



BRAMPTON
Flower City

Agenda

Accessibility Advisory Committee
Committee of the Council of
The Corporation of the City of Brampton

Tuesday, December 6, 2016
6:30 PM. – Regular Meeting

6th Floor Boardroom
City Hall

Members: Glenda Coupland (Chair)
Frank Raymond (Vice-Chair)
Harvinder Bajwa
Harpreet Bhons
Vicki Faulkner
Sherri Hopkins
Karyn Pelkie
Mary Pettingill
Raymond Shaver
Therese Anne Sidler
Franco Spadafora
City Councillor Pat Fortini - Wards 7 and 8

For inquiries about this agenda, or to make arrangements for accessibility accommodations for persons attending (some advance notice may be required), please contact: Chandra Urquhart, Legislative Coordinator.

Telephone: 905-874-2114 or TTY 905-874-2130 or

cityclerksoffice@brampton.ca

Note: Some meeting information may also be available in alternate formats, upon request.



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Agenda

Accessibility Advisory Committee

Please ensure all cell phones, personal digital assistants (PDAs) and other electronic devices are turned off or placed on non-audible mode during the meeting.

1. **Approval of Agenda**

2. **Declarations of Interest under the Municipal Conflict of Interest Act**

3. **Minutes**

3.1. Minutes - **Accessibility Advisory Committee - October 11, 2016**

The minutes were approved by Council on November 9, 2016. The minutes are provided for Committee's information.

4. **Presentations/Delegations**

4.1. Sudha Hemmad, Senior Advisor, Communications, re: **Accessibility Campaign Update**

5. **Municipal Accessibility Plan Priorities**

6. **Other/New Business**

7. **Correspondence**

8. **William Osler Health Centre Accessibility Advisory Committee**

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Agenda

Accessibility Advisory Committee

9. **Information Items**

9.1. Press release, dated December 1, 2016, re: **Availability of Text with 911 Service.**

9.2. Accessibility Advisory Committee – **Schedule of Meetings 2017**

10. **Future Agenda Items**

11. **Construction Projects**

12. **Question Period**

13. **Public Question Period**

14. **Adjournment**

Next Meeting: January 10, 2017



Tuesday, October 11, 2016

Members Present: Frank Raymond (**Acting Chair**)
 Harvinder Bajwa
 Vicki Faulkner
 Sherri Hopkins
 Raymond Shaver
 Therese Anne Sidler
 Franco Spadafora

Members Absent: Glenda Coupland (**Chair**) (regrets)
 Harpreet Bhons (regrets)
 Karyn Pelkie (regrets)
 Mary Pettingill (regrets)
 City Councillor Pat Fortini – Wards 7 and 8 (illness)

Staff Present: **Enforcement and By-law Services:**
 Peter Bryson, Supervisor, By-law Enforcement
 Roberta Van Belkom, Enforcement Officer
 Frank Grech, Accessible Enforcement Officer
Strategic Communications:
 Sudha Hemmad, Senior Advisor, Communications
City Clerk's Office:
 Wendy Goss, Accessibility Coordinator
 Sylvia Ingham, Access, Inclusion and Diversity Clerk
 Earl Evans, Deputy City Clerk
 Chandra Urquhart, Legislative Coordinator

3.1-2

Minutes

Accessibility Advisory Committee

The meeting was called to order at 6:37 p.m. and adjourned at 7:26 p.m.

1. **Approval of Agenda**

AAC032-2016 That the agenda for the Accessibility Advisory Committee Meeting of October 11, 2016, be approved as printed and circulated.

Carried

2. **Declarations of Interest under the Municipal Conflict of Interest Act**

3. **Minutes**

3.1. **Minutes – Accessibility Advisory Committee – September 13, 2016**

The minutes were considered by the Corporate Services Committee on October 5, 2016 and the recommendations were pending approval by Council on October 12, 2016. The minutes were provided for Committee's information.

4. **Presentations/Delegations**

4.1. **Sudha Hemmad, Senior Advisor, Strategic Communications, re: Accessible Parking Campaign Update.**

Sudha Hemmad, Senior Advisor, Strategic Communications, presented an update to Committee regarding the Accessible Parking Public Awareness Campaign and provided details with respect to the following:

- Background
- Objectives
- Communications strategy
- Key messages
- Tactics – pre-launch, launch, digital, sustain momentum

3.1-3

Minutes

Accessibility Advisory Committee

- City-owned channels
- Toolkit for future use
- Next steps

Ms. Hemmad advised that feedback received from Committee at the May 17, 2016 meeting was summarized and incorporated into this presentation.

Committee discussion on this matter included:

- Concern that the tactic to “stage a photo showing people using wheelchairs and other assistive devices occupying non-accessible parking spots” may convey a negative message
- The need to enhance communications with ethnic communities
- Suggestions that:
 - presentations be given at local schools to raise awareness and educate children about accessibility matters
 - ethnic media and Facebook be used as tools to promote this campaign
 - promotional materials be translated into the top four spoken languages in Brampton

The following motion was considered.

AAC033-2016 That the presentation Sudha Hemmad, Senior Advisor, Strategic Communications, to the Accessibility Advisory Committee Meeting of October 11, 2016, re: **Accessible Parking Campaign Update** be received.

Carried

5. **Municipal Accessibility Plan Priorities**

6. **Other/New Business**

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Accessibility Advisory Committee

7. Correspondence

8. William Osler Health Centre Accessibility Advisory Committee

9. Information Items

9.1. **Accessible Parking Enforcement Update-Q3 2016**

Roberta Van Belkom, Enforcement Officer, introduced Frank Grech, Accessible Enforcement Officer, to the Committee, and advised that he will be assuming responsibilities relating to accessible parking.

Ms. Van Belkom presented an overview of the Accessible Parking Enforcement Update included in the agenda. She provided details on the status of various open investigations and issues relating to incorrect line painting on accessible parking spaces by contractors. Ms. Van Belkom advised that staff will continue to seek compliance and a further update will be provided in the next quarter.

In response to questions from Committee, Ms. Van Belkom provided information with respect to:

- challenges faced by property owners to comply (e.g. contractors not complying with standards, inclement weather)
- the responsibility for additional costs incurred due to contractor errors
- penalties for non-compliance
- cooperation and communication between property owners and staff to achieve compliance
- an information session held on accessible parking line painting requirements, which was attended by contractors and property owners
- efforts by the City to provide accurate and clear information regarding accessibility requirements

The following motion was considered:

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Accessibility Advisory Committee

AAC034-2016 That the **Accessible Parking Enforcement Update – Q3 2016**, to the Accessibility Advisory Committee Meeting of October 11, 2016, be received.

Carried

10. Future Agenda Items

11. Construction Projects

Wendy Goss, Accessibility Coordinator, City Clerk's Office, advised that staff continue to monitor construction projects and there were no updates at this time.

12. Question Period

13. Public Question Period

14. Adjournment

AAC035-2016 That the Accessibility Advisory Committee do now adjourn to meet on Tuesday, November 8, 2016 at 6:30 p.m. or at the call of the Chair.

Carried

Frank Raymond (Acting Chair)

4.1

Tentative timeline for Accessible Parking Awareness Campaign 2017

Q1	Q2	Q3	Q4
Meeting biz stakeholder group (C, A) 1-2 AAC reps to join City staff in meeting external stakeholder group for partnership opportunities: i.e. Brampton Civic Hospital, Brampton Board of Trade, Brampton Libraries, Sheridan College, BCC mall, Downtown Brampton BIA, etc.	Launch - April (C, A, B) Date tbc. Keeping launch in April will give time to secure stakeholder support and get necessary materials ready	Social media contest (C, A, B) Selfie contest asking people to tweet a pic from an accessible spot and to say why they respect the space.	Ad in fall/winter recreation guide (C) Place an ad in the City's Recreation Guide Fall/Winter Guide as this reaches many residents
Finalize campaign visuals (C, A) Poster image and copy. The same look and feel will be used consistently across all media.	Council announcement (C, A, B) Coordinate through Clerk's Office to announce campaign at Council meeting.	Video message/local figures (C, A, B) Short video messages from those with disabilities; testimonials	Ongoing activities post launch (C) Continue articles in e-newsletter; social media; seasonal articles reminding about "respecting the space" during the busy holiday season and in winter; reminder message in the 2018 Council calendar which is distributed to all residents
Developing marketing materials (C) Printed posters, flyers, signage, digital messaging, make ad bookings etc.	Launch activities (C) Media release; launch of parking etiquette video; "Did you Know" signs installed at accessible spots; social media messages; live tweeting by a local figure; messaging at City and partner facilities (printed materials as well as digital messages on TV screens and LED screens)	Ongoing activities post launch (C) Continue articles in e-newsletter; social media; "What's your excuse" themed feature articles listing top five reasons why people park illegally in accessible parking spaces; etc	Finalize online toolkit (C) Develop a downloadable toolkit based on campaign messaging "Respect the Space" which could be used by partners and others on an ongoing basis. Toolkit could contain posters, Don't get ticketed – tip sheet for permit holders, kids' activity sheets etc.
Media materials (C) Drafting media release, social media messages, video storyboard	Newsletters (C) Include campaign messaging in City's e-newsletter (distributed six times a year) and in Council newsletter to residents (distributed twice a year)	Mall advertising (C, B) Liaise with stakeholder partners and explore advertising opportunities	
Identify local figures for support (A,C) For short video message about why "they respect the space"	Transit advertising (C) Ad booking on Brampton Transit bus backs or sides for four weeks (volume depends on availability)		
	Communication to City staff (C) Educational messaging to staff, many of whom are Brampton residents		
Note: A - AAC support required ; B - support from business stakeholders ; C - managed by City			

9.1-1

Text With 9-1-1 Service for Canada's DHHSI Community Now Available Nationwide

OTTAWA – December 1, 2016 – The [Canadian Wireless Telecommunications Association](#) (CWTA) and its wireless carrier members, in partnership with public safety agencies across the country and the [Canadian Radio-television and Telecommunications Commission](#) (CRTC), observe the [International Day of Persons with Disabilities](#) on December 3 with the marking of the national availability of [Text with 9-1-1](#) (T9-1-1) service for Canada's Deaf, Deafened, Hard of Hearing and Speech Impaired (DHHSI) community.

T9-1-1 provides 9-1-1 call centres with the ability to converse via text messaging with a DHHSI person during an emergency. When a DHHSI person requires 9-1-1 services, they dial 9-1-1 on their cell phone. There is no need for a caller to speak or hear, as the 9-1-1 call taker should receive an indicator that advises them to communicate with the caller via text messaging. The 9-1-1 call taker then initiates text messaging with the caller to address the emergency.

The service, which began rolling out in March 2014, is now available to the vast majority of Canadians, including in many parts of Alberta, British Columbia, Manitoba, Ontario and Quebec, and province-wide in New Brunswick, Nova Scotia, Prince Edward Island and Saskatchewan. Some 9-1-1 call centres are still making the necessary upgrades to their systems and will launch the T9-1-1 service in the coming months.

“All Canadians should have the same access to safety services across the country,” said the Honourable Carla Qualtrough, Minister of Sport and Persons with Disabilities.” “This is why I am very pleased to see the launch of nationwide availability of Text with 9-1-1 service for Canada's deaf, deafened, hard of hearing and speech impaired community. This is a great step in breaking down another barrier for persons with disabilities and to improve inclusivity and accessibility in Canada.”

T9-1-1 is only available to those in the DHHSI community. A DHHSI person must first register for T9-1-1 with their wireless service provider and must have an eligible cell phone before being able to utilize this service. All information about T9-1-1, including registration details and areas of service availability, can be found at www.TextWith911.ca.

“Canada’s wireless industry is extremely proud of the role its technology continues to play in keeping all Canadians safe,” said CWTA Chair Garry Fitzgerald. “I encourage all members of the DHHSI community to register for this unique, made-in-Canada and potentially lifesaving service.”

Please note that voice calling remains the only way to communicate with 9-1-1 services for a person that is not deaf, deafened, hard of hearing or with speech impairment. Text messages sent directly to the digits “9-1-1” do not reach emergency services.

Canadian Wireless Telecommunications Association

The [Canadian Wireless Telecommunications Association](#) (CWTA) is the authority on wireless issues, developments and trends in Canada. It represents wireless service providers as well as companies that develop and produce products and services for the industry, including handset and equipment manufacturers, content and application creators and business-to-business service providers.

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Media information:

Marc Choma
613-233-4888 ext. 207
mchoma@cwta.ca

Accessibility Advisory Committee

2017 Schedule of Meetings

Meeting Dates
January 10, 2017
February 14, 2017
March 14, 2017
April 11, 2017
May 16, 2017
June 13, 2017
July 11, 2017
August 8, 2017
September 12, 2017
October 9, 2017
November 7, 2017
December 5, 2017

All meetings commence at **6:30 p.m.** and are held in the Training Room WT-2A, 2nd Floor, West Tower, unless otherwise noted on the agenda.

Members: If you are unable to attend a meeting, please contact Chandra Urquhart, Legislative Coordinator, at (905) 874-2114 or chandra.urquhart@brampton.ca at your earliest convenience.