Potential items for 2020-2021 Awareness and Education Working Group Work Plan

Initiative carrying over from 2019
1. Accessible parking awareness campaign

In 2019 the Awareness & Education Working Group was consulted regarding a plan for an accessible parking awareness campaign that would feature three videos addressing topics related to accessible parking (Curb Ramps, Access Aisles and Misconceptions). These videos would complement a previous video completed in 2018. As there was no quorum for a meeting in August 2018 and in part due to a shift in staff responsibility within the City, this campaign was postponed until 2020 to avoid competition with Dolphin Disabilities Mentoring Day and the Celebrating Accessibility Awards.

**Staff recommendation:** that the 2020 accessible parking awareness campaign begin in mid-March with a re-launch of the existing video; the three videos proposed in the 2019 plan would be filmed in the spring 2020 for a launch in the summer of 2020 as part of a dedicated parking awareness campaign. Further details of the campaign would be circulated to the working group.

**Notes from working group meeting:**
- Videos to be filmed in spring and launched in summer 2020
- New video topics:
  - Invisible disability featuring Sheri Scott
  - Respecting the aisles access (making sure areas around spots aren’t blocked) featuring Don Mitchell, David Williams, Drew Cumpson or Neil Allen
  - Ramps when and where you need them featuring Andrew Ashby
- Encourage all committee members to share videos on social media. City budget will be used to promote videos as well.

Initiatives listed in 2018-2022 Accessibility Plan
1. Communication campaigns through the use of various channels to raise awareness of the removal of barriers within the City of Kingston – AccessAbility Awareness Week 2020 (May 31 – June 6, 2020)

In the previous two years, the City of Kingston has produced a series of videos entitled “I can… in Kingston because…” as part of a communication campaign for AccessAbility Awareness Week. These videos featured members of MAAC and other volunteers demonstrating how efforts to improve accessibility make a difference in how people use...
and enjoy the city. Videos featured the Kingston Frontenac Public Library Central branch renovations, the StopGap program and Breakwater Park, among others.

**Staff recommendation**: that promotion for 2020 AccessAbility Awareness Week focus on youth/families and accessibility in Kingston, as previous videos have focused on adults.

Potential video topics include:

- City of Kingston Recreation & Leisure programming
- Accessible parks
- Cultural Services Sensory Friendly Programming

Are there other topics regarding youth/families and accessibility within Kingston that should be highlighted as part of this campaign?

**Notes from working group meeting:**

- For Cultural Services Sensory Friendly Programming potential videos, events have been done through the museums. There has also been ASL interpreters provided at some events.
- Another video topic could be Special Events such as Canada Day and their accessible features (i.e. signage).
- Working group members to bring additional ideas to March working group meeting where video topics will be finalized.

2. Actively promote the need for accessibility awareness training to business, professional and service communities – i.e. make presentations to Chamber of Commerce, Downtown Kingston, etc.

In previous years the City of Kingston conducted presentations for the Chamber of Commerce and Kingston Economic Development Corporation regarding the Accessibility for Ontarians with Disabilities Act (AODA) and the City’s efforts to comply with the AODA.

**Staff recommendation**: that relevant stakeholders be contacted to determine if there is a desire for presentations from the City regarding accessibility. Staff would report back to the Working Group by Q3 2020 regarding the results of this outreach and to discuss next steps.

**Notes from working group meeting:**

- City staff will reach out to external stakeholders to see if there is a desire to learn more about accessibility.
- Presentations could be done by City staff with members of the working group and/or committee invited to attend.
- Possible topics for presentations include:
  - Restaurant: accessible menu (braille / large print), or visual version of menus;
  - Bring to light quick fixes such as door handles, clothing aisles, ramps, etc.
• Work with partner businesses to help promote (i.e. Tourism Kingston, Downtown Kingston!) on their websites (i.e. stamps of approval).

3. Develop and distribute an accessible document guide to cover the basics and act as a reference to ensure compliance from city departments and third party contractors

This guide would contain information and tips regarding the creation of accessible hard copy documents (i.e. brochures, flyers, advertisements, reports) by City departments for use by the public. The document would also be made available to any external contractor completing work on behalf of the City.

Creation of this document from scratch would not be necessary as City staff have obtained similar guides from other Ontario municipalities. Modifications would likely be required to incorporate any specific Kingston policies and to provide context.

**Staff recommendation:** that research be conducted to determine what existing accessible document guides exist and that staff report back to the Working Group with findings for further discussion by the end of 2020.

**Notes from working group meeting:**

- Tips for creating accessible documents;
- Reduce the amount of times that people have to request an alternate format;
- Quick flyers? Have it available online;
- Reinforce accessibility when people are preparing documents;
- Look to other communities for examples;
- Clear Print Guidelines Accessibility from CNIB may serve as an example.

**Potential items suggested by staff and Committee members**

1. Update of the Celebrating Accessibility Awards

2020 is the 10th anniversary of the Celebrating Accessibility Awards. The awards are the City’s way of recognizing Kingston residents, businesses and organizations that go above and beyond to remove barriers, foster inclusivity and increase engagement for those with disabilities. An awards ceremony with keynote speaker is held annually in early December to coincide with the International Day of Persons with Disabilities.

In recent years there has been a decline in the quantity and quality of nominations for the seven award categories (Built Environment, Customer Service, Education, Employment, Other, Recreation, Volunteer & Youth).

**Staff recommendation:** that a project team be selected from the Working Group to examine potential changes to the Accessibility Awards with the following scope:

- Examine potential for changing/merging awards categories;
- Examine potential changes to how award recipients are selected;
- Examine best practices from other municipal accessibility awards programs (Sarnia, Brampton, Durham Region)
Notes from working group meeting:

- Potential distinction between people with lived experience and accessibility versus those who are making changes to improve accessibility;
- At March meeting of MAAC seek volunteers to serve on project team to further examine the topic;
- At a future meeting gather suggestions for keynote speakers.

2. Explore the potential gathering of information about barriers to employment with the City of Kingston

At past meetings of MAAC, employment barriers for persons with disabilities have been identified as an issue of concern. Staff is suggesting that work could be undertaken to gather data from Kingston residents as to any barriers they have experienced in terms of seeking employment in Kingston.

In 2019, the Workplace Inclusion Charter was launched by the City of Kingston and Kingston Employment & Youth Services (KEYS). The purpose of the Charter is to promote employment practices and provide strategies that will improve inclusion, diversity and equity in the workplace.

**Staff recommendation:** that staff consult with the City’s Workforce Development Analyst to see if there is a role that could be played by the Working Group in the progress of the Workplace Inclusion Charter. Staff would report back to the working group at the June 2020 meeting to provide an update and discuss next steps.

Notes from working group meeting:

- Staff will consult with Workforce Development Analyst to see if there is a role for the Working Group to play.