



# **“Accessibility is More than a Ramp”: Evaluation**

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## Steering Committee Members

- Kym Clark
- Tim Eichholz
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- Mary Gartenburg
- Teri Hibbs
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## ***Background***

- On Tuesday, November 8th, 2005, the City of Kingston’s Accessibility Advisory Committee presented a public education event called “Accessibility is More than a Ramp” (AIMTAR).
- The target audience for this event was small business, secondary and post-secondary students, and the general public.
- There was an information fair showcasing local for-profit and not-for-profit service providers and vendors of accessible products and services; panel discussions on various accessibility topics; and keynote speeches from leaders in the accessibility area.
- A 10-minute play about accessibility was developed and performed by students at Queen Elizabeth Vocational Institute for delegates over the lunch hour.
- AIMTAR delegate registration was free. Not-for-profit organizations that set up exhibitions at the information fair were provided a 3 x 6 foot table, chair, and table cloth for free. For-profit organizations were charged \$100.
- The event ran from 10 to 4 at Rideaucrest Home, at 175 Rideau Street.
- The City of Kingston budgeted \$2,500 to organize the event.
- The event was fully accessible.
- In addition to the 7-person Steering Committee, 10 other volunteers performed various functions for the entire Tuesday, including registration, exhibitor management, parking, and accessibility monitor.
- Planning for AIMTAR began in June 2005, with the Steering Committee meeting every two weeks, and then (the last 4 weeks) weekly.

## ***Key Statistics***

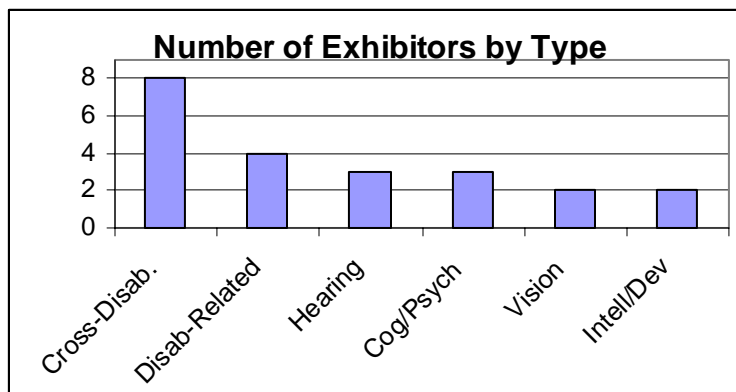
- Over 90 people attended as delegates.
- Approximately 60% learned about AIMTAR through emails or faxes. None of the other communications vehicles appeared particularly effective.
- Some delegates traveled to attend the event from Ottawa, Brockville, and Cobourg.
- Twenty-two organizations participated in the “information fair”.
- Sixteen panelists and 3 keynote speakers discussed various accessibility issues, followed by questions from the audience.
- \$1,300 was donated by civic-minded organizations to support the event.
- \$200 was raised from table rental to for-profit organizations.

## ***Key Feedback from Delegates***

- Of the three keynote speakers, Judith Moses received the highest ratings (10/10); second - Ernie Parsons (8/10), and third - Susan Scotti (6/10).
- The “Safety” panel received the highest rating (9/10). The other three panels received similar, slightly lower ratings (8/10).

### **Key Feedback from Exhibitors**

- There were 22 exhibitors at AIMTAR.
- 2 exhibitors (9%) were for-profit organizations. The remainder for not-for-profit organizations.
- 2 exhibitors (9%) were government or government-sponsored organizations.
- 1 exhibitor (5%) was a post-secondary educational institution.



- AIMTAR was seen to be a satisfactory event for promoting the services and products of the exhibitor.
- Registration/confirmation was okay, but could be improved.
- Location of the exhibitor area, and the scheduling of delegates for visitation to the Exhibitor area, was seen as unsatisfactory.
- Most exhibitors did not feel an exhibitor fee would be appropriate.

### **Key Feedback from Steering Committee: Points of Agreement**

- Have pre-registration for delegates and exhibitors.
- Have less content over a day or half-day.
- Have the content be more targeted to the needs of a particular audience.
- Structure the event so delegates have time to visit exhibitors.
- The planning & coordination of the event worked well

### **Key Feedback from Steering Committee: Questions to be Resolved**

- Charge for delegate registration.
- Improve the location & floor plan (better parking, delegate flow, exhibitor visibility and access).
- How to attract & retain more AAC involvement?
- How to attract & retain more non-AAC involvement (business, other not-for-profit organizations)?
- How to attract the media?
- Can we survey potential delegates & exhibitors about the next event?

## ***Recommendations for the Next Municipal Accessibility Public Education Event***

### Info Fair

1. Have more space in aisles (enough to accommodate motorized scooters).
2. Have more scheduled time for delegate visitation.
3. Attempt to provide better equity of table location assignments.

### Keynotes Speakers & Panels

4. Have fewer panels over the course of a day.
5. Make the panels longer, with more time for “questions & answers”.
6. Have more “handout” material.
7. Target the keynote speakers & panels to specific audiences (don’t try to do everything for everyone).

### Areas/topics to be addressed at the next public education event(s)

8. Accessibility in “heritage” buildings.
9. Emergency egress & safety.
10. Accessibility and sports/recreation.
11. Public transportation.
12. More info from a mental health perspective.

### Logistics

13. Consider moving the event to Portsmouth Olympic Harbour.
14. Consider doing the event every other year.
15. Ensure that assistive technology is working effectively.
16. Have tables for delegates to eat & write.
17. Improve visibility of screens for presentations & captioning (more central, higher).
18. Ditto, panelist tables.
19. Have a few long breaks (30 minutes?), rather than several short breaks.
20. Review “emergency exit procedures & locations” as part of the opening information.

### Communications

21. Have the registration & delegate package information available earlier.
22. Have the evaluation survey on the AK website.