



**Making your
Haunt Accessible
It's not so Scary**

Christopher Silvia and Glenn McKnight

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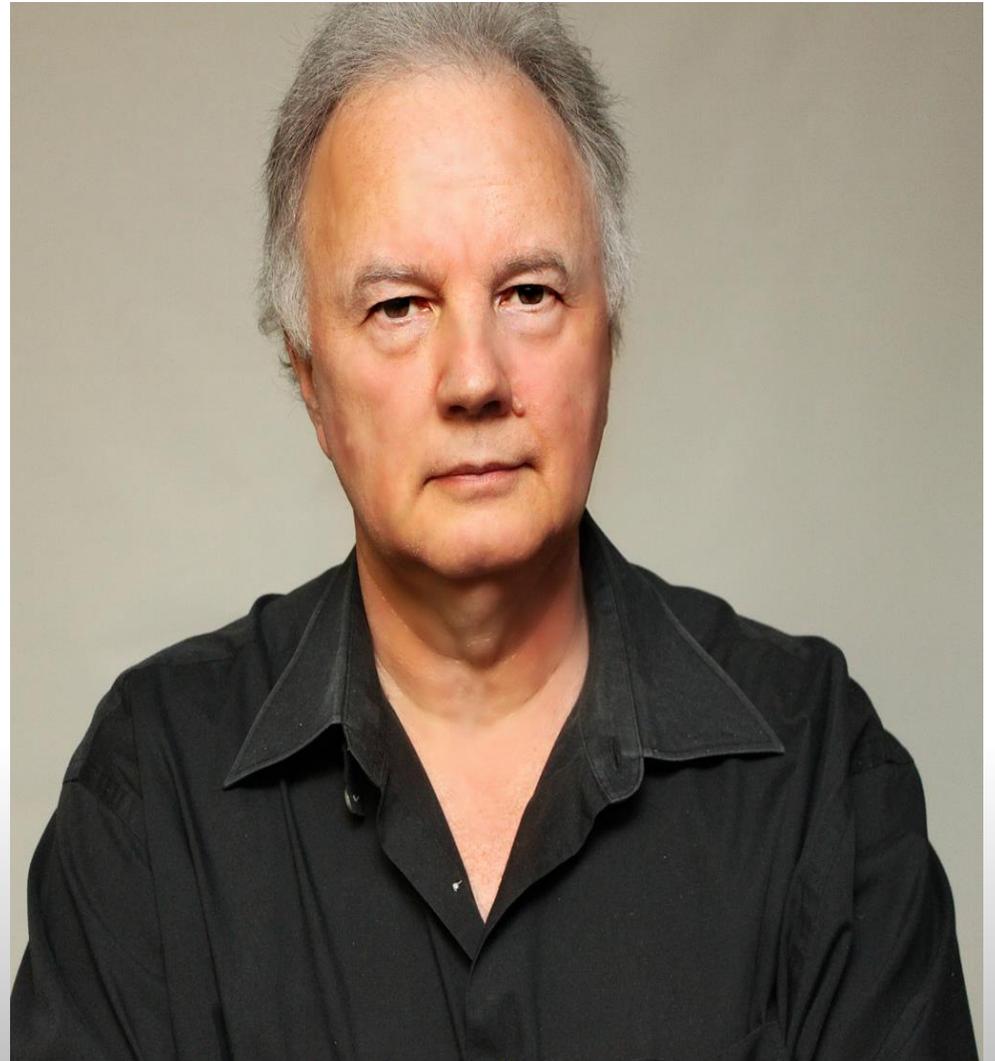
Our Goal

The aim of this presentation is to take some of the fear or anxiety out of the process to help you plan, design and retrofit your Haunt Attractions to be accessible for the mobility impaired, and to present a different perspective on the issue of ADA compliance in hopes of bringing you the benefits of inclusion.

Christopher Silvia



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Haunting Industry

- Estimate there are between 3,000 and 5,000 haunted attractions charging admission fees to their events.
- Estimate that there are over 300 amusement facilities producing some sort of Halloween event.



Basic Regulations for Public Buildings

Building code

- Occupancy permits
- Signage
- Emergency Lighting
- Parking
- Washrooms
- Exits

Fire Inspections

- Fire extinguishers
- Flame Retardant Materials
- Material storage
- Fire Alarms

**What do you
think Accessibility is?**

Accessibility Checklist

- Parking spaces
- Drop off zone
- Ramps
- Entrances
- Ticket Booth
- Signage
- Washrooms
- Bypasses
- Interior ramps
- Hallways
- Turns
- Exits



Accessible
Insights



Haunt Industry and Compliance

As with all public buildings, a haunted attraction must abide by the building code requirements set down by the ADA.

Exemptions

Temporary attractions can have more flexibility depending upon local building inspectors.

Historic Buildings could get a pass with the proviso that the retrofits would impact too greatly the it's designation, but it's imperative to have signage at the ticket booth, entrance and website stating emphatically that the haunt is not accessible.

ADA Reality Check

There have been relatively few ADA-related lawsuits only 650 in the past 5 years nationwide compared to the 6 million businesses, 666,000 public and private employers and 80,000 units of state and local government to which the regulations apply.

What are your legal requirements

The Act requires a 90-day notification be given to a business to fix whatever is not compliant before a lawsuit is filed.

Legal Reprucusions

Both existing and new facilities that do not comply with ADA regulations face fines as high as \$55,000 for a first offense and a \$110,000 fine for any offense thereafter.

Reality Check

The law only requires that public accommodations (e.g. stores, banks, hotels, and restaurants) remove architectural barriers in existing facilities when it is "readily achievable", i.e., it can be done "without much difficulty or expense."

Are there extra costs?

It depends if it's a new haunt or a major retrofit of an existing haunt in a old warehouse

If it's a new haunt no extra costs should be incurred.

Make sure the tickets, booth and website should state emphatically which haunts are accessible. It doesn't scare people away. Be upfront and honest, your customers would appreciate it.

It`s not all bad news

Look at Compliance as an
Opportunity

It's not all cost...

According to Dr. Scott Rains researcher on Tourism and the Disabled community

Quote

"The total tourism expenditure attributable to this group is \$8bn per year or 11% of overall tourism expenditure."



The Seven Principles of Universal Design

#1 Equitable Use

The design does not disadvantage or stigmatize any group of users.

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"I'm so proud to be part of a profession that has never discriminated against women."

search ID: shr1056



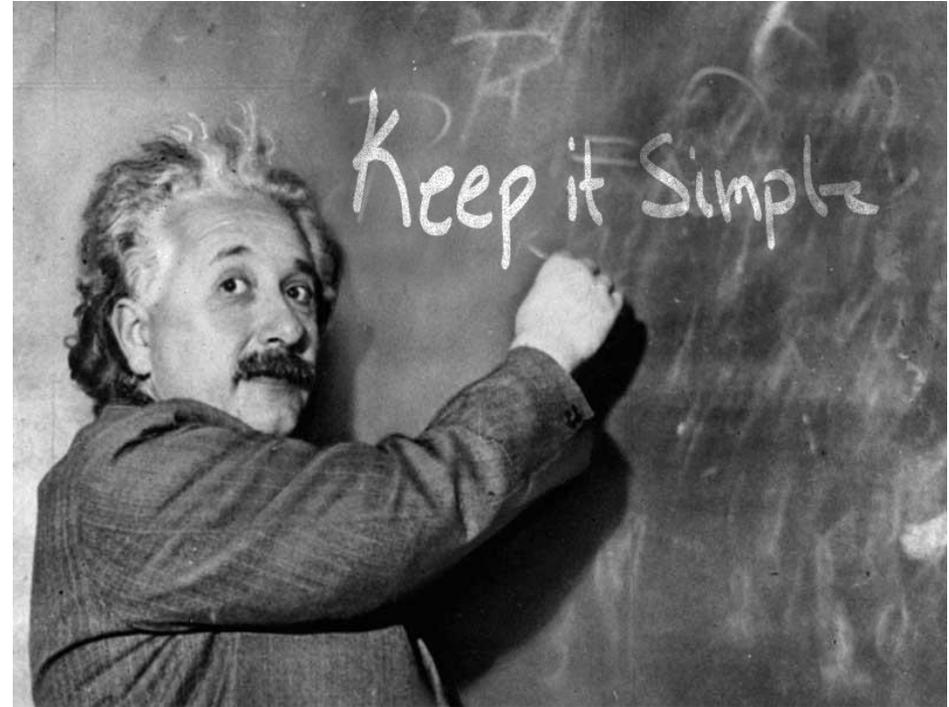
#2 Flexibility in Use

The design accommodates a wide range of individual preferences and abilities.



#3 Simple, Intuitive Use

Use of the design is easy to understand, regardless of the user's experience, knowledge, language skills, or current concentration level.



4. Perceptible Information:

The design communicates necessary information regardless of ambient conditions or the user's sensory abilities.



#5. Tolerance for Error

The design minimizes hazards and the adverse consequences of accidental or unintended actions.



#6. Low Physical Effort

The design can be used efficiently and comfortably, and with a minimum of fatigue.



#7. Size and Space for Approach & Use

Appropriate size and space is provided for approach, reach, manipulation, and use, regardless of the user's body size, posture, or mobility



7 Goals of Universal Design

Seven Goals of Universal Design

- Body fit - accommodating a wide a range of body sizes and abilities
- Comfort - keeping demands within desirable limits of body function and perception
- Awareness - insuring that critical information for use is easily perceived
- Understanding - making methods of operation and use intuitive, clear and unambiguous

Seven Goals of Universal Design

- Social integration - treating all groups with dignity and respect
- Personalization - incorporating opportunities for choice and the expression of individual preferences
- Appropriateness - respecting and reinforcing cultural values and the social and environmental context of any design project.

Observations

Physical Design and Layout

Scary Haunts: Not in the Good Way

Problem Areas

Parking: Wall of Shame

- No reserved Handicaped parking spaces
- Insufficient marked spaces
- No extra width for ramp drop down
- No curb cuts
- Illegal parking of cars in designated spots



Entrances: We caught one!

- Make sure you have a bypass entrance which is barrier free entrance.
- In this case the turnstyle is a nice feature for crowd control but can pose serious problems for those in a wheelchair



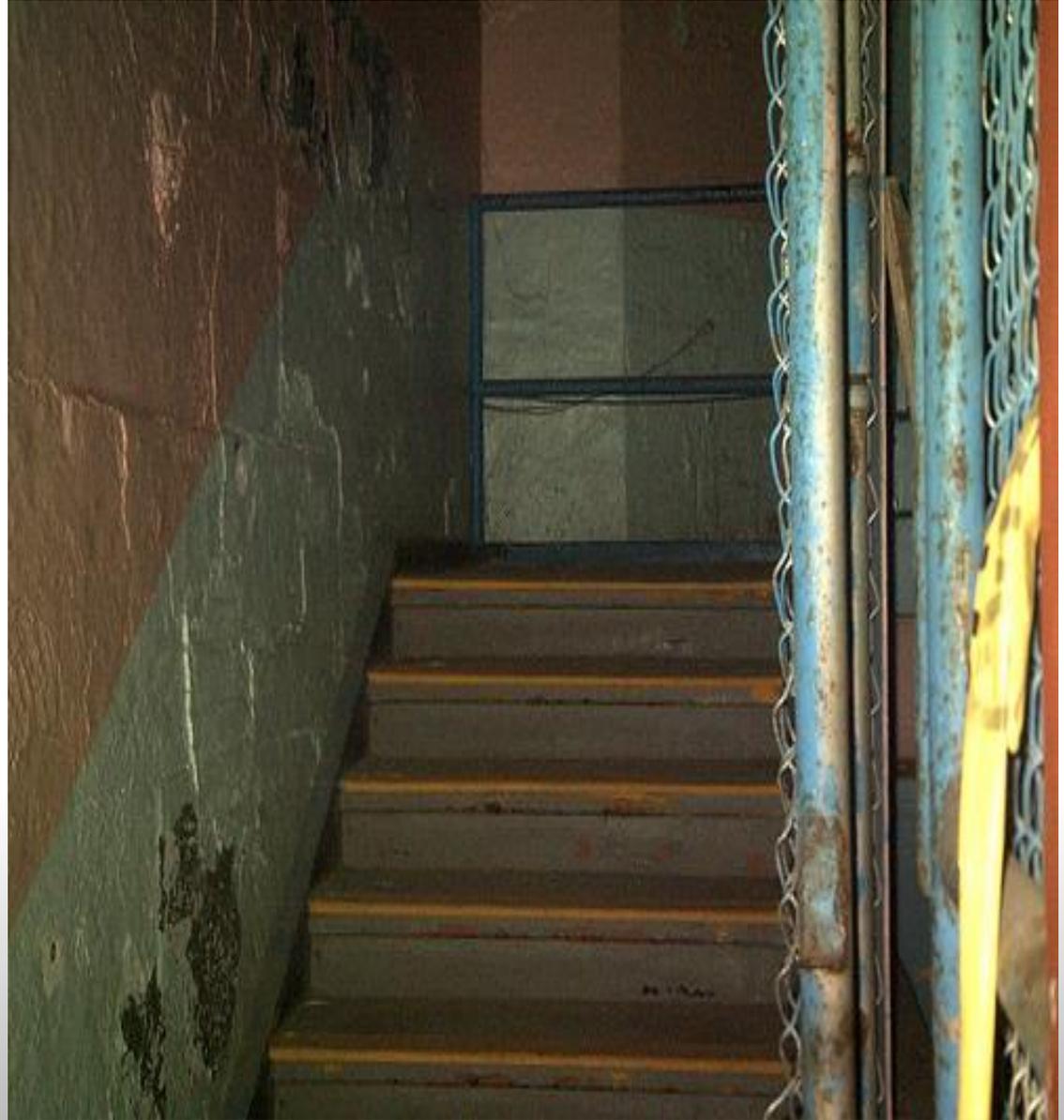
Entrance: Watch your Step, Duh.....





Different Levels

Sometimes different levels are just unavoidable.



Hallways

Obviously hallways can be a big issue.

- Width
- Props
- Lighting
- Sharp objects
- Injuries
- Scares
- Turns



Compliant Haunts

Doing it right can still be scary

Lighting

Good lighting provides safety features and sets the mood without compromising the experience

It provides the margin of error to provide adequate safety to avoid tripping hazards



Bypasses

Bypasses are perfectly acceptable as long as it's under 80% of your attraction.

I don't want to pay to see an attraction and end up being led through 15 bypasses.

Theme your bypass areas.

Bypass areas should be themed or at least blacked out. Having to pass through a work, or break area as a bypass completely removes the guest from the atmosphere and suspended belief that you worked so hard to achieve in your haunt.

Accessible Parking

Accessible Parking does not necessarily mean next to the main entrance.

A level appropriately spaced parking spot is more important than it's proximity to the front door.

Space for wheelchair van lifts as well as enough room to enter and exit vehicles with a wheelchair are a must.



Bathrooms



Recommendations

Communication Strategy

Have correct information when contacted about accessibility.

- Website
- Phone
- On Site

Contact ADA

Disability and Business Technical Assistance Centers at (800) 949-4232 (voice and TTY)

The **U.S. Architectural and Transportation Barriers Compliance Board**, or **Access Board**, may be contacted at (800) 872-2253 (voice) or (800) 993-2822 (TTY)

The Disability Rights Education and Defense Fund ADA Hotline is open for ADA technical assistance at (800) 466-4232 (voice and TTY).

Next Steps *(haha)*

Visit the Haunt Accessibility Website

<http://www.hauntaccessibility.com>

-ADA Guidelines and more

Download the Slideshow at SLIDESHARE.NET

ADD URL

Complete the online survey(checklist)

<http://hauntaccessibility.com/checklist/>

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Scott Rains, Seven Principles and Seven Goals of Universal Design

<http://www.slideshare.net/srains/universal-design-the-seven-principles>

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