

## **Procedures for Ticket Sales at LionTree Arena: Accessible Seating Requirements**

### **SCOPE**

These procedures apply to ticket sales for events held at LionTree Arena at UC San Diego.

### **SUMMARY**

The University of California, in accordance with applicable Federal and State law and University policy, does not discriminate on the basis of pregnancy, physical or mental disability, medical condition (cancer related or genetic characteristics), or any other protected category. UC San Diego is committed to providing access to its programs and facilities to people with disabilities. These procedures are intended to ensure that patrons are provided with the same opportunity to purchase tickets for accessible seats and non-accessible seats.

### **DEFINITIONS**

Accessible Seat: Space specifically designed for wheelchairs and includes features such as an accessible approach, location at grade, clear floor space, and larger dimensions.

Companion Seat: seat for individuals that are attending an event with someone who requires an Accessible or Semi-Ambulatory Seat.

Designated Aisle Seat: Aisle seats with retractable or removable armrests that are designated by the accessibility icon on the seat.

Semi-Ambulatory Seat: seat reserved for those with limited mobility that may require walking a few incline/decline stairs.

Non-Accessible Seats: All seats that are not an Accessible Seat, a Companion Seat, or a Semi-Ambulatory Seat.

### **RESPONSIBILITIES**

Director of Ticket Sales and Operations: Responsible for overseeing implementation of all online ticket sales, including facility event manifests, seating locations, pricing and assignments. This position is responsible for creating plans and procedures for ticket sales, ticketing operations, and customer service issues. The position shall serve as the primary point of contact for ticket platform providers, event promoters, and UC San Diego Facilities Management.

Assistant Director of Ticket Sales and Operations(s): This position is responsible for building event sales using online and on-site transaction platforms. The Assistant Director will handle customer service and related activities during business hours and on-site at events. Interacts with facility/event staff to ensure compliance with customer requests and applicable policies.

Facility/Event Staff and Ushers: UCSD employees who are responsible for assisting patrons in locating their seats, directing patrons to the Box Office for exchanging Non-Accessible Seats for Accessible Seats for eligible patrons, and addressing other customer service issues.

Event Sellers: On Event Day & during Business Hours, these positions manage event entry through verifying validity of admission tickets. Event Sellers assist patrons in locating their seats, exchanging

Non-Accessible Seats for Accessible Seats for eligible patrons, and addressing other customer service issues. Event Sellers manage on-site ticket transactions, as well as paid and complimentary will call ticket distributions.

## **POLICIES and PROCEDURES**

### **1. Eligibility to Purchase Accessible Seats.**

- a. People with mobility disabilities who require accessible seating because of their disabilities are permitted to purchase tickets for Accessible Seats. This group includes people who use wheelchairs, those who use other mobility devices, and people who cannot climb steps or walk long distances because of significant arthritis or severe respiratory, circulatory, or cardiac conditions. Individuals who have a disability that requires use of the accessible features that are provided in accessible seating are also permitted to purchase Accessible Seats, including people who cannot sit in a straight-back chair or those whose service dogs cannot fit under a Non-Accessible Seat or lie safely in the aisle.
- b. Tickets for Accessible Seats may be sold to individuals who require accessible seating themselves or to someone purchasing on their behalf.
- c. People who do not fall within the categories described in 1(a) and 1(b) but merely have a preference for accessible seating are not entitled to purchase Accessible Seats.

### **2. Verifying Eligibility to Purchase Accessible Seats.**

- a. UC San Diego cannot require proof of disability as a condition for purchasing tickets for Accessible Seats.
- b. UC San Diego may ask purchasers to state that they have a disability that requires, or they are purchasing tickets for someone who has a disability that requires, the features of an Accessible Seat.

### **3. Manner and Conditions of Sales.** UC San Diego shall sell tickets for Accessible Seats in the same manner and under the same conditions as all other ticket sales.

- a. The UC San Diego Director of Ticket Sales and Operations is responsible for ensuring compliance with this Section 3, including ensuring that tickets for Accessible Seats and Non-Accessible Seats are sold (a) during the same hours; (b) through the same methods of purchase (including by telephone, on site, through a website, or through third-party vendors); and (c) during the same stages of sales (pre-sales, promotions, general sales, wait lists, or lotteries).

### **4. Online Ticket Sales.** The UC San Diego Director of Ticket Sales and Operations is responsible for ensuring that online sales displays indicate which Accessible Seats are for sale and for ensuring that the ticket sales website is accessible.

- a. **Identification of and Information about Accessible Seats.** UC San Diego must provide the same information about Accessible Seats as it provides about Non-Accessible Seats, using the same text and visual representations. Maps or displays of seating

configurations on websites , pamphlets, or brochures, must include information on Accessible Seating in the same detail as is provided on Non-Accessible seating. UC San Diego shall also ensure that entities with whom it contracts to sell tickets for events at LionTree comply with this provision.

- i. Description of Accessible Seats shall detail that the seats may be used as Accessible or Companion seats.
5. **General Admission Events.** For events without reserved seats, patrons shall be informed that their purchase of a single general admission ticket may be used for any single seat, including an accessible seat, companion seat, semi-ambulatory seat, or designated aisle seat.
6. **Pricing.** The UC San Diego Director of Ticket Sales and Operations is responsible for ensuring that (1) tickets for Accessible Seats are generally offered in all price categories offered for Non-Accessible Seats and that (2) tickets for Accessible Seats are not priced higher than tickets for Non-Accessible Seats in the same seating section. In those situations where accessible seating is not available because of inaccessible features or it is not readily achievable to remove the barriers in a part of the venue, UC San Diego must offer a proportional number of seats in an accessible location at the same price. The ratio of the total number of seats in the non-accessible price level to the total number of seats in the venue is used to determine the number of accessible seats that must be provided in an accessible location.
7. **Purchasing Multiple Seats (including Companion Seats).** People purchasing a ticket for an Accessible Seat may purchase up to three additional seats for their companions in the same row and these seats must be contiguous with the Accessible Seat. Accessible Seats may be used as companion seats. If contiguous seats have already been sold and are not available, UCSD must offer other seats as close as possible to the Accessible Seat. If those seats are in a different price category, UCSD is not required to modify the price and may charge the same price as it charges others for those seats.
8. **Releasing Accessible Seats to the Public is Prohibited.** Tickets for Accessible Seats may not be sold to members of the general public.
9. **Exchanging Seats and Relocating Customers.**
  - a. If a customer who purchased a Non-Accessible Seat needs an Accessible Seat(s), UCSD must swap their current Non-Accessible Seats with Accessible Seats within the venue at the same price or higher value (if available).
  - b. If all Accessible Seats are sold out for the event, UCSD may choose to relocate patrons who do not have a disability but who are seated in an Accessible Seat to general seating in order to move patrons with disabilities who are eligible for Accessible Seats into those Accessible Seats. If all seating for the event is sold out, UCSD is not required to sell or exchange Accessible Seating based on need. The facilities/event management team should endeavor to provide alternative reasonable accommodations if there is a solution within the venue.

**10. Accessibility Contact for LionTree Arena.** The Director of Ticket Sales and Operations shall be the lead accessibility contact for Lion Tree Arena. Additional accessibility contacts may be designated. Contact information about accessibility contacts shall be publicized.

**11. Training**

- a. Associate Director Events and Operations in the Department of Recreation shall, at least annually, conduct a training for Event Staff and ushers regarding these procedures.
- b. At least annually, the UC San Diego Director of Ticket Sales and Operations shall conduct training regarding these procedures for all members of the staff of the Triton Box.

**RELATED INFORMATION**

[University of California Anti-Discrimination Policy](#)

[University of California Policies Applying to Campus Activities, Organizations and Students \(PACAOS\) 140](#)

<https://www.ada.gov/resources/ticket-sales/>

<https://archive.ada.gov/stadium.txt>

**REVISION HISTORY**

Issued:

## **Implementation Checklist for Compliance with Accessible Ticketing Procedures**

### **BEFORE TICKET SALES BEGIN**

Ensure that a legally sufficient number of Accessible Seats are for sale at all times. (Currently 2010 ADA Section 221.1 (<https://www.ada.gov/law-and-regs/design-standards/2010-stds/#221>))

**Table 221.2.1. Number of Wheelchair Spaces in Assembly Areas**

<b>Number of Seats</b>	<b>Minimum Number of Required Wheelchair Spaces</b>
4 to 25	1
26 to 50	2
51 to 150	4
151 to 300	5
301 to 500	6
501 to 5000	6, plus 1 for each 150, or fraction thereof, between 501 through 5000
5001 and over	36, plus 1 for each 200, or fraction thereof, over 5000

Source: <https://www.ada.gov/law-and-regs/design-standards/2010-stds/#221>.

Ensure that the same information is provided about Accessible Seats as Non-Accessible Seats everywhere that tickets are sold (e.g., online, over the phone, paper advertisements). Confirm that the following is displayed online:

- 1) Location of seat
- 2) Price of seat
- 3) Ensure that Accessible Seats are identifiable (e.g., accessibility icon or otherwise)
- 4) Accessible Seats available in the same manner as Non-Accessible Seats (e.g., through website, phone, etc.)
- 5)

Test online sales platform. Verify that a patron could buy an Accessible Seat from online display and through any other points of sale.

### **Resources for Using Paciolan Software**

- i. Learning Center: <https://paciolan.my.site.com/service/s/article/LCS-Facilities-Deep-Dive-Three-Part-Series>
- ii. Send questions to [learning@paciolan.com](mailto:learning@paciolan.com)

iii. Kyle Minasian (kminasian@paciolan.com) or Gary Styve Gary (gstyve@paciolan.com)

**BEFORE THE EVENT BEGINS**

- Check that all pathways are unobstructed
- Check that all door entrances are unobstructed
- Check all ADA stalls in restrooms for obstructions and functionality
- Check that all ADA companion seats are set and functional (Sections 102, 107, 111)
- Check floor seat setup so that ADA seating is available and unobstructed
- Meet with security supervisor to ensure all spaces are staffed to assist patrons
- Pre-staff meeting with Recreation full-time and student staff working the event of where to direct patrons looking for help; review procedures for permissible questions to ask patrons regarding disabilities and procedures for swapping Non-Accessible Seats for Accessible Seats

Make sure to designate accessible