# AGENDA
# DIVERSITY & COMMUNITY ENGAGMENT ADVISORY COMMITTEE

*April 24, 2013 at 6:30 p.m.*
*Boulevard Room, Town Hall*
*Meeting No.4*

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**Online Agenda:** Anything in **blue** denotes an attachment/link. By clicking the links on the agenda page, you can jump directly to that section of the agenda. To maneuver back to the agenda page use the **Ctrl + Home** keys simultaneously **OR** use the "*Bookmark"* icon on the navigation panel to the left of your screen.

1. **Call to Order**

2. **Disclosure of Pecuniary Interest**

3. **Approval of Minutes**

   **3.1 March 27, 2013** ..... Page 2

4. **Presentation/Discussion Items**

   **4.1 Audley Recreation Centre Grand Opening (6:30 – 7:00 p.m.)**
   Robert Gruber, *Manager – Community & Cultural Development*
   Stacy Toole, *Festivals & Events Coordinator*

   **4.2 Corporate Training Content (7:00 – 7:45 p.m.)**

   **4.2.1 Diversity & Customer Service** *(D. Forget)* ..... Page 7

   **4.2.2 Accessibility & Ontario Human Rights Code** *(S. Moore)* ..... Page 31

5. **Standing Items**

   **5.1 Work Plan** ..... Page 104

6. **Correspondence**

7. **Update from Council**

8. **New Business**

9. **Adjournment**

**Next Meeting:** Wednesday May 22, 2013 at 6:30 p.m., River Plate Room, Town Hall

# DRAFT MINUTES
# Diversity & Community Engagement Advisory Committee

March 27, 2013
*River Plate Room, Town Hall*
*Meeting No. 3*

| | |
|---|---|
| Committee Members: | Regional Councillor Colleen Jordan<br>Councillor Renrick Ashby (entered 7:10 p.m.)<br>Sobia Ahmad<br>Denise Burnett<br>Lee Harrison<br>Jennifer Hirlehey<br>Bernadette Santiago<br>Judy Paty<br>Deborah Thompson |
| Staff: | David Forget, Manager of Quality Service & Special Projects<br>Sarah Moore, Committee Coordinator |
| Guests: | Donna Bright, Chief Librarian Executive Officer/Staff DACE Plan Implementation Committee Chair |
| Regrets: | Roxanne Horwitz, Mohamed Karatella, Glenda Jones, Natasha Prasad |

## 1. Call to Order

Co-Chair Prasad called the meeting to order at 6:35 p.m.

### 1.1 Staff Liaison Announcement

Ms. Moore informed the Committee that Ms. Murray had recently accepted a position with the City of Mississauga. Members requested that their congratulations be forwarded to her as well as a thank you for her contribution to the Committee.

## 2. Disclosure of Pecuniary Interest

None

## 3. Approval of the Minutes

### 3.1 January 30, 2013 Minutes

Moved by: S. Ahmad
Seconded by: D. Burnett

That the Minutes of the Diversity & Community Engagement Advisory Committee Meeting held on January 30, 2013 be adopted.

CARRIED

### 3.2 February 27, 2013 Minutes

Moved by: L. Harrison
Seconded by: C. Jordan

That the Minutes of the Diversity & Community Engagement Advisory Committee Meeting held on February 27, 2013 be adopted.

CARRIED

## 4. Presentation/Discussion Items

### 4.1 Diversity & Community Engagement (DACE) Plan Status Update

Ms. Donna Bright reviewed the role and responsibilities of the staff DACE Plan Implementation Committee, which is comprised of members from all Town departments including the Ajax Public Library. She expressed her enjoyment to work with the committee as it is represented by different staff levels, ages and perspectives.

She reviewed highlights of the Plan's progression in reference to the report and achievement summary previously circulated. To date, twenty-four of fifty-one Plan objectives have been actioned, initiated or completed. She noted that the Town's staff diversity survey received response from approximately 180 employees. The Staff Implementation Committee will continue to communicate with the Region and community stakeholders. Presentations and initiatives discussed over the past year included: customer satisfaction polling, immigrant mentor help centre, PFLAG, immigration strategies, and internal document review with a diversity & inclusion lens.

Ms. Bright noted that much of the staff committee's focus has been on visible minorities and newcomers but will broaden to include other target communities such as accessibility. The staff committee develops a work plan each year, drawn from Plan objectives and corporate goals and initiatives.

Ms. Bright concluded by acknowledging that the Committee is likely under-representing all of the initiatives and actions occurring and will be working with the consultant who developed the Plan to ensure that progress is adequately and appropriately measured.

Members posed several questions relative to the staff diversity survey and how results will help move the Plan forward. HR Services will be in attendance in the fall to discuss the Applicant tracking survey. Ms. Bright committed to reporting back to the committee what performance measures are established for the Plan. She briefly discussed Durham Region's Employment Network Immigrant Mentorship Program and shared her experience as a mentor.

DRAFT

### 4.2 Community Outreach and Engagement Policy

The Ajax Public Library has developed a Community Outreach & Engagement Policy, supported by the objective of a *'Strong Sense of Community'* within the Community Action Plan and policy review objectives of the DACE Plan. The policy will assist with developing resources for community agencies and volunteers. Ms. Bright noted that creating the policy presented a learning opportunity for Library staff to evaluate existing processes and procedures. She provided the example of programming provided by the Durham Chinese Canadian Culture Centre which was provided meeting space in-kind by the library, with the provision that programming be offered in English, so anyone could participate. However, it was determined that the provision was actually a disservice to the group and their culture to restrict language, so now programming is provided in Mandarin, yet still open to anyone interested. The intent of the policy to encourage the Library to work with the community partners to identify their needs and align them with available resources.

Members discussed whether programming in diverse languages was in effect inclusive or isolating. Ms. Bright acknowledged that programs offered in diverse languages can encourage older adult participation, who may otherwise exclude themselves due to language barriers.

*R. Ashby entered the Meeting (7:10 p.m.).*

Members discussed possible engagement opportunities for older adults with the presence of a cultural interpreter. Ms. Bright provided detailed relative to the Library's senior advisory committee – Boomers & Beyond – as well as additional cultural programming offered in multiple languages such as the French and Spanish book clubs. Culture silos are inevitable; however the Ajax Public Library's Community Outreach & Engagement Policy will assist with fostering comfort and inclusion. It was noted that the Library currently offers resources in a variety of media formats in thirteen languages.

Additional questions were posed relative to meeting space availability, youth opportunities and French Language library services.

### 4.3 Mid-Term Report to Council

Co-Chair Harrison reminded members of his presentation to Council scheduled for April 8, 2013. Committee feedback was shared relative to the content members would like to include. Suggested items to acknowledge included progress of the DACE Plan, the Committee's role, consultation opportunities, presentations and policies reviewed to date. Co-Chair Harrison agreed to prepare and circulate a draft report for comment. Members were encouraged to attend or watch the presentation on television. Ms. Moore agreed to send out a reminder along with the Council meeting agenda.

## 5. Standing Items

### 5.1 Work Plan

Mr. Forget reviewed several updates and date changes to work plan items. Members requested follow-up information on the materials used for staff diversity training.

## 6. Correspondence

### 6.1 Encourage Me Ajax 2013

### 6.2 Youth Engagement Advisory Committee Logo

*With consent of all Members present, the items of correspondence identified at the March 27 2013 Meeting of the Diversity & Community Engagement Advisory Committee were received for information.*

## 7. Update from Council

Councillor Ashby provided a summary of his Politician's Unplugged forum at the Ajax Public Library, noting that the experience was rewarding and well attended by youth. He discussed the proposed development at Chapman Drive and Kingston Road. Information relative to potential environmental and public safety concerns regarding the Enbridge Line 9B Reversal and Line 9 Capacity Expansion Project was shared. Members inquired about the process for public consultation. Regional Councillor Jordan advised that the process is exempt from the Environmental Assessment Process and will be heard by the National Energy Board. Details relative to an upcoming public information session with the National Energy Board were provided.

The Committee briefly discussed Council's recent approval and opinion of public art pieces to be acquired for the Audley Recreation Centre. Regional Councillor Jordan provided a summary of the recent public information session relative to the Water Pollution Control Plant Outfall Environmental Assessment. Members were reminded of the Let's Talk Ajax community chat with Mayor Parish on April 11, 2013.

## 8. New Business

### 8.1 Bomb Girls Project

Regional Councillor Jordan discussed the recent sneak-preview event of the second half of the Bomb Girls television series, held at the St. Francis Centre. She noted that the Canadian Navy will be docked in Oshawa Harbour July 5-8, 2013 and the Bomb Girls Memorial Committee is coordinating a dinner-dance at the Jubilee Pavilion. MP Chris Alexander was thanked for his support and work with the Canadian Navy regarding participation in the event.

## 9. Adjournment

Moved by: L. Harrison
Seconded by: J. Paty

DRAFT

That the March 27, 2013 Meeting of the Diversity & Community Engagement Advisory Committee be adjourned. (8:05 p.m.)

CARRIED

DRAFT

# CUSTOMER SERVICE TRAINING FOR OPERATIONS AND ENVIRONMENTAL SERVICES SEASONAL STAFF

# VIDEO LINKS

WWW.YOUTUBE.COM/WATCH?V=MVXVIW1QX9O

WWW.YOUTUBE.COM/WATCH?V=JZKDCYLON5M&FEATURE=RELATED

# THE CAO'S MESSAGE

- Our vision for customer service is:
- Customer-first culture
- Customer service should be the mindset of all staff, a part of who YOU are.
- We need to serve residents the way WE expect to be treated. Try to always look at service through the eyes of the customer.
- Residents should <u>want</u> to choose us to do business

# ISO 9001

- ISO 9001 is an international standard for quality.
- The standard requires that we put our customers first in all that we do.
- The Town has adopted a Customer Service Statement “Exceeding Expectations Every time” – we strive to understand our customers needs and go the extra mile to satisfy them ☺

# 1. EXPAND YOUR DEFINITION OF SERVICE

- Listening with empathy
- Providing alternate options
- Assist anyone who approaches you, even if you are not responsible for the resolution

# 2. IDENTIFY YOUR CUSTOMERS

Who are your customers?

# 3. DEVELOP A CUSTOMER-FRIENDLY ATTITUDE

- Your customers are the most important part of your job
- Always have a positive attitude
- Look for the positive in every situation
- Treat your customers as you would want to be treated (the Golden Rule of Customer Service)

# 4. LOOK AND ACT PROFESSIONAL

People form 1st impressions within 4 seconds

55% of the impression is based on your appearance and body language

Always act professionally – you ARE the FACE of Ajax

If you are unsure what to do, ask your Supervisor

# CUSTOMER SERVICE STANDARDS

# CUSTOMER SERVICE STANDARDS

The Town adopted Corporate Customer Service Standards in 2008 to assist in providing an improved customer service experience

The standards that apply to you are:

- In person visits
- Accessibility
- Communicating with customers in other languages

# CUSTOMER SERVICE STANDARDS

**Communicating with Customers in Other Languages**

- Listen carefully
- Use your hands to express yourself
- Don’t raise your voice

If you’re still unable to communicate with them, call the community centre and have staff speak with them. They have access to a translator at all times.

# IS "GOOD ENOUGH" REALLY GOOD ENOUGH?

***IF 99.9% IS GOOD ENOUGH, THEN…***

- 1 Town of Ajax employee would not get paid every two weeks
- .52 hectares (1.3 acres) of grass (boulevards/parks) would not get cut
- 1 barrel of garbage would never get emptied
- 1 kilometer of roadway would not get plowed in winter
- 786 books would not make it back on the shelf in one-year period
- 31 tax bills would not get mailed out
- 4 emergency responses would get sent to the wrong address
- 13 calls into Town Hall would get dropped every month

# DEALING WITH DIFFICULT CUSTOMERS

# DEALING WITH DIFFICULT CUSTOMERS

1. Let the customer vent
2. Avoid getting trapped in negativity
3. Express empathy to the customer
4. Define their communication style
5. Be conscious of what you are saying and how you're saying it
6. Begin active problem solving
7. Manage the situation
8. Mutually agree on a solution
9. Follow up

# DIVERSITY

# THE IMPORTANCE OF RESPECT

*Respect is the objective, unbiased consideration and regard for the rights, values, beliefs and property of all people*

- Regard a person's right to privacy
- Listen to customers without interrupting
- Never belittle, judge, demean or patronize customers
- Serve customers as "you" would like to and expect to be served (Golden Rule)

# WHAT DOES RESPECT INVOLVE?

- Using good manners and acting courteously’
- Maintaining confidences
- Treating everyone equally
- Serve customers as you would expect to be treated

# THE IMPORTANCE OF DIGNITY

Dignity is a basic human right, not an optional extra!

Actions to ensure a customer's dignity:

- Zero tolerance for abuse
- Serve customers without prejudice
- Listen and support people to express their needs
- Ensure people feel able to complain without fear of retribution

# THE VALUE OF DIVERSITY

Diversity is more than tolerance and even more than acceptance.  Diversity brings VALUE within organizations and within communities.

What are all the things diversity includes?

# DIVERSITY INCLUDES:

Culture Nationality Education Religion
Marital Status Size Age Personalities
Appearance Belief Systems Criminal Convictions
Sexual Orientation Gender Identity Language
Work History Abilities/Disabilities Refugee Status

# WHAT CHARACTERISTICS DO DIVERSE PEOPLE HAVE?

- Different experiences and skills
- Various world views
- Other perspectives and opinions
- Numerous languages
- Assorted thought styles

# DIVERSITY PROMOTES:

- Developing new skills
- Open minded thinking
- Sharing unique concepts
- Acceptance of differences

# AS AN EMPLOYEE, IT IS IMPORTANT TO:

- Respect and relate well with people from all backgrounds
- Understand diverse and world views
- Be sensitive to differences
- See diversity as an opportunity
- Create an environment where diversity is appreciated
- Help others overcome bias and intolerance

# Questions

# &

# Thank You

# Accessibility for Ontarians with Disabilities Act

*Integrated Accessibility Standards Regulation & Ontario Human Rights Code Training*

# Accessibility

*Giving people of **all** abilities opportunities to participate fully in everyday life.*

# Learning Objectives

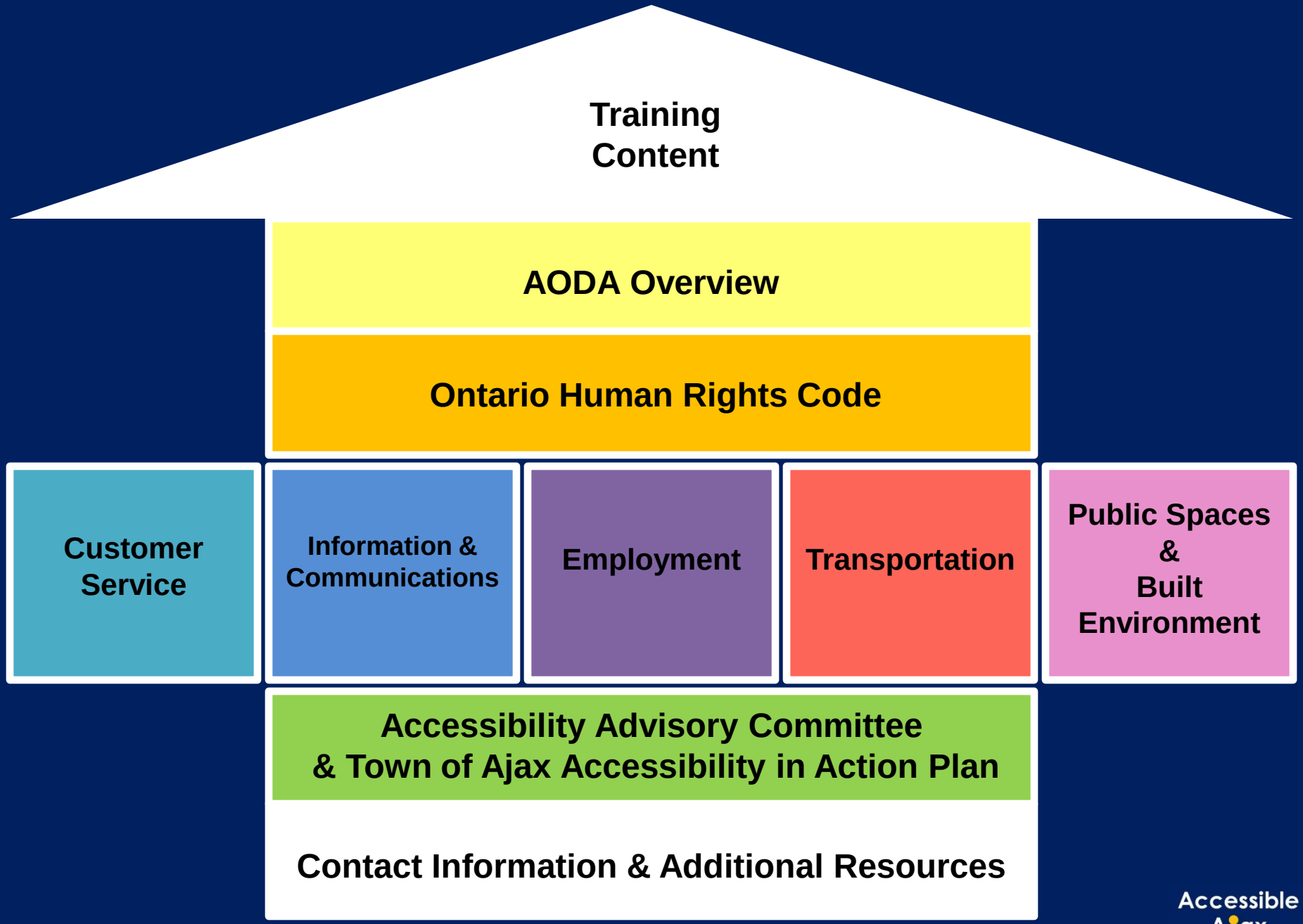
## 1. Be familiar with Legislation

- Purpose of the *Accessibility for Ontarians with Disabilities Act* (AODA)
- Ontario Human Rights Code and Disability
- Requirements of the Integrated Accessibility Standards Regulation (IASR) 191/11
- Customer service refresher

## 2. Learn about the requirements of the Integrated Accessibility Standard Regulation (IASR)

## 3. Practical Resources, Tools & Tips

- Processes for implementing accessible services
- Information for you as an employee or volunteer






Accessible Ajax

# Accessibility for Ontarians with Disabilities Act

2005 e-law



Accessible Ajax

# Accessibility for Ontarians with Disabilities Act (AODA) Overview

- provincial legislation
- objective = fully-accessible Ontario by 2025
- four core principles
- standards in five target areas
  - Customer service
  - Information & communications
  - Employment
  - Transportation
  - Built Environment

# Ontario Human Rights Code

ONTARIO HUMAN RIGHTS COMMISSION OHRC

www.ohrc.on.ca



Accessible Ajax

# Ontario Human Rights Code

- **Equal rights**
- **Equal opportunities**
- **Freedom from <u>discrimination</u>**
- **Accommodations**

***Applies to <u>everyone</u>: employees, customers, clients and tenants***

# Ontario Human Rights Code

## Disability:

1. any degree of physical disability, infirmity, malformation or disfigurement that is caused by bodily injury, birth defect or illness and, without limiting the generality of the foregoing, includes diabetes mellitus, epilepsy, a brain injury, any degree of paralysis, amputation, lack of physical co-ordination, blindness or visual impediment, deafness or hearing impediment, muteness or speech impediment, or physical reliance on a guide dog or other animal or on a wheelchair or other remedial appliance or device,
2. a condition of mental impairment or a developmental disability,
3. a learning disability, or a dysfunction in one or more of the processes involved in understanding or using symbols or spoken language,
4. a mental disorder, or
5. an injury or disability for which benefits were claimed or received under the insurance plan established under the *Workplace Safety and Insurance Act, 1997*

# Ontario Human Rights Code:
## *Barriers*

- **Limit a person from participating in society**
- **visible or invisible**
- **intentional or accidental**

1. **Physical**
2. **Attitudinal**
3. **Systemic**

# Ontario Human Rights Code:
## *Duty to Accommodate*

- **Accommodations** allow people with disabilities to equally benefit from and take part in **services** or the **workplace**
- **Shared responsibility**
- **No set formula**

# Ontario Human Rights Code:
## *Duty to Accommodate*

**Accommodation is a 2-way street:**

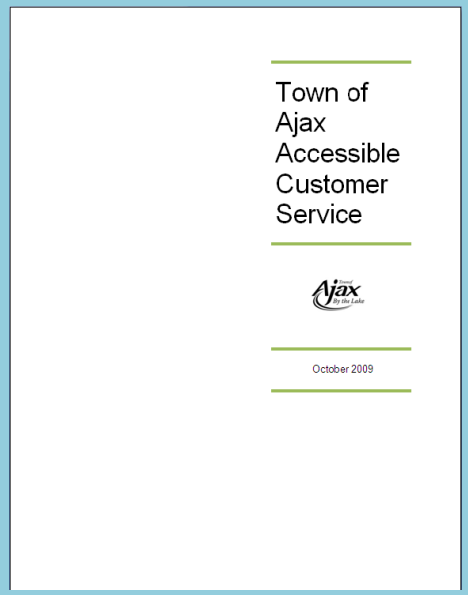
- Employee responsibilities
- Employer, union, service provider responsibilities

# Accessibility Standards for Customer Service

Ontario Regulation 429/07

# Accessible Customer Service

- **The Town of Ajax Accessible Customer Service Policy (COR-OP-008)**
  - Notice of disruption of service
  - Use of service animals
  - Use of support persons
  - Use of assistive devices
  - Employee training
  - Customer feedback



# Accessible Customer Service:

## *Language*

- **Disability** defined by ***Ontario Human Rights Code***
- temporary / permanent / episodic / visible / non-visible

It is preferable to use the term

**'person with a disability' vs. 'disabled person'**

**Remember to '<u>put the person</u> first'!**

# Accessible Customer Service:
## *Service Disruption*

- **Town of Ajax Notice of Service Disruption (COR-OP-009) template (COR-010)**
  - Reason for disruption
  - Estimated/Expected duration
  - Description of alternative, if available
- **Post in obvious location**
- **Contact Web & Social Media Coordinator for website posting**

# Accessible Customer Service:
## *Examples of Assistance*

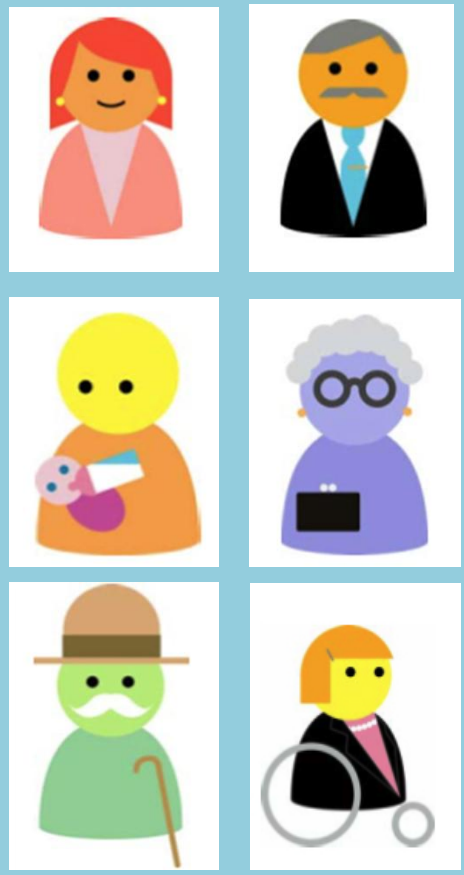
- **Support Persons**
  - Relative, friend, medical assistant, personal support worker
  - Fees must be posted
- **Assistive Devices**
  - May assist with communication, mobility, healthcare, etc.
- **Service Animals**
  - working animals with a job to do for or on behalf of a person with a disability
  - How can you identify a service animal?

# Accessible Customer Service:

## *Service Animals*

# Accessible Customer Service:
## *Communication & Feedback*

- Vision Loss/Impairment
- Deaf, Oral Deaf, Deafened, Hard of Hearing
- Mental Health Disability
- Learning Disability
- Intellectual/Developmental Disability
- Physical Disability
- Speech/Language Impairment



# Accessible Customer Service:
## *Communication & Feedback*

- Consider **individual** communications needs
- Speak directly to customer; respect personal space
- Ask questions – **"How may I help you?"**
- Provide information on accessible features in the immediate area

### Feedback

- Phone
- in-person
- fax, email
- TextNet
- customer feedback forms

# Integrated Accessibility Standards

Ontario Regulation 191/11

# Broader Public Org. 50+ employees

## 2011

**Transportation**

- Technical requirements (purchased after July 1, 2011)
- Fares (equal fares for persons with/without disabilities)
- Pre-boarding and On-board announcements (verbal)
- School transportation – accessible service
- Public sector organizations
- Ferries
- Non-functioning accessibility equipment
- Origin to Destination services
- Storage of mobility aids (no charge)
- Duties of Municipalities (taxicab - equal fares and fees)

## 2012

**Information & Communications**

- Emergency and public safety information

**Transportation**

- Transit stops
- Storage of mobility aids
- Companions and Children
- Duties of Municipalities (taxicab - registration ID and information)
- Availability of information on accessibility equipment
- General responsibilities
- Emergency preparedness and response
- Ferries
- Courtesy seating

**Employment**

- Workplace emergency information

## 2013

**General Requirements**

- Policies
- Accessibility plans
- Procuring or acquiring goods, services or facilities
- Kiosks

**Information & Communications**

- Educational/training resources/materials
- Training to educators
- Public libraries

**Transportation**

- Technical requirements (manufactured on/after Jan 1, 2013)
- Accessibility plans
- Coordinated services
- Service disruptions
- Visitors
- Fare parity (within same provider)
- Alternative accessible method of transportation
- Hours of service (within same provider)
- Service delays
- Ferries
- Duties of municipalities (bus stops/shelters)
- Duties of Municipalities (accessible taxicabs)
- Fares (payment options)

## 2014

**General Requirements**

- Training

**Information & Communications**

- Accessible feedback processes
- New internet websites and web content on those sites must conform with WCAG 2.0 Level A.

**Employment**

- Recruitment
- Employees returning to work
- Employee accommodation
- Performance management, career development, and redeployment

**Transportation**

- Training
- Trip restrictions
- Fares, support persons
- Eligibility application process (existing)
- Booking
- School transportation – policies
- Emergency or compassionate grounds
- Ferries

## 2015

**Information & Communications**

- Accessible formats and communication supports
- Educational libraries – print based resources
- Producers of educational or training material - textbooks

## 2017

**Transportation**

- Pre-boarding and on-board announcements (electronic)
- Fare parity (separate conventional and specialized providers)
- Hours of service (separate conventional and specialized providers)
- Categories of eligibility

## 2020

**Information & Communications**

- Educational libraries - multi-media/digital resources
- Producers of educational or training material – supplementary print materials

## 2021

**Information & Communications**

- All internet websites and web content on those sites must conform with WCAG 2.0 Level AA , excluding live captioning and audio description

# Accessibility Policies

- Policies govern how the organization achieves accessibility
- created to serve as rules that guide the Town's commitment to everyday accessibility practices

- New – **Town of Ajax Integrated Accessibility Standards (COR-OP-015)**
- Diversity & Community Engagement Plan
- Accessibility in Action Plan

# Procurement & Purchasing

- Incorporate accessibility design, criteria and features into **all** procurement & purchasing

  - goods
  - services
  - consulting
  - self-serve kiosks

- This helps to address existing barriers and prevents creation of  new ones
- When is it **not practicable**?

# Six Steps to Accessible Procurement

1. Review definitions
2. Conduct assessment
3. Include considerations in business case
4. Include design, features and criteria in your specifications
5. **Document!!!**
6. Follow up with vendor

# Information & Communications

We all must provide information and communications in an accessible manner to people with disabilities:

- upon request
- in a timely manner that takes into account the person's accessibility needs
- in consultation with the individual
- at a cost that is no more than the regular cost charged to other persons.

- **Coming soon** - **Accessible Formats and Communication Supports procedures**

# Information & Communications

## Accessible Formats:

- Large print
- Accessible fonts
- E-text/plain text
- Braille

## Communication Supports:

- Real time captioning
- Captioning of videos
- Sign language interpretation
- Screen readers
- Plain language explanation

# Information & Communications: *Alternative Formats*

- Publicly available emergency procedures, plans and public safety information
- Provide or arrange to provide accessible Library materials where they exist, when requested
- Availability shall be promoted on public documents
  - **Alternative formats are available upon request by contacting: _____. (document author/creator)**
- Exceptions to every rule…

# Information & Communications:

## *Website Requirements*

- Must meet international standards as referenced by the AODA **- WCAG 2.0**
- Departments are responsible for the accessibility of content on www.ajax.ca
- Additional training/guidelines on creation of accessible documents available to those who provide/create online content
  - **Town of Ajax Website Style & Accessibility Guidelines**

# Employment

**The employment section of the IASR addresses 7 main topics:**

- Recruitment
- Informing Employees of supports
- Accessible Formats and Communication Supports
- Accommodation Plans
- Individualized Workplace Emergency Response Plans
- Performance Management, Career Development and Redeployment
- Return to Work Process

# Employment:
## *Recruitment*

- **Employee relationship begins with the recruitment process**

1. Advertising job positions
2. Invitation to take part in selection process (interview)
3. Job offer

# Employment

- Informing Employees of supports
- Accessible formats & communications supports

- Accommodation plans
- Individualized Workplace Emergency Response Plan

- Performance Management, Career Development & Redeployment
- Return to work process

# Transportation

- Proportional amount of on-demand taxis
- Specific requirements for accessible taxis (fare parity, vehicle registration in accessible formats)

- Durham Region Transit partnership
  - Accessible paths of travel to bus stops
  - Installation of level platforms

# Design of Public Spaces Standards

Ontario Regulation 413/12

*amending OR 191/11*



Accessible Ajax

# Built Environment:

- Accessibility Standards for the Built Environment focus on removing barriers in two areas:

    1. Public spaces
    2. Buildings

- Enhancements to accessibility in buildings will happen at a later date through **Ontario's Building Code**

- **Town of Ajax Facility Accessibility Design Guidelines**
- **Design of Public Spaces in the Built Environment**

# Design of Public Spaces in the Built Environment

- **Recreational Trails**
- **Outdoor Eating Areas**
- **Outdoor Play Spaces**
- **Exterior paths of travel**
- **Accessible Parking**

1. Technical requirements
2. Consultation requirements

** applies only to public spaces newly constructed or redeveloped on and after **January 1, 2016***

# Additional Town of Ajax Accessibility Resources

# Accessibility Advisory Committee

## Advises Council on:

- Accessibility in Action Plan
- site plans and renovations for municipal facilities
- town programs and services
- compliance with provincial accessibility standards
- public education/awareness

**Volunteer citizen ambassadors**

******Valuable consultation tool for staff during planning******

# Accessibility Plan

- **Intent of accessibility planning:**
  - Prevent, identify/remove barriers
  - Demonstrate achievements
  - Set future goals and priorities

- **Fluid, progressive document**
- **5-year forecast; annual review & report**
- **Developed in consultation with staff, public and Accessibility Advisory Committee**

- **COR-OP-006 Accessibility Plan Administration**
- **COR-WI-001 Accessibility Plan Project Identification**
- **COR-003 Accessibility Plan Project Identification Form**

# Contacts & Resources

- **Sarah Moore**, Committee/Accessibility Coordinator
  Phone: 905-619-2529 ext. 3347
  Email: sarah.moore@ajax.ca

- **Nicole Wellsbury**, Manager of Legislative Services/Deputy Clerk
  Phone: 905-619-2529 ext. 3342
  Email: nicole.wellsbury@ajax.ca

- **Accessible Ajax Portal** on OLA

- **Accessible Ajax** web pages at www.ajax.ca

# Questions?

# Thank-you!

# Confirmation Form

# AODA OHRC Training – Slide Transcript

**Slide 1:** Welcome to the e-learning mandatory training on the Accessibility for Ontarians with Disabilities Act, related accessibility standards, and Ontario Human Rights Code. For those of you who don't know me, my name is Sarah Moore and I am the Committee Coordinator in Legislative & Information Services. I'm joined by Nicole Wellsbury, Manager of Legislative Services/Deputy Clerk, who will be facilitating interaction and chat with participants.

**Slide 2:** A brief orientation to your screen set up. The microphone function has been turned off, so you will only be able to hear my audio. At the bottom left hand corner of your screen, you will see a chat function. Feel free to type comments and questions as we go along. Throughout the session, Nicole will facilitate polling questions to check your knowledge and comprehension. Please make sure your chat window is displaying – post to the group.

**Slide 3:** There are three learning objectives for this training:

1. To increase your awareness of Ontario accessibility legislation, the Ontario Human Rights Code and their purpose
2. To learn about various standards and requirements and how they are designed to improve accessibility
3. To learn how this legislation applies to you as a Town of Ajax employee and what practical tools and resources are available to you to help achieve the requirements through your everyday actions.

**Slide 4:** As you can see from this content map, we have a lot of information to cover. The intent is not to overwhelm you with detail, but provide a general overview of the legislation. We hope to complete the webinar in 45 minutes.

**Slide 5:** We'll start with the Accessibility for Ontarians with Disabilities Act, better known as the AODA.

**Slide 6:** **<u>Knowledge Check</u>** – (poll)

**By 2036, what percentage of Canadians is projected to have some form of disability?**

**a) 5%**
**b) 10%**
**c) 20%**
**d) 45%**

**e) 50% or more**

The correct answer is c) 20%. Currently, 1/7 people in Ontario have a disability. That's 1.85 million Ontarians! As the population ages, this number is estimated to increase to 20%.For that reason, accessibility consideration makes good business sense.

The AODA is the umbrella act for all provincial accessibility legislation. It was enacted with the goal of achieving a full-accessible Ontario by 2025. The Act is based on four core principle that you see along the bottom of the slides:

- Integration
- equal opportunity
- independence
- dignity

The Act sets out development of accessibility Standards in 5 areas:

- customer service
- information & communications
- employment
- transportation
- built environment

**Side 7:** Now let's take a look at the Ontario Human Rights Code and how it relates to persons with disabilities.

**Slide 8:** The Ontario *Human Rights Code* (the *Code*) provides for equal rights and opportunities, and freedom from **discrimination**. It applies to the areas of employment, housing, facilities and services, contracts, and membership in unions, trade or professional associations. At work, employees with disabilities are entitled to the same opportunities and benefits as people without disabilities. In some cases, they may need special arrangements or **"accommodations"** so they can do their job duties. Additionally, customers and clients with disabilities also have the right to equal treatment and equal access to facilities and services.

**Slide 9:** What is disability? For the purpose of all accessibility legislation, the Code's definition is used.

**"Disability"** covers a broad range and degree of conditions, some visible and some not visible. A disability may have been present from birth, caused by an accident, or developed over time. There are physical, mental and learning disabilities, mental disorders, hearing or vision disabilities, epilepsy, drug and alcohol dependencies, environmental sensitivities, and other conditions.

The *Code* protects people from discrimination because of past, present and perceived disabilities. For example, the *Code* protects a person who faces discrimination because she is a recovered alcoholic. So is a person whose condition does not limit their workplace abilities, but who is believed to be at greater risk of being able to do less in the future.

**Slide 10:** Persons with disabilities face many kinds of barriers every day. These can be physical, attitudinal or systemic. It is best to identify and remove barriers voluntarily instead of waiting to answer individual accommodation requests or complaints.

**Knowledge Check** – (poll)

**Which of the following are often invisible barriers?**

**a) systemic**
**b) physical**
**c) attitudinal**
**d) none of the above**
**e) both a) and c)**

The correct answer is e). Physical barriers are often easy to see in our immediate environment, for example, stairs with no ramp access, or no automatic door operator outside a building. Attitudinal barriers relate to stereotypes and lack of understanding. Systemic barriers refer to restrictions in policies, procedures and processes, often unintentional. For example, the requirement of a driver's licence for an office position. This could be a barrier to an individual with a visual impairment.

As well as meeting the needs of customers or employees with disabilities, removing barriers can also help other people, such as older persons and families with young children.

**Slide 11:** Even when facilities and services are designed as inclusively as possible, you may still need to accommodate the individual needs of some people with disabilities. Under the *Code*, unions, service providers have a legal **"duty to accommodate"** persons with disabilities. The goal of accommodation is to allow people with disabilities to equally benefit from and take part in services or the workplace.

**Accommodation is a shared responsibility**. Everyone involved, including the person asking for accommodation, should work together, exchange relevant information, and look for accommodation solutions together.

**There is no set formula** for accommodating people with disabilities. Even though some accommodations can benefit many people, you still need to consider individual needs each time a person asks to be accommodated.

Some examples of accommodations include:

- Increased flexibility in work hours or break times
- Providing reading materials in alternative formats including digitized text, Braille or large print

Many accommodations can be made easily, and at low cost

**Slide 12:** As a person with a disability:

- Tell your employer, union, what your disability-related needs are related to your job duties
- Provide supporting information about your disability-related needs, including medical or other expert opinions where needed
- Take part in looking at possible accommodation solutions.

As an employer, union or service provider:

- Accept requests for accommodation from employees and clients in good faith
- Ask only for information that you need to provide the accommodation. For example, you would need to know that an employee's loss of vision prevents them from using printed material, but you do not need to know they have diabetes
- Take an active role in looking at accommodation solutions that meet individual needs
- Deal with accommodation requests as quickly as possible, Respect the dignity of the person asking for accommodation, and keep information confidential
- Cover the costs of accommodations, including any needed medical or other expert opinion or documents.

**Slide 13:** Now that you're familiar with the Human Rights Code and how it relates to persons with disabilities, here's a refresher on the Accessibility Standards for Customer Service.

**Slide 14:** People with disabilities travel shop, and take part in recreational activities just like everyone else. By providing customer service that welcomes people with disabilities we are insuring our services are inclusive to everyone. The Town of Ajax has developed accessible customer service standards included as part of the Corporate Customer Service Standard document (COR-OP-008). The standards speak to notice of service disruption, use of service animals, support persons and assistive devices, communication and customer feedback.

**Slide 15:** We've already reviewed the definition of disability by the OHRC. When we think of disabilities, we tend to picture the physical; people who may use wheelchairs or service animals, things that are visible and obvious. But we

can't always see a person's disability. Disabilities can be visible as well as invisible, episodic, permanent or temporary.

It is important to **put the person first**, before their disability. For example, it is preferable to say ***persons with disabilities***, instead of ***disabled people***, or a person with diabetes instead of diabetic. A person's disability does not define them.

**Slide 16:** As a service provider, the Town of Ajax needs to provide notice to the public when there are disruptions to facility services likely used by persons with disabilities. Examples could include: automatic door operators, elevators, accessible change rooms, etc. **COR-OP-009 Notice of Service Disruption and a template for the notice** are available on the DMS. The notice needs to be posted in an obvious location, including the following information:

- Reason for disruption
- Expected duration
- Description of alternative, if one is available

***All notices of service disruption must be reported to the Web & Social Media Coordinator for posting on the Town's website.***

**Slide 17:** Persons with disabilities may use a variety of different personal support resources for assistance. The Town of Ajax permits persons with disabilities to be accompanied by support persons, service animals and assistive devices like communication boards, scooters, canes, hearing aids.

A support person is an individual who accompanies a person with a disability to provide service or assistance with communication, mobility and/or personal care. With regard to participation fees for things like events and programs, please make sure to review your departmental policies regarding fees, if any that may be applicable to support persons. Notification of such support person fees should be provided in advance.

Service Animals are trained, working animals with a job to do for or on behalf of a person with a disability. Remember to never touch a service animal, as they require focus at all times. Service animals are permitted in all public areas unless excluded by law (such as in areas of food preparation). Service animals can be identified by physical indicators, like a harness, vest or tag or by asking the customer.

**<u>Knowledge Check</u>** – (poll)

**Which of the following is not considered a service animal?**

**a) dog**

**b) miniature pony**
**c) chicken**
**d) bird**
**e) ferret**

**Slide 18:** This was a trick question. All of the animals listed can provide service to a person with a disability; rabbits, rats, ferrets, cats, chickens and birds can all act as therapy animals, small monkeys, dogs and miniature horses can perform more physical tasks for or on behalf people with disabilities.

**Slide 19:** As Town of Ajax employees, we need to communicate with our customers taking into consideration individual needs, especially those persons with disabilities. As discussed, there are a wide range of visible and invisible disabilities that may or may not have potential indicators.

**Knowledge Check** – (chat question)

**How might you assist a customer who comes to the counter with a hearing impairment who does not have an interpreter with them?**

- **You could ask in writing if using a pen and paper to communicate would be appropriate**

**How might you assist a customer who has difficulty reading a form, perhaps because of low vision or dyslexia?**

- **You could offer to read the form out loud.**

So often good customer service comes down to simple solutions to challenges.

**Slide 20:** Ultimately, treating customers with individual respect and courtesy is the heart of excellent customer service. Consider individual communications needs, speak directly to the customer, not their support person, provide information on accessible features available and don't be afraid to ask how you can help!

The Town of Ajax has in place several accessible methods for capturing customer feedback including by phone, TTY (Bell Relay), TextNet (where persons with hearing impairment can text chat over the phone), email, fax, snail mail, and hard copy customer feedback forms in all Town facilities and vehicles. When seeking feedback from the community, it is important to remember that surveys, forms and communications should be made available in accessible formats. We'll learn more about accessible information and communications shortly.

**Slide 21:** Now let's delve into the Integrated Accessible Standards Regulation or IASR for short. This is the second accessibility regulation enacted by the province, after the Accessibility Standards for Customer Service.

**Slide 22:** The Town of Ajax must report our compliance with both regulations to the Ministry of Economic Development, Trade and Employment on a bi-annual basis. This regulation covers the remaining four target areas of the AODA: information & communications, employment, transportation and the built environment, with phased in compliance deadlines from 2011-2017.

**Slide 23:** The IASR requires the Town of Ajax to have policies in place that govern how we plan to meet accessibility requirements. Last year, the **Town of Ajax Integrated Accessibility Standards (COR-OP-015)** was approved and serves as a guideline to the Town's commitment to accessibility. In addition to this policy, there are many other corporate and departmental documents that align with accessibility and inclusion, such as the **Diversity and Community Engagement Plan** and **Accessibility In Action Plan**.

**Slide 24:** Identifying and removing barriers makes good sense. The best way to prevent barriers is to design inclusively. This means, when planning new facilities, renovating, buying equipment or supplies, launching websites or self service kiosks, or contracting services, consideration must be made for accessibility criteria.

This is not required if it is **not practicable** to do so, meaning it is not capable of being done. In other words, unless it is not possible because a particular product does not exist, accessible design criteria must be included. The Purchasing department has reviewed relevant documents with an accessibility lens. Additional resources are available on the Accessible Ajax OLA portal.

**Slide 25:** When making purchases, managers and staff should follow six steps to ensure they meet accessibility requirements:

1. Review the definitions of disability, barrier and accessibility
2. Determine whether the types of goods or services being acquired could create barriers for people with disabilities
3. Include such accessibility considerations in your purchasing documents and reports
4. And accessibility features and criteria into your specifications
5. **DOCUMENT** and retain information relating to your consideration for accessibility criteria
6. And ensure that the successful vendor meets their accessibility obligations throughout the term of the contract

**Slide 26:** So much of the world today is driven by communication. Take a moment to think about everything you have done already today. Maybe you listed

to the radio on the way to work, checked your email, read a newspaper article, or attended a meeting or webinar perhaps. Now imagine what life would be like if all of those lines of communication became blocked or unavailable**.**

This is why making information and communications accessible is not only helpful to persons with disabilities, it benefits everyone. Under provincial accessibility standards, the Town of Ajax is required to create, provide and receive information and communications in an accessible manner. Accessible formats and communications supports must be provided upon request, in a timely manner in consideration of individual needs and at a cost no more than the regular cost charged to other persons.

Any cost to provide the accessible format and communication support is the responsibility of the department which produced the information. Stay tuned for development of corporate accessible formats and communication supports procedural documents.

**Knowledge Check** – (poll)

**The Accessible Information & Communications Standard applies to which of the following?**

**a) Information the Town does not control directly or indirectly through a contract**
**b) Products and labels**
**c) Information and communications about programs and services that the Town of Ajax provides**
**d) Information and Communications that cannot be converted**
**e) All of the above**

The correct answer is c). The Accessible information and Communications Standard applies to information and communications about programs and services that our organization provides. It does not apply to products and labels, information that we don't control directly/indirectly through a contract unless we are involved in education or raining, or information that cannot be converted into an accessible format.

**Slide 27:** But what are accessible formats and communication supports? They are not as complicated as they may sound. The most common accessible formats can include:

- Large print (a document with a font of 18 point or larger to assist people with low vision)
- Using accessible, sans serif fonts in documents like Arial, instead of stylized fonts
- Providing just the text form a PowerPoint slide deck in a Word document so screen readers can easily follow

- Less commonly requested, Braille

Commonly requested communication supports include:

- Assistive listening devices to help people who are hard of hearing at public meetings (available in the River Plate Room and Council Chambers
- Real-time captioning or video captioning
- Sign language interpretation
- Screen readers, like **BrowseAloud** we have available for download on www.ajax.ca
- Or something as simple as a plain language explanation of a complex document

**Slide 28:** It is vital that everyone be able to access emergency and public safety information in accessible formats:

- Information regarding prepared emergency procedure, plans and public safety information, maps, warning signs, evacuation routes, and emergency alerts provided to the public
- Public Library materials must also be provided in accessible formats where possible:
    - APL has an exceptional collection of thousands of materials in alternative formats including large print, talking books, e-books, DVDs, a visiting library service for home-bound patrons, as well as an accessible workstation at the Main Branch with access to a variety of assistive software and hardware including a Braille embosser.

This requirement also applies to **ALL** information and communications provided to the public (council reports, recreation guides, website content, etc.) And availability of such should be provided on forms, documentation and the Town's website with a notation such as:

**Alternative formats are available upon request by contacting: _____. (document author/creator)**

There may be instances when information/communications cannot be converted into an accessible format. Perhaps technology may not be available, or information may be lost in the conversion process (architectural blueprints, x-rays). Under such circumstances, an explanation should be provided to the customer in addition to a summary of the information requested.

**Slide 29:** The Town of Ajax website, www.ajax.ca is our primary way to share information with the public. That's why it's important that its structure and content be accessible. New International Website Accessibility Standards called the web Content Accessibility Guidelines or WCAG explain how to make web content (text, images, documents, PDFs, and forms) more accessible and must now be followed for all Town of Ajax web content.

A few examples of what is required are:

- Inclusion of transcripts with videos
- Provision of a written summary to explain a complex chart or map
- Use of alt tags when incorporating images
- Use of proper heading structure and applying styles in a WORD document to assist in making PDFs more accessible

Resources and guidelines for accessible web content are available for web content liaisons in addition to the **Town of Ajax Website Style & Accessibility Guidelines** available on the Accessible Ajax OLA portal.

**Slide 30:** Moving on to the Employment Standard.

**Knowledge Check** – (poll)

**True or false: Ontarians with disabilities are more likely to be unemployed or under-employed.**

**a) true**
**b) false**

The answer is true. According to Statistics Canada, Ontarians with disabilities are likely to be unemployed or under-employed, and that's not because they don't want to work. When recruitment processes and employment policies are more accessible, you can open doors to a much larger resource pool. It's a win-win.

You may be familiar with the Employment Standards Act. It sets out the minimum fairness standards for the workplace. The Employment Standard under the IASR is different. It deals with accessibility throughout the employment cycle.

Whether or not you currently have a disability, or acquire one later in your career, it is important for you to know that the Town of Ajax is committed to ensuring accessibility and accommodations are part of key processes in your work cycle. This section of the legislation addresses employee and employer rights and obligations relative to 7 main topics:

- Recruitment
- Informing employees of supports
- Accessible formats and communications supports
- Accommodation plans
- Individualized workplace emergency response plans
- Performance management, career development and redeployment
- Return to work process

**Slide 31:** An employment relationship with an employee typically begins though a recruitment process. When planning an accessible recruitment process, there are requirements in three stages:

1. Advertising job positions
    - we need to notify existing employees and the public that the Town of Ajax supports their participation in all aspects of the recruitment process
2. Inviting job applicants to participate in the selection process
    - When scheduling interviews, ask if accommodations are required for the recruitment process (not for the job itself)
3. Offering the position to the successful candidate
    - Inform the applicant of the Town of Ajax's policies on accommodating persons with disabilities
    - Develop an accommodation plan in consultation with the new employee

**Slide 32:** As an employee, accessibility legislation provides various requirements for the Town of Ajax to support you if you have a disability - or if you acquire a disability at any point in your career:

- **Informing Employees of supports**
- **Accessible formats & communications supports**
    - Employees may request accessible formats and communication supports for information required to perform their job
    - Could include software (screen readers), transcripts of audio/visual information, sign language interpretation at a meeting
- **Accommodation plans**
- **Individualized Workplace Emergency Response Plan**
    - Written documentation of accommodations for employees with disabilities helps both employees and managers determine necessary accommodations and prepare for various emergencies such as fire, power outages or severe weather
    - Example: *an employee who cannot hear a fire alarm will need to know how and when to safely exit the building in the event of a fire*
    - Please speak to your manager/supervisor or the Health & Safety WSIB coordinator to request an accommodation based on disability.
- **Performance Management, Career Development & Redeployment**
- **Return to work process**
    - Managers are required to work with employees to take into account accessibility needs of employees

- An employee with a disability may sometimes need to take time off work for a treatment, recovery or other reasons. In addition a disability such as an injury or illness can happen at any time to any of us, so there are processes in place to assist with your return to work.

**Slide 33:** When you can get from one place to another, the world is your oyster. Home to work; workplace to doctor's office to a movie with friends, to a restaurant and back home again.

Transportation empowers people; it means independence and opportunities to access employment and social activity.

In addition to accessible design elements on public transit (buses and trains), municipalities have done their part to ensure local taxicab companies provide accessible cabs in proportion to the Town's needs.

The Town of Ajax Taxi By-law ensures that there is fare equality between all passengers regardless of ability. It also requires that information regarding a vehicle's registration is provided in an accessible format and a licence number is indicated on the rear of the vehicle. Consultation with the Accessibility Advisory Committee also assists in determining the appropriate proportion of on-demand taxis available for the community.

The Town also works with Durham Region Transit, to ensure accessible paths of travel to local bus stops. As of this year, the Town will have assisted with installation of approximately 180 concrete bus pads.

**Slide 34:** The fifth and final standard we're covering today is the built environment standard.

**Slide 35:** Accessibility Standards for the Built Environment focus on removing barriers in two areas:

1. Public spaces
2. Buildings

Enhancements to accessibility in buildings will happen at a later date through proposed changes to the Ontario Building Code. In the mean time, the Town of Ajax also refers to **Facility Accessibility Design Guidelines** and the **Design of Public Spaces in the Built Environment Standard.**

**Slide 36:** The Design of Public Spaces requirements provide for accessibility elements to be included in public spaces that are not covered in the Ontario Building Code:

- The need for appropriate clear widths for recreational trails and beach access routes;
- Providing a minimum number of accessible picnic tables in rest stops and picnic areas;
- Consulting with people with disabilities on the accessible design of play spaces;
- Ensuring exterior paths of travel such as sidewalks, ramps, rest areas and accessible pedestrian signals are design for everyone to use;
- Improving the design of off street accessible parking spaces and increasing the numbers required
- Ensuring accessibility equipment, spaces and features are maintained in good working order

Both technical and consultation requirements are provided and the standards apply *only to public spaces newly constructed or redeveloped on and after* ***January 1, 2016***

**Knowledge Check** – (poll)

**What resources would you reference if you were planning interior renovation to a Town facility?**

**a) Ontario Building Code**
**b) YouTube**
**c) Town of Ajax Facility Accessibility Design Guidelines**
**d) Design of Public Spaces for the Built Environment Standard**
**e) a) and c)**

The correct answer is e) Both the Ontario Building Code and Town of Ajax Facility Accessibility Design Guidelines provide information on accessibility design for the interior built environment. The Design of Public Spaces Standard relates more to exterior, outdoor public spaces.

**Slide 37:** Before we wrap up, I'd like to briefly review some additional accessibility resources we have here at the Town of Ajax.

**Slide 38:** The Town of Ajax Accessibility Advisory Committee or AAC, was established in 2002. The AAC is responsible for providing advice to Council on specific initiatives to be undertaken by the Town. The committee meets on a monthly basis and provides feedback on the following:

- The Accessibility in Action Plan
- Site plans and renovations for municipal facilities
- Town programs and services
- Compliance with provincial accessibility standards
- Public education and awareness

The Committee is comprised of 10 dedicated community ambassadors and a Councillor representative who are committed to working towards a barrier-free Ajax. The AAC is a valuable consultation tool for staff during planning and program development. We'd love to see you at a future meeting! Contact me to schedule your agenda item.

**Slide 39:** The Ajax Accessibility in Action Plan documents the Town's process for preventing, identifying and removing barriers. It demonstrates current achievements and establishes and implementation framework in alignment with organizational goals and legislative requirements. It is important to note that the Accessibility in Action Plan is a living, progressive document. The 2012 Plan marks a shift from annual planning to a five-year forecast, with an annual review and report.

**Knowledge Check –** (poll)

**For how many years has the Town of Ajax been developing an accessibility plan?**

**a) We just started in 2012**
**b) 2 years**
**c) 4 years**
**d) 6 years**
**e) over 9 years**

**The correct answer is e) over 9 years!**

The Plan is developed in consultation with staff, the public and the Accessibility Advisory Committee. A copy of the plan is available on the Town's website and Accessible Ajax OLA portal.

There are several corporate documents available outlining the plan's development in detail. Are you doing something great to improve accessibility or prevent and remove barriers? If so, make sure it's documented on an **Accessibility Plan Project Identification Form** and forwarded to me for inclusion in the plan.

**Slide 40:** On behalf of Nicole and myself, I'd like to thank you for your patience and participation in Today's webinar. Building a diverse, accessible and inclusive organization is a journey, not an event. And your participation today takes us further along that path to accessibility awareness.

Should you have a thirst for additional accessibility resources or information, be sure to visit the Accessible Ajax Portal on OLA, or the Accessible Ajax pages on the Town's website. Is there a resource you'd

like to see? Nicole and I are always here to help, so don't be a stranger and give us a call with your questions.

**Slide 41:** Are there any more questions in the chat corner before we sign off? In order to receive credit for participation in this training session, please note that you will be receiving a confirmation/evaluation form by email to be printed, signed and forwarded to me via inter-office. We covered a lot of information today, and a copy of the presentation and transcript will be made available on the Accessible Ajax OLA portal for reference.

**Thank you!**

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## ATTENTION TOWN STAFF

The goal of providing a totally accessible community to all of the residents of Ajax is certainly a goal worth striving for. Approximately 1.5 million people or one in every seven Ontarians have a form of disability. This number is projected to increase as the population ages.

The Town of Ajax has made great efforts in promoting a barrier free community for its employees, residents and visitors, as identified within the annual Town of Ajax Accessibility Plan. The need to educate Town employees and volunteers with respect to best practices in the provision of customer service to persons with disabilities is now a provincially mandated requirement.

Through the *Accessibility for Ontarians with Disabilities Act* (AODA) 2005, provincial standards have been developed that govern the creation of accessibility policies, practices and procedures relative to the provision of goods and services, employment, transportation, information and communications as well as the built environment. The overall goal is to develop a fully-accessible Ontario by the year 2025.

AODA Ontario Regulation 429/07, Accessibility Standards for Customer Service, was the first standard to be enacted as law. **Under this legislation, every person who interacts with members of the public on behalf of the Town of Ajax is required to be familiar with the Town's policies and procedures with respect to the provision of service to persons with disabilities.**

The attached policy provides the Town's guidelines for the provision of Accessible Customer Service. Additional accessibility training materials and resources are also available by visiting the "Accessible Ajax" section of the Town's website: http://www.ajax.ca/en/livinginajax/accessajaxtraining.asp. You are strongly encouraged to take the time to review and familiarize yourself with this content.

Upon completion of your review, you are required to sign and submit a completed acknowledgement for to myself via mail, fax or email scan. You may be invited to participate in future additional training sessions. If you have any further questions, please do not hesitate to contact me by phone or email.

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# Town of Ajax Accessible Customer Service

October 2009

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# 1. Background and Scope

The Accessibility for Ontarians with Disabilities Act (AODA), was enacted in 2005 with the intent of developing, implementing and enforcing accessibility standards that enhance the ability of persons with disabilities to access goods and services.

The AODA Accessibility Standards address the following five areas:

- Accessible Customer Service
- Accessible Information and Communication
- Accessible Transportation
- Employment Accessibility
- Accessible Built Environment

The first standard is the Accessibility Standard for Customer Service, Ontario Regulation 429/07, which came into effect on January 1, 2008. The purpose of the regulation is to establish qualitative accessible standards to improve the provision of customer service to people with disabilities by the broader public and private sector.

All public sector organizations with more than twenty employees must comply with the Standard by January 1, 2010. The Accessibility Standard for Customer Service requires that organizations and municipalities develop policies, practices and procedures with respect to the following areas:

- Notice for disruptions of service
- Use of service animals
- Use of support persons
- Use of assistive devices
- Employee training on the AODA, OR 429/07 and related corporate policies
- Customer feedback regarding the provision of service to persons with disabilities
- Notice of availability and format of documents
- Communication to persons with disabilities

## 1.1 Purpose

This document is intended to meet the requirements of the AODA, 2005 and all related provisions relative to the Accessibility Standard for Customer Service in order to ensure that persons with disabilities are provided equal opportunities within a standardized service delivery model.

## 1.2 Application

This document applies to all persons who deal with members of the public on behalf of the Town of Ajax, whether the person does so as an employee or agent of the municipality. The application of this document is also relevant to all persons who participate in the development of Town policies, practices and procedures guiding service delivery.

Town staff are to be trained on how to provide customer service to people with disabilities in accordance with the core principles of the AODA, 2005 and Accessible Customer Service Standard.

### 1.3 Accessible Customer Service Mission Statement

The Corporation of the Town of Ajax is committed to being responsive to the diverse needs of all its residents by eliminating barriers and providing accessible, quality customer service, in a manner that respects dignity, independence, integration and equal opportunity.

## 2. Definitions

**Accessibility:**
The degree with which people with disabilities are able to access the functionality and possible benefit of some system or entity. Refers to the potential for a product or service to be beneficial to as many people as possible.

**Accessibility for Ontarians with Disabilities Act, 2005 (AODA):**
Provincial legislation enacted in June, 2005 which provides the framework by which certain accessibility standards will be developed to ensure that businesses and organizations maintain practices and provide goods and services in a manner that is accessible to everyone including people with disabilities. The legislation is comprised of five core standards which will be developed by Standards Development Committees and enacted as Ontario Regulations under the AODA: Customer Service (Reg. 429/07 currently in place), Transportation, Information and Communications, Built Environment and Employment. The goal of the AODA is to build on the framework of the Ontarians with Disabilities Act (ODA) 2001, and establish qualitative standards in order to assist in developing a "fully accessible" province by 2025.

**Accessibility Standard for Customer Service (OR 429/07):**
Ontario Regulation 429/07 created under the AODA which provides for standards to enhance the accessibility of an organization. The standard mandates the development of policies, practices and procedures in the areas of communication, notice for disruption of services, service animals and support persons, assistive devices, training and customer feedback in relation to the core principles of the standard: dignity, independence, integration and equal opportunity.

**Assistive Device:**
Any auxiliary tool, aid, technology or other mechanism that enables a person with a disability to do everyday tasks and activities such as moving, communicating or lifting; assist in accessing goods or services and helps the person to maintain their independence. Examples include but are not limited to, communication aids, cognition aids, personal mobility aids, and medical aids.

**Barrier:**
Anything that stops, impedes prevents or causes difficulty for a person to obtain use or benefit from a provider's goods or services. A barrier can be physical, architectural, attitudinal, technological, relate to information and communications, et al.

**Corrective and Preventive Action Process (CPAR):**
A Town of Ajax process related to a Quality Management System identified through the Corrective and Preventive Action Operating Procedure (COR-OP-101). The system is in place to correct and prevent nonconformance or potential nonconformance issues, including those resulting from internal reviews. Relevant to accessibility, this process establishes the procedure for the effective handling of customer complaints, reports of product and service nonconformance and customer feedback.

**Customer:**
Includes both external and internal customers. External customers relate to residents of the Town, business owners, community groups and organizations, visitors to the Town of Ajax, volunteers, vendors and other levels of government. Internal customers include Town of Ajax employees, agents and Council.

**Disability:**
As per the Ontario Human Rights Code, disability means:

a) Any degree of physical disability, infirmity, malformation or disfigurement that is caused by bodily injury, birth defect, illness and, without limiting the generality of the foregoing, includes diabetes mellitus, epilepsy, a brain injury, any degree of paralysis, amputation, lack of physical coordination, blindness or visual impairment, deafness or hearing impediment, muteness of speech impediment, or physical reliance on guide a dog or other animal or on a wheelchair or other remedial appliance or device;
b) A condition of mental impairment or a developmental disability;
c) A learning disability or a dysfunction in one or more of the processes involved in understanding or using symbols or spoken language;
d) A mental disorder;
e) An injury or disability for which benefits were claimed or received under the insurance plan established under the Workplace Safety and Insurance Act, 1997.

**Ontarians with Disabilities Act, 2001 (ODA):**
Legislation enacted by the Province in November of 2001 to "improve opportunities for persons with disabilities and provide for their involvement in the identification, removal and prevention of barriers". The ODA requires municipalities with more than 10,000 residents to develop an Accessibility Advisory Committee and to draft and maintain an annual Accessibility Plan.

**Service Animal:**
An animal is a service animal for a person with a disability if it is readily apparent that the animal is used by the person for reasons relating to his or her disability; or if the person provides a letter from a physician or nurse confirming that the person requires the animal for reasons relating to his or her disability. Service animals may include, but are not limited to, guide dogs, therapy animals and others which may alert a person with a visual disability or one who is deafened or deaf. Service animals may also be used to alert an individual of an oncoming seizure, pull wheelchairs or otherwise assist people with mobility impairments.

**Support Person:**
A support person could be a hired or trained personal support worker, family member or friend, selected by a person with a disability to provide assistance with his or her mobility, communication and/or other medical needs. A support person is necessary if a person with a disability is unable to otherwise access goods or services and/or maintain the safety of their own person and/or others on the premises.

**Temporary Disruption of Service:**
Any disruption to a service or facility that may create a barrier for a person with a disability in that they would be otherwise able to fully use or access such service or facility.

**Third Party:**
An individual or group who is not a member of the public or service user. A third party may be a volunteer or agent of the municipality, a temporary support staff, a technician, a business associate and/or any other stakeholder who is not an employee or service user.

## 3. Core Principles

The Town of Ajax will make reasonable efforts to ensure that its policies practices and procedures are consistent with the following core principles of the AODA, 2005 standard:

- **Dignity and Independence**
- **Integration**
- **Equal opportunity**

By considering these principles when developing policies, practices and procedures, accessibility planning becomes entrenched within the decision making process and satisfies the spirit with which the AODA, 2005 was enacted.

**Dignity and Independence:**

Customer Service will be provided in a manner that respects the dignity and independence of people with disabilities. People with disabilities should not be forced to accept lesser service, quality or convenience as a result of their disability. Service delivery must consider how people with disabilities can effectively access and use services provided. Awareness and respect of any individual is paramount when providing customer service.

**Integration**

Service provision and associated procedures will be inclusive of all customers and clients, in order to allow people with disabilities to benefit from the same services, in the same place and in the same or similar manner as other customers.

There are occasions, however, when customer service must be provided using alternative measures. Alternative measures will only be employed when a service cannot be integrated and is the only means of providing customer service to a person with a disability.

**Equal Opportunity**

Persons with disabilities will be given an equal opportunity to use and benefit from all services provided by the Town of Ajax. People with disabilities shall not be required to put forth a greater effort in order to access, use and/or benefit from a service. As a result, additional services may be extended to people with disabilities in order to ensure that there is no need to put forth a greater effort.

# 4. General Principles

## 4.1 Notice of Service Disruptions

Temporary disruptions to services or facilities are a reality, however, they can create additional barriers for people with disabilities. In an effort to minimize the impact of temporary disruptions, public notice will be provided for anything that may reasonably prohibit or limit use of a service or facility by a person with a disability. Such notice may relate to facility renovations or construction including maintenance to elevators, accessible pool lifts, washrooms etc.

Whether or not a disruption is predetermined or unplanned the departmental manager, program/facility coordinator or individual otherwise responsible will post a Notice of Service Disruption onsite and notify the communications department and Accessibility Coordinator. Notice will be posted in a conspicuous place on the premises in which the disruption has occurred or will occur. Entrance doors, hallways leading to the disruption area as well as an adjacent service desk are optimal locations. Where applicable, public notice will also be posted on the Town's website and communicated by various other means as deemed necessary. The content of the Notice of Service Disruption shall contain the following information:

- Reason for disruption of service
- Anticipated duration of disruption
- Any alternative facilities or services available
- Additional information such as a contact person or time with which the notice will be updated may also be included where reasonable

## 4.2 Service Animals

People requiring service animals are permitted to be accompanied by a service animal when in areas open to the public, except where excluded by applicable law (ex. *Health Protection and Promotion Act, 1990* or the *Food Safety and Quality Act, 2001*). Where a service animal is excluded by law, the Town will make reasonable efforts to ensure access to goods and services are provided by alternative means. A customer who is accompanied by a service animal shall be considerate of the health and safety of themselves and others.

## 4.3 Support Persons

People with disabilities are permitted to be accompanied by a support person in any area that is open to the public. If a person with a disability requires the accompaniment of a support person, the Town will ensure that both persons are permitted to enter the premises at the same time and that the person with a disability is not prevented from having access to the support person while on the premises. Town of Ajax staff may offer assistance or accompaniment to a customer when necessary to protect the health or safety of the person with a disability or the health or safety of others on the premises. In some cases, it may be necessary for the support person to provide consent to regulations specific to the service provided or, if necessary, agree to a confidentiality clause. All personal information will be collected in accordance with the *Municipal Freedom of Information and Protection of Privacy Act, 1990* (MFIPPA). If any admission fee is applicable to the support person, notice of the amount payable will be posted and provided in advance.

### 4.4 Assistive Devices

The Town of Ajax will make reasonable efforts to ensure that any person with a disability may utilize his or her own assistive device for the purpose of obtaining, using and/or benefiting from the Town's services unless otherwise prohibited by law. A person with a disability shall ensure that his or her assistive device is operated with consideration for the health and safety of themselves and others.

Town Staff may offer reasonable alternative measures in order to accommodate and assist a person with a disability in obtaining, using and/or benefiting from a service. Where the Town has such alternative measures available, staff with ensure to appropriately explain to the customer the reason for its use.

### 4.5 Training

Accessible customer service training shall be provided to every employee or agent who interacts with the public on behalf of the Town of Ajax, including those who participate in developing policies, practices and procedures governing the provision of customer service, as a component of the Corporate Customer Service Standards (COR-OP-008).

The level and format of the training will be tailored to suit the person's interactions with the public and his or her involvement in the development of policies practices and procedures pertaining to the provision of customer service. Training will be made available as soon as practicable after an individual or group assumes some responsibility over the provision of customer service to persons with disabilities on behalf of the Town. Training will also be provided on an ongoing basis in connection with changes to the policies, practices and procedures governing the provision of accessible customer service. Training is generally included as part of an employee's orientation to the Town and may be conducted in a one-on-one or group training session, by way of a written procedure manual, and/or through an audio-visual component. All training, regardless of the format, shall include:

- An overview of the purpose of the AODA, 2005 and OR 429/07
- Instruction on the Town's policies, practices and procedures pertaining to the provision of customer service to persons with disabilities
- Instruction on how to communicate with persons with various types of disabilities
- Instruction on how to interact with persons with disabilities who use assistive devices or who require the assistance of a support person or service animal
- Instruction on the use of assistive devices available on the Town's premises that may help with the provision of customer service to persons with disabilities, if applicable
- Instruction on what to do if a person with a disability is having difficulty accessing the Town's services

The Town will keep records of training materials provided and delivered, including the date on which the training is provided and the number of individuals who participated. The name of individuals trained will be recorded for the purpose of training administration. Information maintained with respect to training records is subject to the MFIPPA.

### 4.6 Customer Feedback

Any individual has the opportunity to submit feedback regarding the provision of accessible customer service through regular mail, email, telephone, facsimile, or by using the Town's "Your Opinion Counts" Form (COR-023), which is available to all staff, at all service counters and via the Town's website.

The process articulated in the Town's Standard Operating Procedure for Corrective and Preventive Action (COR-OP-101), provides details concerning the feedback methods, review process, as well as what actions will be undertaken when feedback is received. Feedback will be acknowledged in the time frames outlined in Section 7.1 of COR-OP-101. The Accessibility Coordinator will ensure that records of Customer Feedback and Corrective and Preventive Action Requests (CPAR) are maintained and that a Quarterly Report of Customer Feedback and CPARs relative to accessibility issues is compiled, reviewed and forwarded to the respective management representative.

### 4.7 Notice of Availability and Alternate Format of Documents

All documents required by the Accessibility Standards for Customer Service, including the Town's Accessible Customer Service policies, procedures and practices, notices of temporary disruptions, training records and written feedback process are available upon request, subject to the MFIPPA. When providing a document to a person with a disability, the Town will make reasonable efforts to provide the document or information contained in the document, in a format that takes into account the person's disability.

Notice of availability of all documents required by the Accessibility Standards for Customer Service will be posted on the Town's website and available through the Legislative and Information Services Department.

### 4.8 Communication

Communication will be provided in a manner that takes into account an individual's disability. Consideration will be given to the way in which individuals express, receive and process information without making assumptions about a particular disability. Individuals with the same disability may process information in different ways. The Town will continue to review the nature, manner and methods with which it communicates to people with disabilities, in an attempt to improve accessibility of information and services.

# Accessible Customer Service Training Material Summary

## Accessibility for Ontarians with Disabilities Act (AODA), 2005

The **Accessibility for Ontarians with Disabilities Act, 2005 (AODA)** is provincial legislation that aims to achieve full accessibility throughout the province by the year 2025. This legislation requires all private, public and voluntary sectors to create of Accessibility standards in 5 key areas:

- **Customer Service**
- **Information & Communication**
- **Transportation**
- **Employment**
- **Built Environment**

## Why Was Accessibility Legislated – Creating Equity and Access

Ontarians with disabilities have become a huge part of our marketplace. Close to 50% of our citizens have one form of disability or another. The government has recognized the importance of mandating better engagement of people with disabilities. The need to teach employees how they can best serve this market segment is both a provincially mandated requirement and a great opportunity to engage those with disabilities.

## Accessible Customer Service Standard

Ontario's first accessibility standard, the Accessibility Standards for Customer Service, came into effect on January 1, 2008. The date for compliance by public sector organizations is January 1, 2010. By this date, The Town of Ajax must have established and qualitative accessible standards to improve the provision of customer service to people with disabilities in the following areas:

- Notice for disruptions of service
- Use of service animals
- Use of support persons
- Use of assistive devices
- Employee training on the AODA, OR 429/07 and related corporate policies
- Customer feedback regarding the provision of service to persons with disabilities
- Notice of availability and format of documents
- Communication to persons with disabilities

The principals of providing customer service to people with disabilities are no different than those of providing customer service to people without disabilities. All customer service should be based on treating customers consistent with the core principles of the AODA:

- **Dignity -** Customers are valued and deserving of effective and full service.
- **Equal Opportunity -** All customers have the same chances, options, benefits and results as others.
- **Integration -** All customers fully benefit from the same services delivered in the same or similar way as other customers. At times, it may be necessary to provide services in alternate ways to ensure all customers can benefit from them.
- **Independence -** Customers are given the freedom to make their own choices and do things in a manner that is most convenient to them.

The Town of Ajax Accessible Customer Service Mission Statement reads as follows:

***"The corporation of the Town of Ajax is committed to being responsive to the diverse needs of all its residents by eliminating barriers and providing accessible, quality customer service, in a manner that respects dignity, independence, integration and equal opportunity."***

The attached **Accessible Customer Service Policy** contains procedures and practices specific to the provision of customer service to people with disabilities. The document includes information on the use and accompaniment of assistive devices, service animals and support persons as well as notification of service disruption, employee training and customer feedback.

## What are Common Physical Disabilities?

A disability is a functional limitation or restriction of an individual's ability to perform an activity. The word "disabled" is an adjective, not a noun. People are not conditions. It is therefore preferable not to use the term "the disabled", but rather "people with disabilities."

### Hearing

People who have hearing loss may be deaf or hard of hearing. Like other disabilities, hearing loss has a wide variety of degrees. One of every ten Canadians has some hearing loss.

*Deaf* refers to individuals with a severe to profound hearing loss, with little or no residual hearing.

*Deafened* or late-deafened refers to individuals who grew up with normal hearing or hard of hearing and, either suddenly or gradually, experienced a profound loss of hearing.

*Hard of hearing* is generally used to describe individuals who use spoken language (their residual hearing and speech) to communicate. Most hard of hearing people can understand some speech sounds, with or without hearing aids, and often supplement their residual hearing with speech reading, hearing aids and technical devices. The term "person with hearing loss" is increasingly used and preferred.

### Sight

Vision disabilities reduce one's ability to see clearly. Very few people are totally blind. Some have limited vision such as tunnel vision, where a person has loss of peripheral or side vision, or a lack of central vision, which means they cannot see straight ahead. Some can see the outline of objects while others can see the direction of light. Impaired vision can restrict a person's ability to read signs, locate landmarks or see hazards. In some cases, it may be difficult to tell if a person has a vision disability. Others may use a guide dog or white cane.

### Mental/Developmental Disabilities

People with mental health disabilities look like anyone else. You won't know that a person has a mental health disability unless you're informed of it. Mental illness is the term that refers collectively to all diagnosable mental disorders. Mental disorders are health conditions that are characterized by alterations in thinking, mood or behavior (or some combination thereof) associated with distress and/or impaired functioning.

Alzheimer's disease exemplifies a mental disorder largely marked by alterations in thinking (especially forgetting). Depression exemplifies a mental disorder largely marked by alterations in mood. Attention-deficit/hyperactivity disorder exemplifies a mental disorder largely marked by alterations in behavior (over-activity) and/or thinking (inability to concentrate). Alterations in thinking, mood or behavior contribute to a host of problems-patient distress, impaired functioning, or heightened risk of death, pain, disability, or loss of freedom (American Psychiatric Association, 1994)

Mental illness is common. Statistics show that one in every five Canadians will have a mental health problem at some point in their lives. Mental illnesses account for a large percentage of hospital stays every year. Yet, in spite of the fact that every Canadian knows someone who has been, or will be, affected by mental illness, few people know very much about it.

It is human nature to fear what we don't understand. As such, mental illness is feared by many people and, unfortunately, still carries a stigma (a stigma is defined as a mark or sign of disgrace). Protection for persons with mental disabilities deserves special attention. These persons have the same rights as persons with any other kind of disability. They may, however, have trouble expressing themselves or even identifying that they have a disability.

People with intellectual or developmental disabilities may have difficulty doing many things most of us take for granted. These disabilities can mildly or profoundly limit one's ability to learn. You may not be able to know that someone has one of these disabilities unless you are told, or you notice the way a person acts, asks questions or uses body language. As much as possible, treat your customers with an intellectual or developmental disability like anyone else. They may understand more than you think, and they will appreciate you treating them with respect.

## Assistive Devices and Equipment

Assistive technology refers to any device or product that improves a person's ability to function or reduces a barrier within their environment. This may include environmental adaptations as well as adaptive equipment.

People with disabilities may use one or more of the following assistive technologies in communication with others or in getting information.

- Speech input and synthesized speech output
- Screen readers, screen magnifiers, screen projectors
- Audio recorded information
- Text telephones
- Adjustable signal level and tone on audio devices
- Volume control
- Hands-free data entry and response selection
- Intelligent word prediction software
- Alternative pointing devices, such as mouth sticks
- Keyboard controllers
- Book holders and page turners
- Touch screens
- Standardized icons

## Understanding Barriers to Accessibility

A barrier is anything that stops, impedes, prevents or causes difficulty for a person with a disability from fully participating in all aspects of society. There are many kinds of barriers:

**Architectural** barriers may result from the design of the building, shape of rooms, size of doorways, or width of hallways, for example.

**Physical** barriers refer to objects added to the environment, such as doors, windows, elevators, furniture, bathroom hardware, etc.

**Information or communication** barriers make it difficult for people to receive or send information. For example, a person with a visual disability may not be able to read printed materials, read signs, locate landmarks, or see a hazard. A person with an intellectual disability may not understand information that is not expressed in plain language.

**Attitudinal** barriers refer to persons who do not know how to communicate with people with disabilities, or persons who display discriminatory behaviours.

**Technology** barriers refer to devices such as computers, telephones, inadequate or inappropriate assistive technologies.

**Systemic** barriers can result from an organization’s policies, practices and protocols if they restrict persons with disabilities.

**Tips for Providing Accessible Customer Service:**

- It is important to understand that information about a disability is personal and private and must be treated confidentially.
- Treat people with disabilities with the same respect and consideration you have for everyone else
- Patience, optimism and a willingness to find a way to communicate are your best tools.
- Smile, relax and keep in mind that people with disabilities are just people.
- Don't make assumptions about what type of disability or disabilities a person has.
- Some disabilities are not visible. Take the time to get to know your customers' needs.
- Be patient. People with some kinds of disabilities may take a little longer to understand and respond.
- If you're not sure what to do, ask your customer, "May I help you?"
- If you can't understand what someone is saying, just politely ask again.
- Ask before you offer to help – don't just jump in. Your customer with disabilities know if they need help and how you can provide it.
- Find a good way to communicate. A good start is to listen carefully.
- Look at your customer, but don't stare. Speak directly to a person with a disability, not to their interpreter or someone who is with them.
- Use plain language and speak in short sentences.
- Don't touch or address service animals – they are working and have to pay attention at all times.
- Ask permission before touching a wheelchair or piece of equipment.
- Every organization should have emergency procedures for customers with disabilities. Make sure you know what they are.

**TOWN OF AJAX**

# ACCESSIBLE CUSTOMER SERVICE TRAINING CONFIRMATION

| | |
|---|---|
| Last Name: | First Name: |
| Department: | |
| Telephone Number: | E-mail: |
| Employee Number: | |

I, the undersigned, acknowledge that I have read the Town of Ajax Accessible Customer Service Policy and training materials.

_____ Signature

_____ Date

Please return the signed and completed form to:

**Sarah Moore**
**Committee Co-ordinator**
Town Hall
65 Harwood Avenue South
Ajax, ON
L1S 2H9

Personal information contained on this form is collected pursuant to the *Municipal Freedom of Information and Protection of Privacy Act* and will be used for the purpose of responding to your request. Questions about this collection should be directed to the FOI Co-ordinator 905-619-2529 ext. 3343.

| | |
|---|---|
| Form: COR-008 | Revised: 11/01/17 |

| *Ref.* | Action Item(s) | Responsibility | Timing | Cost/Budget Impact | Staff Resources Required | Status/ Evaluation |
|---|---|---|---|---|---|---|
| *1.* | Advisory Committee training<br>- orientation session<br>- Chairs Workshop / meet and greet | LIS | February 23<br>January 31, 2012 | | | ✓complete |
| *2.* | Debrief of Black History Month and gain feedback | David | February 23 | | | ✓complete |
| *3.* | Overview of the DACE Plan | Recreation and Culture | February 23 / March 30 | | | ✓complete |
| *4.* | Provide input on significant days of celebration to be recognized by the Town and their promotion to Town staff and the broader community | HR | April 27 /<br>May 25 /<br>October 26 | | | calendar in progress |
| *5.* | Presentation on South Asian Heritage Month | Sharlene | March 30 /<br>April 27 | | | ✓complete |
| *6.* | Review of the New Resident Guide | David | March 30 | | | ✓complete |
| *7.* | Discussion on Audley Recreation Centre (ARC) Excitement Campaign | Recreation and Culture | May 25 | | | ✓complete |
| *8.* | Input on web site redesign (i.e.: neighbourhood portal) | Communications | May 25 /<br>June 22 | | | ongoing |
| *9.* | Update on Library Strategic Plan with a specific review of diversity and community engagement initiatives | Ajax Public Library | June 22 | | | ✓complete |
| *10.* | Proclamation of Diversity Month in September | Recreation & Culture | June 22 | | Sharlene Murray | ✓complete |

| *Ref.* | Action Item(s) | Responsibility | Timing | Cost/Budget Impact | Staff Resources Required | Status/ Evaluation |
|---|---|---|---|---|---|---|
| *11.* | Present and review formal DACE implementation plan for years 1 and 2 and status updates as required | DACE Staff Diversity Team Chair | March 30<br>Ongoing | | | re-evaluated |
| *12.* | September Diversity Month Discussions<br>- diversity themed pop-up banner design<br>- proclamation | Recreation & Culture | June / September | | | <br><br><br>✓complete<br>✓complete |
| *13.* | Community information sharing:<br>- Welcome Wagon<br>- Baha'i Report of Diversity<br>- Crisis Services Ajax<br>- Welcome Centre Tour / New Immigrant Newcomer Youth Advisory Committee – Needs Assessment Survey Results– CDCD | Recreation & Culture | <br>May<br>September<br><br>October 26 | | | <br>✓complete<br>✓complete<br>✓complete<br>✓complete |
| *14.* | Volunteer Recognition Program – selection and review committee | Recreation and Culture | February 22, 2012<br>January 30, 2013 | | S. Murray | |
| *15.* | Review effectiveness of language line – discuss alternate approaches and potential resources with respect to translation | Office of the CAO | November 23 | | | |
| *16.* | Strong Neighbourhood Strategy<br>- terms of reference<br>- ongoing consultation / updates<br>- Strategy Update | Recreation & Culture | November 23, 2011<br>November 28, 2012<br>January 30, 2013<br>Spring 2013 | | H. Dayton<br>M. Murray<br>T. Vaughan<br>M. Murray | |
| *17.* | Provide input on community engagement initiatives<br>- Council Recognition, Proclamation and Flag Raising Request Procedures | Legislative and Information Services | November 23 | | | ✓complete |

| *Ref.* | Action Item(s) | Responsibility | Timing | Cost/Budget Impact | Staff Resources Required | Status/ Evaluation |
|---|---|---|---|---|---|---|
| *18.* | Identify opportunities for various ethnic cultures and / or diverse groups to participate and / or showcase their diversity and / or cultural heritage in our community events | Recreation & Culture | Ongoing | | | |
| *19.* | Review of Hiring Practices Policy and the Performance Management Policy | HR | December 2011 | | | |
| *20.* | Designate a prominent space as Centre of Understanding: Pat Bayly Square | Operations/ Recreation & Culture | Fall 2012 | | T. Vaughan C. Bridgeman | |
| *21.* | Work to ensure that Advisory and Steering Committees reflect the community they serve | LIS / Council | March 28 | | Sarah Moore | ✓complete |
| *22.* | Continue to utilize differing communications vehicles to reach diverse groups regarding engagement in civic opportunities (diverse media services) | Communications | April 25 | | Christie McLardie | ✓complete |
| *23.* | Ensure that all publications depict the Town's diversity and photographs demonstrate that diversity | Communications | April 25 | | Christie McLardie | ✓complete |
| *24.* | Continually look to improve communications strategies and utilize relevant diverse newspapers and mediums for the promotion of Town opportunities | Communications | April 25 | | Christie McLardie | ✓complete |
| *25.* | Audley Recreation Centre Programming | Recreation & Culture | April 25 | | A. Malmsten K. Murton | ✓complete |
| *26.* | Community Group Affiliation Program | Recreation & Culture | Fall | | | |

| *Ref.* | Action Item(s) | Responsibility | Timing | Cost/Budget Impact | Staff Resources Required | Status/ Evaluation |
|---|---|---|---|---|---|---|
| *27.* | Neighbours Initiatives (events and brochure) | Recreation & Culture | October 24, 2012 | | Sharlene Murray | |
| *28.* | Pan Am Initiative | Recreation & Culture | November 28, 2012 | | Tracey Vaughan | |
| *29.* | Ontario's Immigration Strategy | Recreation & Culture | November 28, 2012 | | Tracey Vaughan | |
| *30.* | Pictorial History Book | Recreation & Culture | November 28, 2012 | | David Forget and Sharlene Murray | |
| *31.* | Event Sponsorship Criteria | Office of the CAO | April 25 | | Marilou Murray | ✓complete |
| *32.* | Applicant Tracking Survey | HR Services | Spring 2013 | | Jackie Lumsden | |
| *33.* | Ice Allocation Policy | Recreation & Culture | 2013 | | Debbie Nickerson | |
| *34.* | Integrated Community Sustainability Plan | Operations and Environmental Services | Jan. 25, 2012 Sept. 26, 2012 | | Tracey Chala | ✓complete |
| *35.* | Art in Public Spaces Policy and Review Panel | Recreation and Culture | February 22 | | Robert Gruber | |
| *36.* | Community Engagement Policy | Ajax Public Library | Spring | | | |
| *37.* | Park Naming Policy | Operations and Environmental Services | April 2013 | | Dave Meredith | |

| *Ref.* | Action Item(s) | Responsibility | Timing | Cost/Budget Impact | Staff Resources Required | Status/ Evaluation |
|---|---|---|---|---|---|---|
| *38.* | Local Government Week | LIS | Sept. 2013 | | Nicole Wellsbury Sarah Moore | |
| *39.* | Committee Appointment Review Policy | LIS | Fall 2013 | | Sarah Moore | |
| *40.* | Pat Bayly Square programming and operational procedural development | Recreation & Culture | June 2013 | | Robert Gruber | |
| *41.* | Volunteer Database and Management Model Creation | Recreation & Culture | Fall 2013 | | Robert Gruber | |
| *42.* | Neighbourhood Portal redevelopment | Recreation & Culture | Fall 2013 | | Sharlene Murray | |
| *43.* | Grand Opening Audley | Recreation & Culture | April 2013 | | Stacy Toole/Robert Gruber | |
| *44.* | Social Infrastructure Funding | Recreation & Culture | June 2013 | | Tracy Vaughan | |
| *45.* | Culture Mapping Resource Tool | Recreation & Culture | Fall 2013 | | Robert Gruber | |
| *46.* | Corporate Customer Polling | Office of the CAO | 2014 | | David Forget | |

Last Updated: 13/02/25