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Making Business Accessible



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Outline

- Provincial Scene
 - Ontarians with Disabilities Act, 2001
 - Accessibility for Ontarians with Disabilities Act, 2005
- Creating an Accessible Community
- The Basic Retail Accessibility Checklist
- Resources



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Provincial Scene





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Accessibility: An Issue of Growing Importance

- According to Statistics Canada, approximately 13.5 per cent (1.5 million) Ontarians have a disability. *
- This number is predicted to grow to approx. 20% within 20 years.*
- Ontarians with disabilities have untapped potential to contribute to labour market. Unemployment rate of Ontarians with disabilities is 5 times higher (26%) than unemployment rate of Ontarians without a disability (5%)
- Royal Bank Financial Group study indicates people with disabilities have spending power of \$21-25 billion a year in Canada

Source: *Statistics Canada's Participation and Activity Limitation Survey (PALS) 2001

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ODA Context

The Ontarians with Disabilities Act (ODA) 2001:

- Sets accessibility planning obligations for approximately 850 public sector organizations:
 - Ontario government ministries and agencies
 - colleges and universities
 - hospitals
 - school boards
 - municipalities
 - Public transportation organizations
- Voluntary. No standards. Limited enforcement.
- No obligations on private sector, but encouraged to develop and implement accessibility initiatives.

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The Accessibility for Ontarians with Disabilities Act, 2005 (AODA) became law on June 13, 2005

- First Canadian jurisdiction to regulate accessibility standards
- Mandatory accessibility standards for public, broader public and private sectors in all key areas of daily living
- An inclusive and transparent process for developing and implementing clear and measurable accessibility standards progressively with realistic timelines
- Comprehensive definition of disability; same as definition in Ontario Human Rights Code and includes all disabilities
- Ontarians with Disabilities Act, 2001 continues to apply

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The AODA Vision...
An Accessible Ontario by 2025

- Fundamental comprehensive change to ensure accessible customer service, transportation, information and communications, buildings, and employment for people with disabilities
- Full participation of all Ontarians in Ontario's community and economic life – an investment that makes good economic sense for everyone.
- Meet increased demand of aging population – all of us will experience some form of disability throughout our lives
- Inform and change attitudes, values and behaviour towards accessibility

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A Progressive Approach

- Awareness
- Education
- Standards Development
- Compliance Assurance

- Public campaign to raise awareness of the barriers to access and the universal benefits of accessibility
- Targeted education program to assist public/private organizations in readiness for regulated standards implementation
- Inclusive, consensus-based standards development process
- Phased-in compliance for sectors/organizations and continued education to assist and support compliance

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An Innovative Approach to Standards Development

Standards development committees are being established to address barriers to accessibility that have a major impact on daily living for people with disabilities.

The approach:

Common standards may apply broadly to all persons and organizations in Ontario and may address barriers common to all sectors. Four common are to be developed:

- Customer Service – Service delivery to the public. Could include business practices and employee training.
- Built Environment – Access to, from and within buildings and outdoor spaces. Could include counter heights, aisle/door widths, parking and signs, as well as pedestrian access routes and signal systems.
- Employment – Hiring and retaining employees. Could include employment practices, policies and processes such as job advertisements and interviewing.
- Information & Communications – Information processing and communication. Could include publications, software applications and websites.

Sector-specific standards: An accessible transportation standard is being developed that is unique to this sector.

Mandate of Standards Development Committees set out in legislation. Process, timelines, etc, in terms of reference.

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New Roles, Partnerships and Shared Responsibilities

- Standards Development Committee membership includes:
 - Persons with disabilities or their representatives,
 - Representatives of sectors or industries,
 - Ontario government ministries.
- Accessibility Standards Advisory Council to advise Minister on standards development.
- Municipal Accessibility Advisory Committees to advise municipal councils on the requirements and implementation of accessibility standards and the implementation of accessibility reports.

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Accessibility Advisory Committees Under the ODA and AODA

- Both the ODA and AODA contain requirements for the establishment of municipal accessibility advisory committees, but with different purposes:
- The AODA expands the role of AACs to involve playing an advisory role on the requirements and implementation of AODA standards and on the filing of accessibility reports

Under the AODA, AACs are required to "advise the council about the requirements and implementation of accessibility standards and the preparation of accessibility reports and such other matters for which the council may seek its advice under subsection 5." (AODA, s. 29 (4)(a))

The ODA requirements for AACs to play an advisory role with respect to the preparation of accessibility plans remain in force

Under the ODA, AACs are required to "advise the council in each year about the preparation, implementation and effectiveness of its accessibility plan." (ODA, s. 12(2))

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Continuing Requirements for AACs Under the AODA

Both the ODA and AODA require the following, stated in identical language in each Act (ODA, s. 12 & AODA, s. 29):

- The council of every municipality of not less than 10,000 people shall establish or continue an accessibility advisory committee; the council of municipalities with populations less than 10,000 may establish or continue an accessibility advisory committee
- The majority of the members of the committee shall include persons with disabilities
- The council shall seek advice from the committee on the accessibility for persons with disabilities to a building, structure or premises, or part of a building, structure or premises,
 - That the council purchases, constructs or significantly renovates;
 - For which the council enters into a new lease or
 - That a person provides as municipal council facilities under an agreement entered into with the council in accordance with Section 210.1 of the Municipal Act.
- The committee shall review in a timely manner the site plans and drawings that the committee selects

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Outstanding Issues

- The role of AACs as outlined in the ODA continues to be in force; there are currently no plans to begin a repeal of the ODA or the sections pertaining to accessibility planning and the AAC-related advisory role
- The form of AODA accessibility reports and timelines for reporting have not yet been specified
- Reporting will be required on multiple standards; municipalities may have an enforcement role in the case of the built environment and transportation standards

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Standards Development Committees Will Develop Meaningful, Realistic Proposed Standards

- Implementation requirements will be prioritized in stages:
 - within the first 5 years
 - within subsequent 5 year periods
- Customer Service standard was made available for public review on October 23, 2006
- At their February meeting, the Customer Service SDC members voted unanimously to accept a revised proposed standard, incorporating changes resulting from comments that came out of public review.
- In April, they hope to finalize this proposed standard along with a transmittal letter to the Minister, for her review and consideration

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Standards Development Committees Progress cont.

- Transportation SDC continues to meet and work through its proposed standard. This SDC expects to complete their initial proposed standard by the end of May.
- The members of the Information and Communications SDC have now been chosen. You can go to the Ministry website to see the member list along with the Terms of Reference for this new committee. The first meeting will be held in April.
- Recruitment for the built environment and employment accessibility standards development committee will be held this spring.
- Refer to the Ministry website for the launch of these recruitment processes and further information on the progress of these SDCs.

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Challenges and Opportunities

- Diverse priorities, perspectives and experiences at the SDC tables – challenge to achieve consensus.
- Planning and co-ordination for development of multiple standards
- 2025 – long time/short time
- Align standards with progress and plans in the short term, while advancing accessibility over time. Five year cycles.
- What type of standard requirements?
 - Achieve accessibility objectives
 - Able to measure results
- Affordable standards; implementation part of regular business and capital planning cycles
- Build on innovative practices and expertise across industries and sectors in Ontario and elsewhere, to create a “made in Ontario” solution for accessibility
- Evaluate and improve the process as we go forward.

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Accessibility Directorate's Role:

- Educating
- Advising
- Consulting
- Partnering

- Conducts research and develops public education programs
- Provides readiness information and compliance assistance to obligated sectors
- Advises the Minister on:
 - SDCs and standards development process
 - implementation and effectiveness of accessibility standards
 - accessibility reports
- Supports the Accessibility Standards Advisory Council in their mandate to advise the Minister
- Consults and partners with organizations

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Real change starts with full integration of accessibility into the planning and delivery of products and services – not as an afterthought

- Identify and leverage best practices for continuous learning and improvement
- Look for opportunities to engage stakeholders in barrier identification and removal
- Showcase accessibility improvements
- Routinely apply the “accessibility lens” to policies, programs and products
- Educate – debunk the myths

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Universal Access at work



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Universal Access at Work



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Universal Access at Work



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Universal Access at Work



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Universal Access at Work



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**Components of a
Community Accessibility
Plan**



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Annual Access Fund

A tax based funding source to address accessibility projects.



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Access Guidelines

Comprehensive Design Guidelines

- community based
- site plan supportive
- linked to planning & development processes



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Building, property and facility audit program



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Retail store audit program

A sub-set of the Audit program



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Community Awareness Program

- Government
- Stakeholders
- Community
- Technology
- Information displays
- Guidelines at work



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Customer Service Training



Develop a core program that can be adapted to fit the training environment.

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Community Planning



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Community Planning

- Provincial Policies
- Community Planning Tools and Resources
- Communication
- Think Universal Accessibility



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Housing



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Information - Publications



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Meetings




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Leisure Facilities



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Transportation



Parking

Transit Services

Transportation Planning

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Way-finding



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Way-finding

Building & site

Signage guidelines

Interior & exterior



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Way-finding

Pedestrian Planning
Urban Design



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Top Ten Ways to Create an Accessible Community

10. Dynamic Evolving Process
9. Design Beyond the Minimum
8. Local Council Commitment
7. An Access Fund
6. Staff commitment
5. Attitudes...positive and community minded
4. Research
3. Community Buy-in
2. Leadership...stakeholders and Town Hall
1. ...

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And the most important way to create an accessible community



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1. A shared community belief that an accessible community can be created!




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The Basic Retail Accessibility Checklist





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The Basic Retail Accessibility Checklist

Item- Feature	Notes- Comments
Site Parking	Location
	Access Aisle
	Signage
	Lighting
	Connections
	



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Passenger Drop-off 	Location _____ Signage _____ Lighting _____ Connections _____
Walkways 	Location _____ Surface _____ Width _____ Lighting _____ Connections - Curbcuts _____



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Exterior Signs 	Location _____ Type _____ Font _____ Colour Contrast _____
Main Entrance 	Location _____ Doors _____ Door hardware _____ Lighting _____ Signage _____

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Lobby area 	Location _____ Path-of-travel _____ Lighting _____ Amenities _____ Signage _____
Seating 	Type(s) _____ Path-of-travel _____ Options _____ Lighting _____ Amenities _____

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Bar Area 	Location _____ Seating _____ Bar Height- Details _____ Lighting _____ Path-of-travel _____
Patio 	Location _____ Path-of-travel _____ Signage _____ Lighting _____ Seating _____


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Displays-Aisles 	Location _____ Signage _____ Lighting _____ Path-of-travel _____
Sales- Reception 	Location _____ Path-of-travel _____ Signage _____ Lighting _____ Counter design _____

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Washrooms  	Location _____ Signage _____ Lighting _____ Path-of-travel external _____ Path-of-travel internal _____ Features _____
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<p>Communication</p> 	<p>Menus _____</p> <p>Flyers _____</p> <p>Signage _____</p> <p>Announcement Boards _____</p> <p>Catalogues _____</p>
<p>Others</p> 	<p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>

[illegible]

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Resources

Provincial Directory for Accessibility www.accessibility.on.ca Provincial directory of resources, companies, products and services	Local County of Peterborough www.countypeterborough.on.ca General Resources
Accessibility Ontario www.mcaa.gov.on.ca Ministry of Community and Social Services	Township of Smith-Ennismore-Lakefield www.smithennismorelakefield.ca General Resources
Ontario BIA Association www.bia.on.ca A guide for small business	City of Peterborough www.peterborough.ca/casc/ Accessibility Planning Information and resources, access guidelines, annual access plans.
Canadian National Institute for the Blind (CNIB) www.cnib.ca Helpful information and resources	
Canadian Hearing Society www.chs.ca Information and resources	

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<h2>Resources</h2>	<h2>K</h2>	<h2>Making Business Accessible</h2>
<p>Financial</p> <p>www.kendallplanning.com www.kendallplanning.com • Website of products, services, seminars, products and services</p> <p>Accounting Issues</p> <p>www.kendallplanning.com www.kendallplanning.com • Website of accounting and fiscal services</p> <p>Online Advertisements</p> <p>www.kendallplanning.com www.kendallplanning.com • Website of advertising services</p> <p>Canadian Related Institute for the Blind</p> <p>www.kendallplanning.com www.kendallplanning.com • Website of Canadian and international Canadian Hearing Society</p> <p>Business</p> <p>www.kendallplanning.com www.kendallplanning.com • Website of business and resources</p> <p>Live on Call</p> <p>www.kendallplanning.com www.kendallplanning.com • Website of live on call services</p> <p>Circle of Professionalism</p> <p>www.kendallplanning.com www.kendallplanning.com • Website of professional services</p>	<p>Kendall Planning Accounting and Consulting Inc.</p>  <p>Karen M. Desprey Community Planning and Consulting Inc. Phone: (703) 749-5210 Cell: (703) 811-0975 Email: kendallplanning@comcast.net Web: www.kendallplanning.com</p>	<p>Practical Accessible Solutions</p>   <p>www.kendallplanning.com</p>

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Overview

The **Ontario Strategy for Accessibility** (the **Strategy**) was developed by the **Ontario Accessibility Committee** (OAC) in 2010. It provides a vision for accessibility in Ontario and a **"barrier-free"** province by 2025.

Progress is underway towards the completion of this objective in areas such as:

- Customer Service
- Transportation
- Employment
- Built Environment
- Public Awareness, Education

The legislation extends beyond local government and new municipal buildings and facilities. It extends to all components of our province and its communities, including retail and business.

Disseminated parking spaces, accessible washrooms, accessible transit services, TTY's, modified computer courses, and education are examples of how businesses are making strides towards accessibility services with disabilities.

Possible Access Solutions

The following are helpful suggestions that can be used to help individuals with disabilities access the goods and services of all businesses.

Restroom Design: Restroom design should be inclusive of all people. Restroom design should be inclusive of all people. Restroom design should be inclusive of all people.

Signage: Signage should be inclusive of all people. Signage should be inclusive of all people. Signage should be inclusive of all people.

Display Cases: Display cases should be inclusive of all people. Display cases should be inclusive of all people. Display cases should be inclusive of all people.

Seating: Seating should be inclusive of all people. Seating should be inclusive of all people. Seating should be inclusive of all people.

Staircases: Staircases should be inclusive of all people. Staircases should be inclusive of all people. Staircases should be inclusive of all people.

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Accessible Mainstreet



ONTARIO MAINSTREET ACCESSIBILITY AWARDS 2006



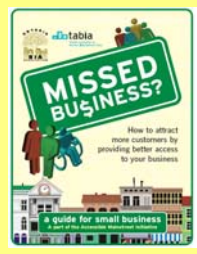
Toronto Association of Business Improvement Areas

Accessible Mainstreet Project

www.toronto-bia.com



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Missed Business?

How to attract more customers by providing better access to your business

a guide for small business

Missed Business Publication

Produced by TABIA

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