

Q: What is the Accessible Icon Project?

A: That depends on who you ask: it is an [ongoing work of design activism](#) or it's an illegal [rebranding](#) that does little to advance the causes it claims to be advocating for.

Q: What are some of the pros of this project for Madison?

A:

- It is more dynamic and highlights the individual, not the chair
- Project [replaces the word](#) "Handicapped" with "Reserved" or "Accessible". The City of Madison Parking Utility signs already do not use the word "Handicapped" and those [required by the City's Building Inspection agency only use the word "Reserved"](#), so this change would not affect
- Some US states have adopted the new sign, as have cities [across the globe](#)
- [It brings awareness](#) and [starts a discussion](#) about disability rights and accessibility
- It updates an existing logo, while retaining similar design elements and recognizability

Q: What are some of the cons of this project for Madison?

A:

- It is [confusing for businesses](#), who could [face litigation under Title III of the ADA](#) or would risk violating local laws if the Madison ordinance passes
- Use of a symbol other than the International Symbol of Accessibility (ISA) [requires a waiver](#) under the Architectural Barriers Act (ABA) and it is debatable whether the new symbol is "equivalent" under the ADA
- Use of a symbol other than ISA is a violation of [Wisconsin Statutes §101.13\(7\)](#), and subject to a \$50 fine. See also Wis. Stats. [101.13\(5\)\(a\)&\(b\)](#)
- [Wis. Admin. Code §200.07](#) adopts the International Sign of Accessibility as the official traffic sign. There isn't a local ordinance regarding ISA because, as an issue of statewide concern, WI code would pre-empt local home rule authority.
- The [US Department of Transportation](#) and the Federal Highway Administration have rejected the new logo. Any state that accepts federal highway funds must adopt the Manual of Uniform Traffic Control Devices (MUTCD), meaning use of the sign violates 23 USC §109, 23 USC 402 and 23 CFR 655.603.
- [It doesn't cover all disabilities](#) and [perpetuates a stereotype](#) against those not propelling their own chairs
- Potential for public confusion (e.g. a person who needs a walker may not understand that they may use that space) is significant, especially since there is no change in accessibility
- It is not recognized [by the International Organization of Standardization \(ISO\)](#), meaning the new symbol is technically against international law (though it is unlikely that there will be repercussions for such violations)
- It is seen by many as [divisive](#) and frivolous

Q: Have other municipalities/organizations adopted this symbol?

A: Yes. Examples include, but are not limited to: [New York City](#); [New York](#); [Connecticut](#); [US Social Security Administration](#); [US Department of Treasury](#); [Phoenix, AZ](#); [Malden, MA](#); [Cigna Medical Group](#); multiple colleges and high schools, [including Edgewood College in Madison](#).

Q: How much will it cost?

A: Estimates vary. Depending on how the Madison ordinance is written, it could be cost-neutral (only replacing old signs with the new logo as needed) or it could be a major undertaking, replacing all existing signs and litigating

businesses that don't comply with the new ordinance. The project does potentially leave the city open to lawsuits for being non-compliant with existing regulations.

Q: Why is Old National Bank involved in changing the Accessibility sign?

A: [Old National Bank](#), in cooperation with its Abilities First Associate Resource Group, is encouraging lawmakers to update the symbol of Accessibility sign from “handicapped” to “reserved,” and update the symbol. Old National's Abilities First Associate Resource Group launched the petition in Evansville, Indiana during Disability Employment Awareness Month in October 2016 and in Madison, Wisconsin in May 2017. The aim is to adopt the new symbol in the Midwest, where ONB does business. In March 2017, the Indiana House of Representatives adopted [House Resolution 41](#) in favor of encouraging the US Congress to study implementation of the new signage. The state of Indiana has not changed its accessibility symbol, unlike the states of New York and Connecticut.

Q: What is the [history of the Accessibility sign](#)?

A:



Q: Is there an example of the two logos side-by-side?

A: Yes.

[Current Wisconsin sign](#)



[Current New York sign](#)



Q: Does the signage change accessibility requirements?

A: No.

Q: What are some other options for improving access and awareness?

A:

- Local design competition to raise awareness
- Local competition to improve accessibility across a rubric with specific criteria (voluntary competition not just the letter, but the spirit of the law)
- Support State or Federal legislation to improve access and/or change symbol to reflect improved access