

DASH Application for Updated Accessible Jefferson County Restaurants Guide

Budget amounts error on newspaper ads corrected

Project Plan

Contact: Bonnie Bolster, DASH Treasurer and Project Manager
360-344-3221; bonbolster@olympus.net
1365 McClellan Street, Port Townsend WA 98365

or

Pat Teal, DASH President
360-385-1790; contact@dashproject.org
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 popular DASH Accessible Jefferson County Restaurants Guide listing fully accessible restaurants evaluated by DASH members using ADA guidelines.

The first version of this brochure was issued in 2005 and updated versions were issued in 2007 and 2011. Included are useful details (for example, minor variations from ADA guidelines), and a separate list of restaurants that do not have accessible restrooms but are otherwise fully accessible. Our last version may be viewed on the DASH website using this link:
<http://www.dashproject.org/2011%20Accessible%20Restaurant%20Guide.pdf>.

Benefits:

People with disabilities can go to a restaurant with informed confidence and more easily participate in community social life, lessening the common problem of isolation.

During the evaluation process owners and managers 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 an entry in our Guide, qualified restaurants are given a DASH "Fully Accessible Restaurant" window sticker to encourage patronage by people with disabilities. (Our window sticker can be viewed on our website at the link above.)

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.

Deliverables:

A large number of brochures will be distributed immediately and replenished as needed for as long as our supply lasts. The 2011 printing of 1000 brochures was stretched to last about 2½ years, leaving many dispensing points not replenished much earlier.

Success Criteria:

ACCESSIBLE COMMUNITY ACT PROJECT

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

Resources Required:

Funds: \$847.86 (corrected)

Conservatively estimated board member staff time: 147 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 restaurants 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 restaurants as fellow community members interested in the success of their business, there were no owners or managers who didn't want to be included in the updated guide. (That response has been extremely rare from the first Accessible Restaurant Guide in 2005 on but is honoured.) It is possible a restaurant could object to content in their listing 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

ACCESSIBLE COMMUNITY ACT PROJECT

Project Budget

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

Printing

We will use SOS Printing in Port Townsend, which has an established helpful relationship with DASH. Their formal estimate of \$420.06 (corrected) is attached.

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 (the amount charged for concurrent formatting and posting of 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	_____	<u>0</u>
Other Costs: none	_____	<u>0</u>
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. Evaluations of new Jefferson County restaurants and those having change of owner or renovations were recently completed and production of final copy for printing is currently in process. Every evaluation is performed with one board member using a wheelchair.

Time donated by board members for this project is conservatively estimated to total 147 hours:

- Planning the update of an existing project = 6 hours;
- 14 new accessibility evaluations at an average of one hour each by at least 2 members, including substantial travel time where involved = 28 hours;
- Production of copy, graphics, layout, a small supply of brochure holders and printer contact = 35 hours;
- Distribution to 13 sites and replenishing supplies bimonthly, at 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 (the minimum time the brochure supply will last) = 78 hours

In-Kind Total: 147 hours at \$25/hour = \$3675

ACCESSIBLE COMMUNITY ACT PROJECT

Milestone Chart

MILESTONES	Responsibility	Time [in days, weeks, months, etc.]
In-person evaluations of new restaurants and those having ownership changes or renovations using ADA guidelines	Board members Pat Teal, Marion Huxtable, Leesa Monroe	Completed in October 2014
New restaurants 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