

Disability Rights Cost Benefit Analysis

Project Name: Disability Rights

Prepared By: Disability Rights Group

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A Project Overview and Background

The buildings owned and operated by the College of Charleston as well as other business owners in the city of Charleston are nearly all historic in nature, but may not be up to date with current local, state, and federal disabilities compliance regulations. Failure to uphold these laws may result injuries, costly lawsuits, or law enforcement action against the property owner(s). However, given the historical nature of the properties, compliance and preservation may not always coincide with each other. Therefore, our group has defined and outlined several steps that can help a business owner make sure their property is up to current disabilities standards, whilst at the same time remaining aesthetically pleasing and historically accurate.

B Discussion of Alternatives

Discuss the project ground rules and assumptions.

For our plan to take place, the business owner must first assess the current level of accessibility of their property and make a decision about whether or not they need more accessibility or would like the historical patina of their building better preserved. Once this decision is made, the steps outlined in our proposal may be followed.

Status Quo – Current Process (As-Is Model)

Currently, most of the buildings in the downtown Charleston district including those not owned and operated by the College of Charleston deemed historically significant are not handicapped accessible. This poses legal problems for the owners as well as accessibility and breaches of Constitutional rights issues for the disabled. Although other plans have outlined steps similar to our plan, most fall short of providing long term solutions and instead either substitute temporary fixes at the cost of safety or strict coherence at the cost of historical accuracy.

Discussion of Alternative Concepts and Goals

The owner should follow the three assessment steps outlined in the proposal and listed here for reference:

- 1) Review the historical significance of the property
- 2) Assess the property's current and required level of accessibility
- 3) Identify and evaluate accessibility options within a preservation context

Once these qualities have been assessed and necessary actions identified, a panel of advisors should be formed to oversee the final construction and implementation of the proposed renovations.

- **Program Concept**

The goals of our work plan are to provide the business owner a means by which to comply with all current disability accessibility legislation whilst still maintaining a historically accurate structure.

- **Technical Concept**

Technologies necessary for this proposal will undoubtedly include computers at most steps in the planning and construction process. Further technologies may be warranted depending on the necessary renovations.

Acquisition Strategy

In most instances, funding will fall to the business or property owner. However, additional funds may be sourced from several historical preservation societies both local and national, as well as multiple government sponsored small business programs.

Schedule

After the initial 3-step assessment process outlined above and discussed in detail in the proposal, the actual schedule will be dependent on several factors including:

- Necessary renovations
- Current use of the structure
- Current location of the structure
- Property zoning regulations

c Life Cycle Costs and Benefits

Discuss the costs and benefits of the product according to its life cycle.

SWOT analysis

The following SWOT analysis, we will analyze our proposal's strengths (S), weaknesses (W), opportunities (O) and threats (T).

S <ul style="list-style-type: none">· Each property is individually assessed· Most cost effective solution· Aesthetics of the property maintained·	W <ul style="list-style-type: none">• Assessment Period May Take Time• More costly than just a temporary solution
O <ul style="list-style-type: none">· Input from experts in various fields· Expand clientel base· Community sees positive change	T <ul style="list-style-type: none">· Lawsuits may still be filed during the process

C.1 Opportunities

The opportunities our proposal gives to the business owner are very important. By consulting and bringing on a board of advisors who specialize in the topics they'd be advising on, the owner is presented with the best advice possible at all times on everything from current ADA legislation and legality issues to historical preservation advice. The property owner is also expanding their clientele base to accommodate those who may not have even heard of their business before the renovations began taking place. Furthermore, the community

will see the positive change and improve on the business's repertoire with the community, reinforcing its presence and again and possibly expanding the clientele base.

C.2 Threats

The main threat to our proposal is that it takes time to fully realize. This means that during the intermittent time between the start and end of the project, the owner may be sued. Though we have equipped the board of advisors with legal advice in the form of ADA and personal lawyers to alleviate this issue, the fact remains that it is still present.

C.3 Strengths

The best strengths of our proposal are focused around the fact that each property is assessed and evaluated on a turn by turn basis. This is the reason our proposal is more of an outline of actions rather than a concrete list of things to do. This way, each property's historical significance is protected in a manner that both meets the needs of the disabled and the needs of the owner, thus providing the most returns for a given amount of money.

C.4 Weaknesses

As mentioned above, our proposal is specific in nature. Thus the assessment period may take a longer amount of time than what the property owner originally anticipated. Furthermore, based on this assessment, the renovations may cost more than the "quick-fix" or low budget solution the owner may have hoped for.

D Marketing

D.1 Marketing objectives

We hope to have our proposal accepted by local property owners in the next 6-8 months with actual renovations taking place during the following quarter.

D.2 Marketing strategy

Our strategy for marketing our proposal is both a letter to major businesses in the Charleston area, including the College of Charleston itself, as well as brochures, flyers, and viral internet ads on demographically popular websites and in visited businesses in and around the Charleston area.

D.3 Target market

Our proposal's target audience is that of business or property owners living and/or operating out of historically significant properties in the Charleston area.

D.4 Positioning

<Disabilities Rights Cost Benefit Analysis>

We want our proposal and by extension, our company to be seen as a bridge between business owners, the disabled and those that represent them, as well as the historically conscious Charleston populace at large. Rather than back one side of the renovation issue, we aim to take a neutral stance to avoid isolation of any one group while providing meaningful, constructive cooperation among the three. In this way, the community will see us as an aid to their city, and the business owners and disability advocates will see us as a solution to their problem.

D.5 Place

Ideally our group would want to operate out of one the very building we helped to renovate. Not only would this provide us an opportunity to show off our work, but it would also demonstrate our resolve to our cause.