



Access
ON
donne
accès

Towards an Accessible Ontario

Greater Toronto Hotel
Association, Tourism
Toronto

May 14, 2014

Accessibility Directorate of Ontario
Ministry of Economic Development, Trade and Employment
Ministry of Research and Innovation





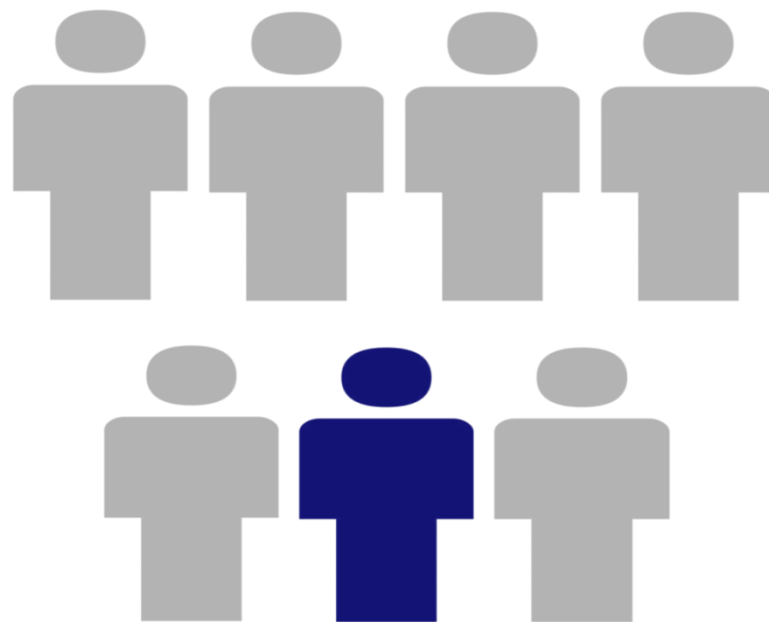
**Accessibility
is
About Everyone**



People with Disabilities

Today

1 in 7

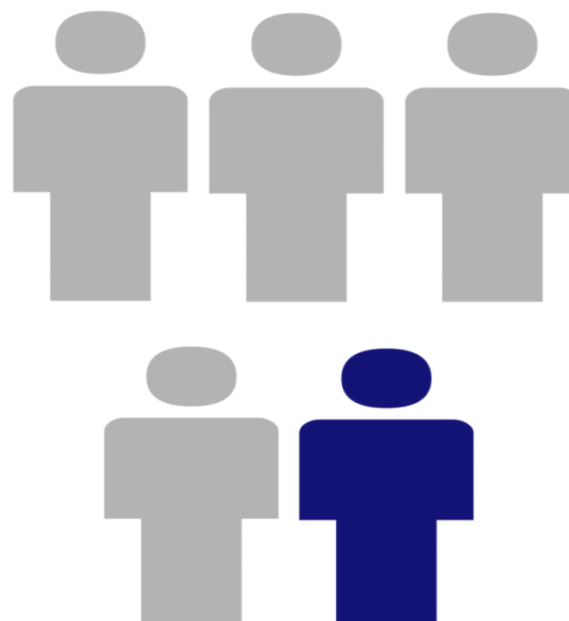




People with Disabilities

In the near future, as we age

1 in 5





What is considered a disability?

- AODA definition covers many different types of disability, such as:
 - Deafness or hearing loss
 - Intellectual or developmental disabilities
 - Learning disabilities
 - Mental health disabilities
 - Physical disabilities
 - Vision loss
- A disability can be permanent or temporary



What is Accessibility?



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



It's about...

- Attitude
- Inclusion
- Understanding that people with disabilities may have different needs





Accessibility
is
Good for Everyone



Benefits for Everyone

- Seniors
- Families
- Shoppers
- Visitors





By 2017, there will
be **more seniors**
than children aged
14 and under





Accessibility
is
Good for the Economy



People
with
Disabilities = \$25 Billion
Annual
Spending



People with Disabilities + Friends, Family, Colleagues = 63% of the Population

A huge consumer market!



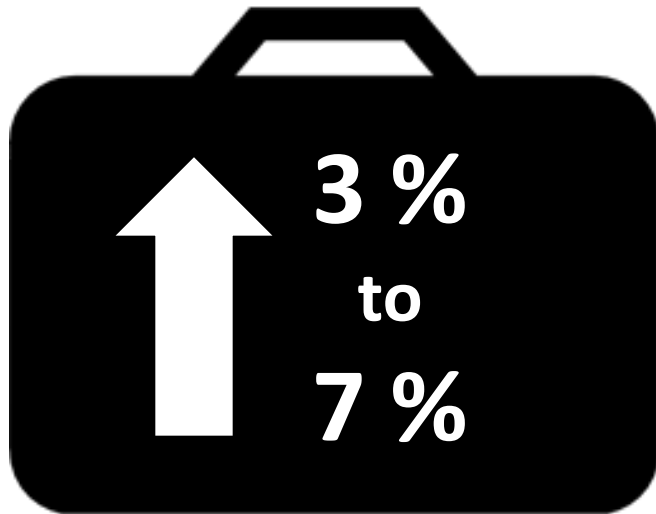
By 2031...

People
with
Disabilities + Seniors
(aged 55+) = **\$536 Billion**
Total Income

As baby boomers age,
they will drive society to meet their needs and demands.



Benefits for Tourism



Visits



**\$400
million
to
\$1.6
billion**

Tourist Spending



Benefits for Retail



Sales



To meet the requirements of the customer service standard, organizations need to:

Step 1 is to create and put in place a plan that:

- Considers a person's disability when communicating with them
- Allows assistive devices in your workplace, like wheelchairs, walkers and oxygen tanks
- Allows service animals
- Welcomes support persons
- Lets customers know when accessible services aren't available
- Invites customers to provide feedback

Step 2: Train staff on accessible customer service



About AODA

An accessible mindset

- Many requirements under the AODA are not prescriptive
- This means that while organizations must comply with the standards, it's up to individual organizations to decide how best to do it
- Creative solutions are welcome
- An inclusive dialogue with people with disabilities is important
- Solutions should meet the principles of accessibility

Key principles:

- ✓ **independence**
- ✓ **dignity**
- ✓ **integration**
- ✓ **equality of opportunity**



Scenario 1: an accessible mindset

Barrier:

The restaurant has open candles on the tables, which can be dangerous around oxygen tanks. A customer who requires an oxygen tank as an assistive device is waiting to be seated.

What are the requirements under the standard?

What advice can you provide?



Solution 1: An accessible mindset

What are the requirements under the standard?

Under the customer service standard the restaurant should have a policy in place for how it will accommodate people who require oxygen tanks. This policy must take into account a person's disability.

The restaurant needs to train its staff on these policies.

What advice can you provide?

In cases where the assistive device presents a safety concern, other reasonable measures can be used to ensure the access of goods and services. Therefore, the accommodation of a customer with an oxygen tank may involve ensuring the customer is in a location that would be considered safe for both the customer and business.



Accessibility tips: assistive devices

How to interact with people who use assistive devices, and how to use any equipment that your organization provides to help customers with disabilities.

An assistive device is a tool, technology or other mechanism that enables a person with a disability to do everyday tasks and activities, such as moving, communicating or lifting. Personal assistive devices can include things like wheelchairs, hearing aids, white canes or speech amplification devices.

Tips:

- Don't touch or handle any assistive device without permission.
- Don't move assistive devices or equipment, such as canes and walkers, out of your customer's reach.
- Let your customers know about accessible features in the immediate environment that are appropriate to their needs (e.g. public phones with TTY service, accessible washrooms, etc.).



Who is covered by the IASR?

Organizations in Ontario

- One or more employees
- Provide goods, services or facilities:
 - directly to the public, or
 - to other businesses or organizations

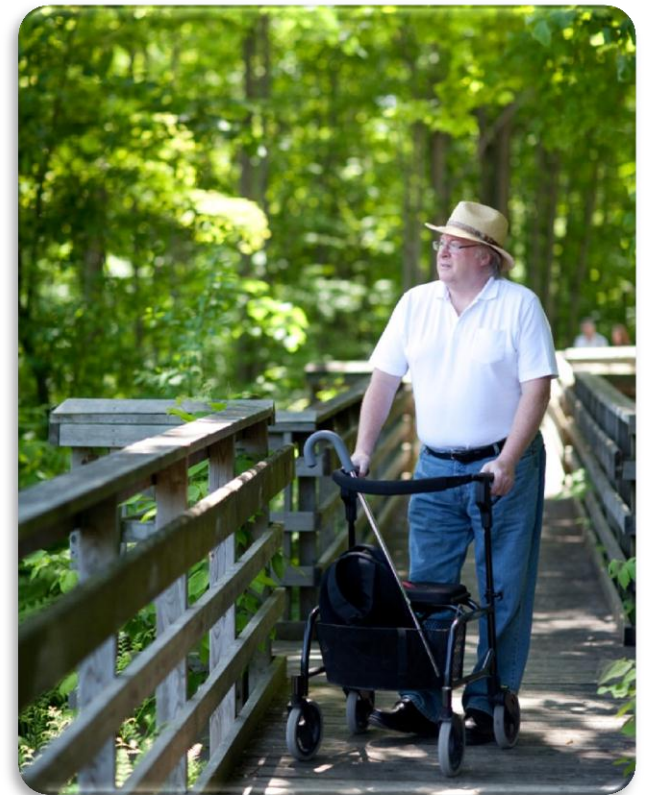




Accessibility Standard for the Design of Public Spaces

Areas covered

- Recreational trails and beach access routes
- Outdoor public-use eating areas
- Outdoor play spaces
- Exterior paths of travel
- Accessible parking
- Service-related elements
- Maintenance





Scenario 2: an accessible mindset

Can you identify the barriers?





Solution 2: an accessible mindset

Organized accessible queuing areas:

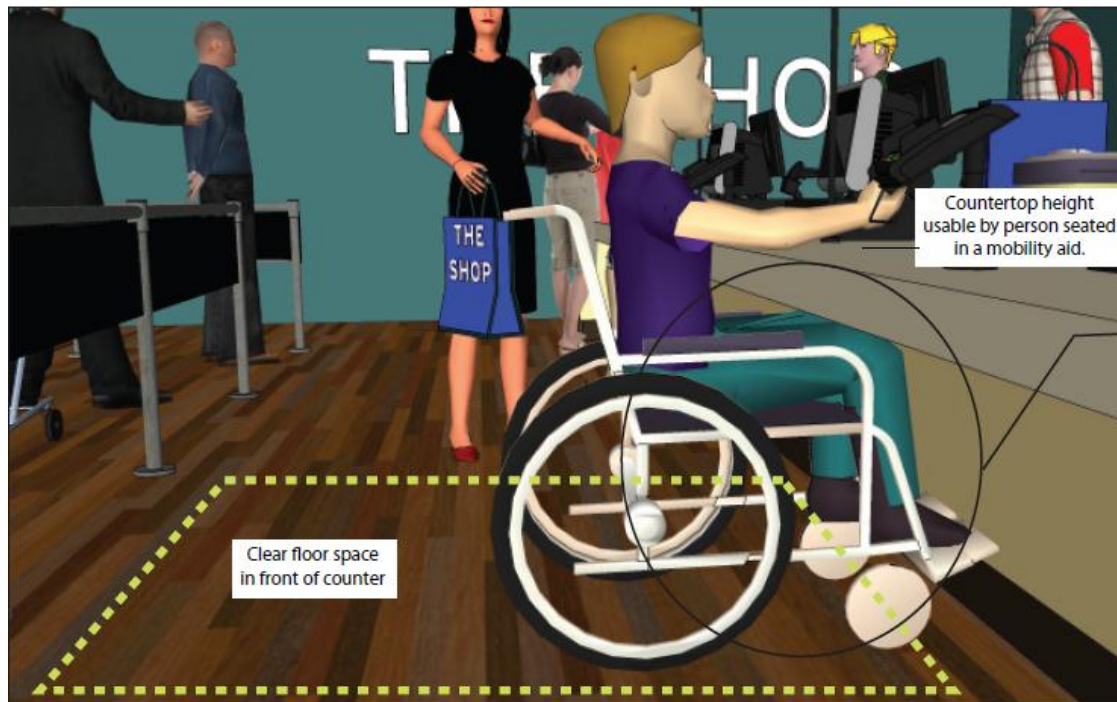




Solution 2: an accessible mindset

Lower counter tops, space in front of the counter

Knee clearance for users of mobility aids





Accessibility tips: people with physical disabilities

People with physical disabilities

Only some people with physical disabilities use a wheelchair. Someone with a spinal cord injury may use crutches while someone with severe arthritis or a heart condition may have difficulty walking longer distances.

Tips:

- If you need to have a lengthy conversation with someone who uses a wheelchair or scooter, consider sitting so you can make eye contact at the same level.
- Don't touch items or equipment, such as canes or wheelchairs, without permission.
- If you have permission to move a person's wheelchair, don't leave them in an awkward, dangerous or undignified position, such as facing a wall or in the path of opening doors.



2014 Requirements Recap

Small Organizations (1-49 employees)

- No new requirements in 2014
- **Organizations with more than 20 employees must file an AODA compliance report**
- The report will cover requirements from 2012





2014 Requirements Recap

Large Organizations (50+ employees)

- Multi-year plan to meet your accessibility requirements
- Policies in place, and you are telling your employees and customers about them
- Consider accessibility when purchasing or designing electronic kiosks
- New websites are accessible
- **File an AODA compliance report**





General Section

Resources to help you

Developing Accessibility Policies and a Multi-year Accessibility Plan



- Guides for different sectors, sizes
- Include examples and templates

Making Your Purchases More Accessible



- For all sectors
- Steps to consider
- Includes examples
- Provides clear directions on how to find products and services that will increase accessibility



Harold Jeebers: accessible websites





Accessible Websites

Applies to large organizations (50+ employees)

NEW Internet Websites

**Created On or After
January 1, 2014**

- Conform with **WCAG 2.0, Level A**
 - Including web content

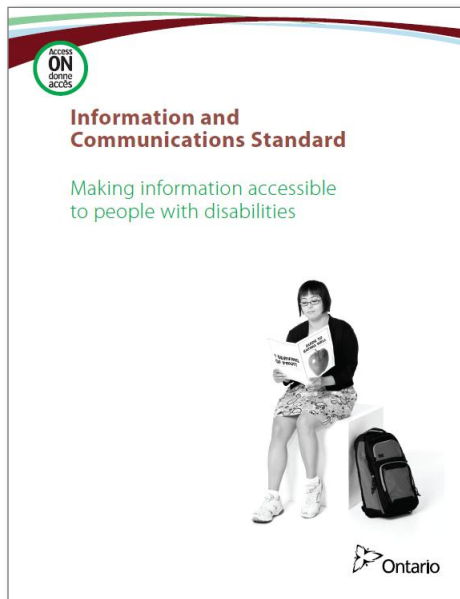
ALL Internet Websites

**By
January 1, 2021**

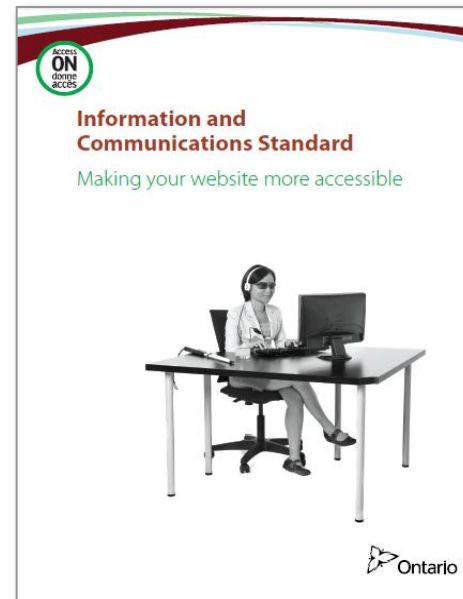
- Conform with **WCAG 2.0, Level AA**
 - Including:
 - Web content
 - All content published **after January 1, 2012**
 - Excluding:
 - Live captioning
 - Audio description



Resources to help you Feedback Processes, Websites



- Steps to consider
- Tips and examples



- Overview of web accessibility standards
- Best practices and tips



What's Next?

2015 Requirements

Large organizations:

- Train your staff on Ontario's accessibility laws
- Make your feedback processes accessible, when asked



Resources to help you Training

www.AccessForward.ca

AccessForward
Vers l'accessibilité
TRAINING FOR AN ACCESSIBLE ONTARIO

Welcome. This website offers free resources to help your organization meet the training requirements under Section 7 of the IASR. Select "Getting Started" for a brief overview of the site.

GETTING STARTED

General Requirements Training	Information and Communication Standard Training	Employment Standard Training	Transportation Standard Training
Take it	Take it	Take it	Take it
Watch it	Watch it	Watch it	Watch it
Hear it	Hear it	Hear it	Hear it
Read it	Read it	Read it	Read it
Present it	Present it	Present it	Present it

Training Resources
Additional resources, including Your Guide to Section 7 Training and more.

VIEW RESOURCES

NOTIFY ME OF UPDATES

Module Downloads
General Requirements Training
Information and Communication Standard Training
Employment Standard Training
Transportation Standard Training

DOWNLOAD ALL

- Multiple formats
- Interactive web-based video and audio format
- Condensed booklet version

Working Together

Working Together: Part 1. Introduction

The Code

0:00 / 4:41

- For all sectors
- Completes the training requirements



What's Next?

2015 Requirements

Small organizations:

- Accessibility policies in place (not written), and you are telling your employees and customers about them
- Consider accessibility when purchasing or designing electronic kiosks



Scenario 3: an accessible mindset

Barrier:

A guest who has low vision is checking into your hotel and asks for information about what to do in the event of an emergency.

What are the requirements under the standard?

What advice can you provide?



Solution 3: An accessible mindset

What are the requirements under the standard?

Ensure your front desk staff have received their accessible customer service training. Provide emergency procedures, plans, or public safety information in a way that is accessible to them.

What advice can you provide?

Have a Word file that describes your emergency procedures available to front desk staff. This Word file should be formatted in a way that is accessible to screen readers. The font could also be enlarged and printed. You could also read the instructions out loud to the guest.



Accessibility tips: people with vision loss

People with vision loss

Vision loss can restrict someone's ability to read, locate landmarks or see hazards. Some customers may use a guide dog or a white cane, while others may not

Tips:

- When you know someone has vision loss, don't assume the individual can't see you. Many people who have low vision still have some sight.
- Identify yourself when you approach and speak directly to the customer.
- Ask if they would like you to read any printed material out loud to them (for example, a menu or schedule of fees).
- When providing directions or instructions, be precise and descriptive. Offer your elbow to guide them if needed.



The AODA Wizard

Tasks and Timelines

- Answer a few questions
- Get a personalized summary of what you have to do, by when
- Free and user-friendly
- ontario.ca/AODAWizard





For More Information...



ontario.ca/AccessON

ServiceOntario

AODA Contact Centre (ServiceOntario)

Toll-Free: 1-866-515-2025

TTY: 416-325-3408 / 1-800-268-7095

Fax: 416-325-3407



For More Information...



[Greater Toronto Hotel Association](#)



[Ontario Restaurant, Hotel & Motel Association](#)



[Tourism Industry Association of Ontario](#)