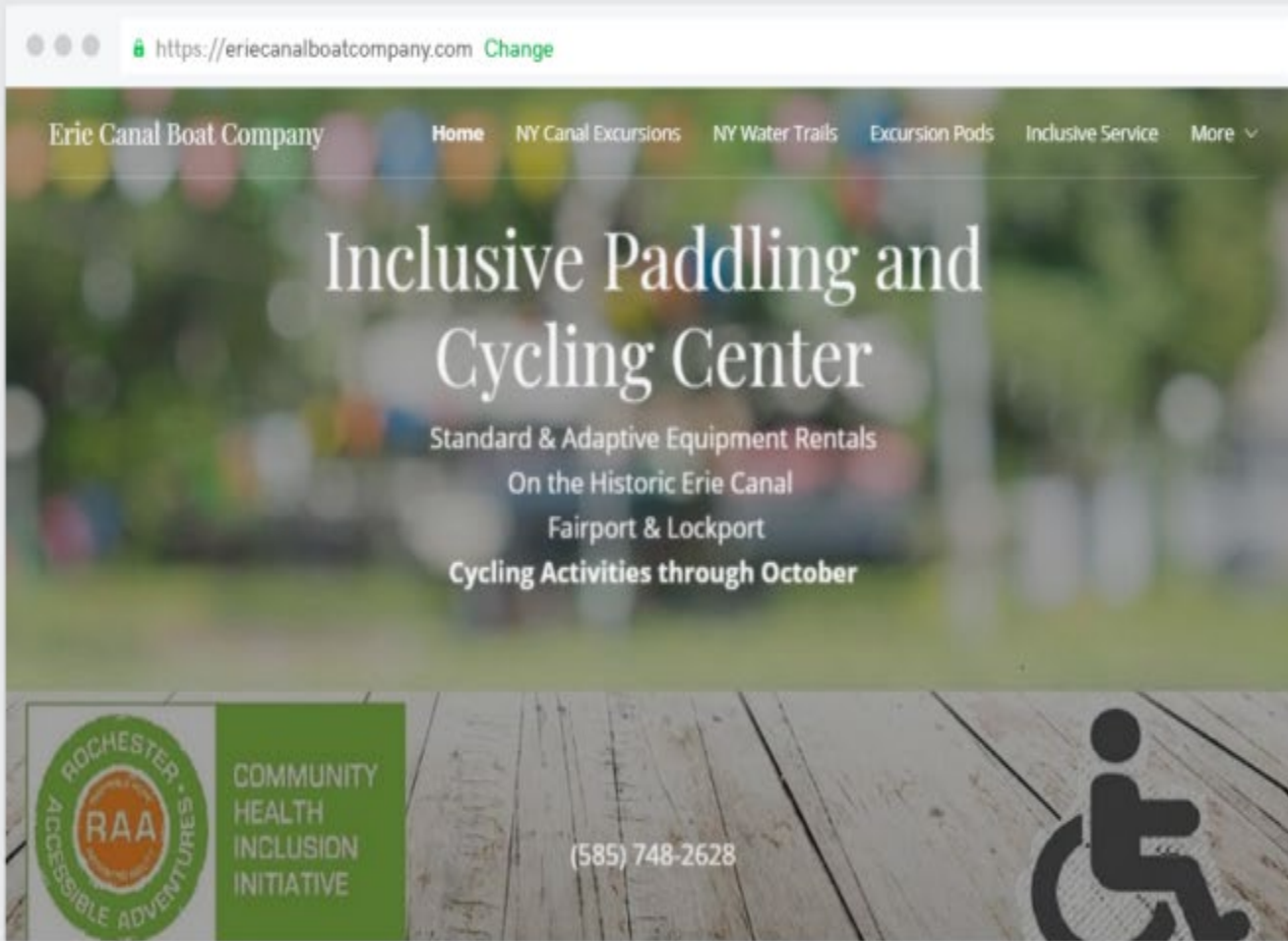
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CONNECTING THE *Outdoor Industry*





Learning Objectives

- Access
- Interest
- Population

While these may not seem like objectives, all three are necessary to understand for long term business sustainability



2005 Surgeon General's Call to Action Improve the Health and Wellness of people with Disabilities

3 Barriers to people participating in active recreation:

- **A lack of adaptive equipment**
- **Inaccessibility of programs in their home communities**
- **A lack of provider knowledge about disability**

About the ADA Standards

<https://www.access-board.gov/>

Among other things, the Americans with Disabilities Act (ADA) ensures access to the built environment for people with disabilities. The ADA Standards establish design requirements for the construction and alteration of facilities subject to the law. These enforceable standards apply to places of public accommodation, commercial facilities, and state and local government facilities.

The Access Board is responsible for developing and updating design guidelines known as the ADA Accessibility Guidelines (ADAAG). These guidelines are used by the Department of Justice (DOJ) and the Department of Transportation (DOT) in setting enforceable standards that the public must follow. Both DOJ's and DOT's current ADA Standards are based on the Board's updated ADAAG (2004). As a result, for the most part, these two sets of standards are very similar. However, each contains additional requirements that are specific to the facilities covered by the respective agencies. These additional requirements define the types of facilities covered, set effective dates, and provide additional scoping or technical requirements for those facilities. DOJ's ADA Standards apply to all facilities except public transportation facilities, which are subject to DOT's ADA Standards. The edition of the ADA Standards provided here on the Board's website includes DOJ's and DOT's a

Literally Thousands of Pages





Terms to Remember

- ADA compliant
- Universal Access
- Adaptive Programs
- Inclusive Programs
- Essential Eligibility Criteria
- Liability Wavier
- Assumption of Risk
- **Where did I put my coffee**



<https://inclusiverec.org/inclusion-u-online>



Assurance and Insurance and the legalese

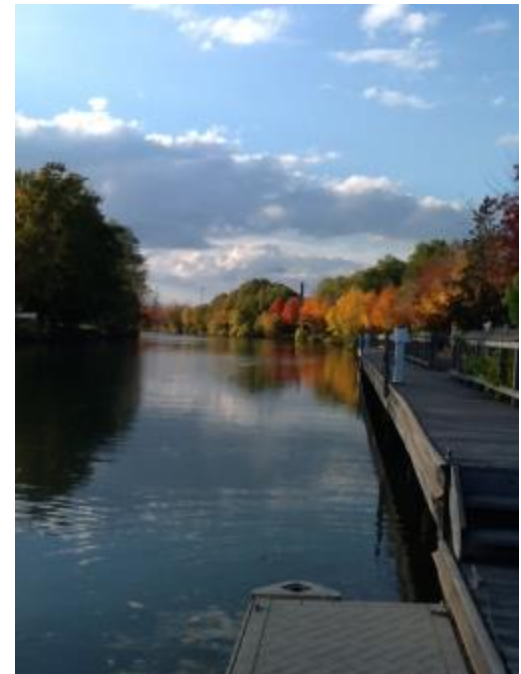


- In almost every Outdoor Sport or Recreational Activity there is an inherent risk or risks.
- As a business you cannot eliminate all risk without inherently changing the nature of the sport/activity.
- What we can do is, explain the sport/activity, and how we as a business try to mitigate (**NOT ELIMINATE**) risk.
- Participant/Guardian must accept businesses limitation and risk involved
- Business must provide proper equipment free of known defects (**what is proper equipment?**)

You can do everything correctly, everytime !

And “they” can still try to file suit against you !





What was missing?

Water ADA compatible launch capabilities

Car to launch dedicated equipent

- Bike/Walking Path
- Public Parking
- Public Dock
- New paperwork





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Access - Interest - Population



This is an ACTIVE COMMUNITY



Access - Interest - Population



This is an ACTIVE COMMUNITY



GOOGLE

1. So on to the computer to find ADA Standards
 1. as you can imagine not much help
 2. Moving On
 2. Look for similar businesses Couldn't find squat
 3. Look for NFP and NP Couldn't find diddly squat
- Look for specific activities BINGO... I found cycling

But how many people could possibly be interested



The United States 2019 population

Estimated at 329,064,917 people at mid year according to UN data.

According to the US Centers for Disease Control and Prevention (CDC)

Approximately 1 in 4 adults in the US has a disability, including impairments with **vision, hearing, mobility, and cognition.**

23% of Total Population
75.6 million people



Access - Interest - Population

23% = Over 75
Million People

Not counting their families and friends

Here comes your Multiplier

2.34





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Thank you!

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