

# Integrated Accessibility Standards

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# Who Are We:

- ▶ Full Service HR Organization with a focus on:
  - HR
  - Diversity and Inclusion
  - **AODA**
- ▶ AODA Strategic Learning Alliances / Partnerships
- ▶ Assisted hundreds of organizations with CSS/IAS compliance and 300,000+ participated in our Accessible Customer Service training programs

# AODA



- ▶ Law passed in 2005
- ▶ Objective: To remove all barriers to persons with disabilities in Ontario
- ▶ Comprised of 5 standards:
  - 1) Customer Service Standard  
Compliance by Jan 1, 2012 – Reporting Dec 31, 2012 and Dec 31, 2014  
(Auditing is happening!)
    - 2) Information and Communications
    - 3) Employment
    - 4) Transportation
    - 5) Built Environment Standard

# Purpose of the Act

Recognizing the history of discrimination against persons with disabilities in Ontario, the purpose of this Act is to benefit all Ontarians by,

- a) developing, implementing and enforcing accessibility standards in order to achieve accessibility for Ontarians with disabilities with respect to goods, services, facilities, accommodation, employment, building structures and premises on or before January 1, 2025; and
- b) providing for the involvement of persons with disabilities, of the Government of Ontario and of representatives of industries and of various sectors of the economy in the development of the accessibility standards.

# “Disability” means,

- (a) 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,
- (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**, or
- (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

# What is NOT Included?

- ▶ Allergies
- ▶ Obesity
- ▶ Phobias

# Business Case

- ▶ 15.5% of Ontarians have a disability, increasing to 20% in 20 years
- ▶ 47.2% of people over the age of 65 have disabilities
- ▶ By 2025 – 1 in 5 Ontarians will over 65 years
- ▶ Canadians with disabilities represent \$25 billion in spending power AND influence 12 to 15 million other consumers
- ▶ Studies suggest that increasing accessibility will lead to increased profit margins

# AODA and Other Jurisdictions

- ▶ AODA not applicable to other provinces or territories
- ▶ AODA not applicable to federally regulated organizations serving Ontarians
- ▶ AODA applicable to persons or organizations based outside Ontario – serving Ontarians
- ▶ AODA applicable to persons or organizations serving Ontarians using personnel outside Ontario (i.e. call centres)



# Integrated Accessibility Standards

- Became law July 1, 2011
- Combines
  - Information and Communications
  - Employment
  - Transportation
- Built Environment / Design of Public Spaces– January 1, 2013
- Large, small, public, private

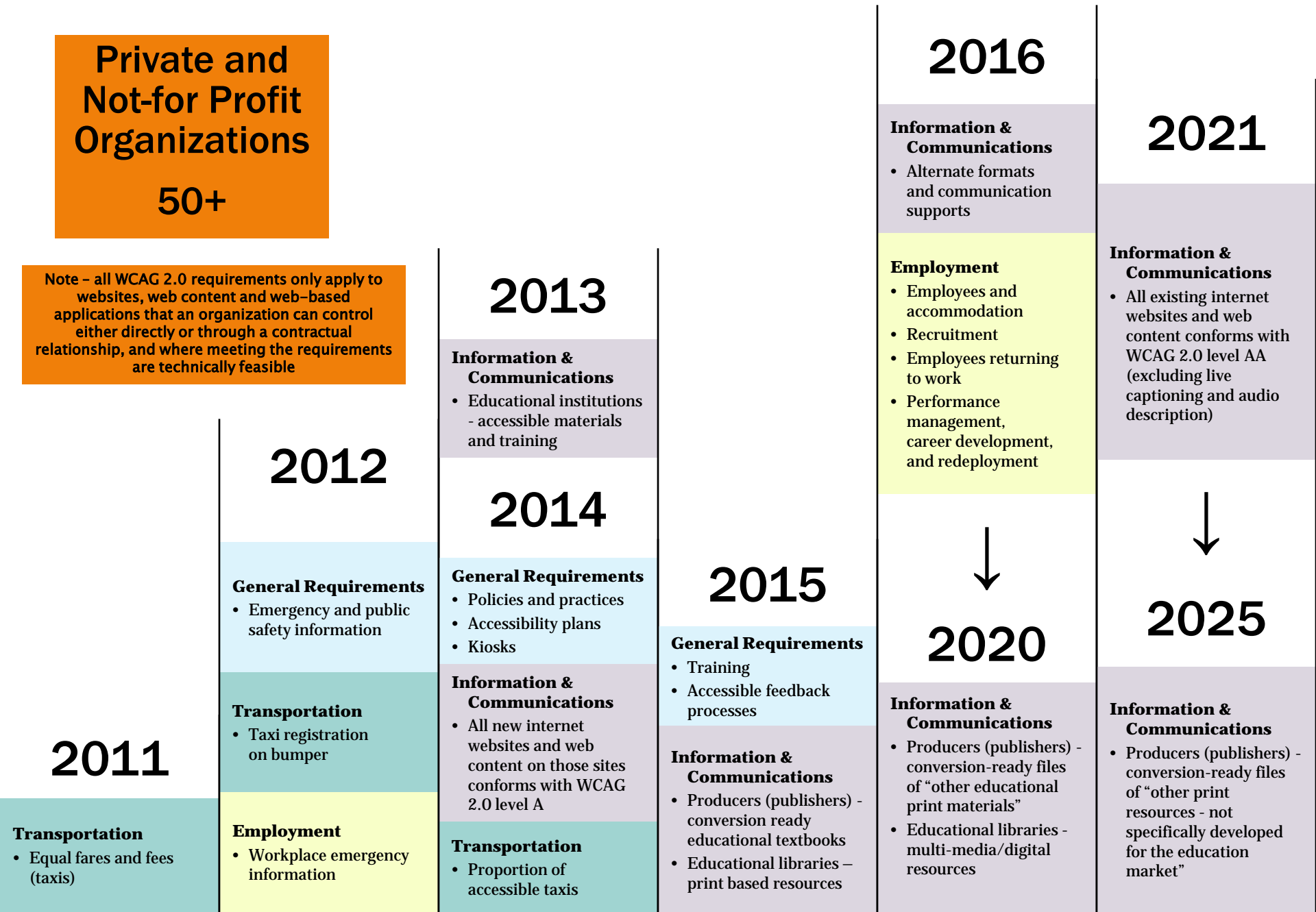


# Timelines for Compliance with Accessibility Standards

## Private and Not-for Profit Organizations

50+

Note – all WCAG 2.0 requirements only apply to websites, web content and web-based applications that an organization can control either directly or through a contractual relationship, and where meeting the requirements are technically feasible



2011

### 2012

**General Requirements**

- Emergency and public safety information

### Transportation

- Taxi registration on bumper

### Employment

- Workplace emergency information

2013

### Information & Communications

- Educational institutions - accessible materials and training

2014

### General Requirements

- Policies and practices
- Accessibility plans
- Kiosks

### Information & Communications

- All new internet websites and web content on those sites conforms with WCAG 2.0 level A

### Transportation

- Proportion of accessible taxis

2015

### General Requirements

- Training
- Accessible feedback processes

### Information & Communications

- Producers (publishers) - conversion ready educational textbooks
- Educational libraries – print based resources

2016

### Information & Communications

- Alternate formats and communication supports

### Employment

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

2020

### Information & Communications

- Producers (publishers) - conversion-ready files of “other educational print materials”
- Educational libraries - multi-media/digital resources

2021

### Information & Communications

- All existing internet websites and web content conforms with WCAG 2.0 level AA (excluding live captioning and audio description)

2025

### Information & Communications

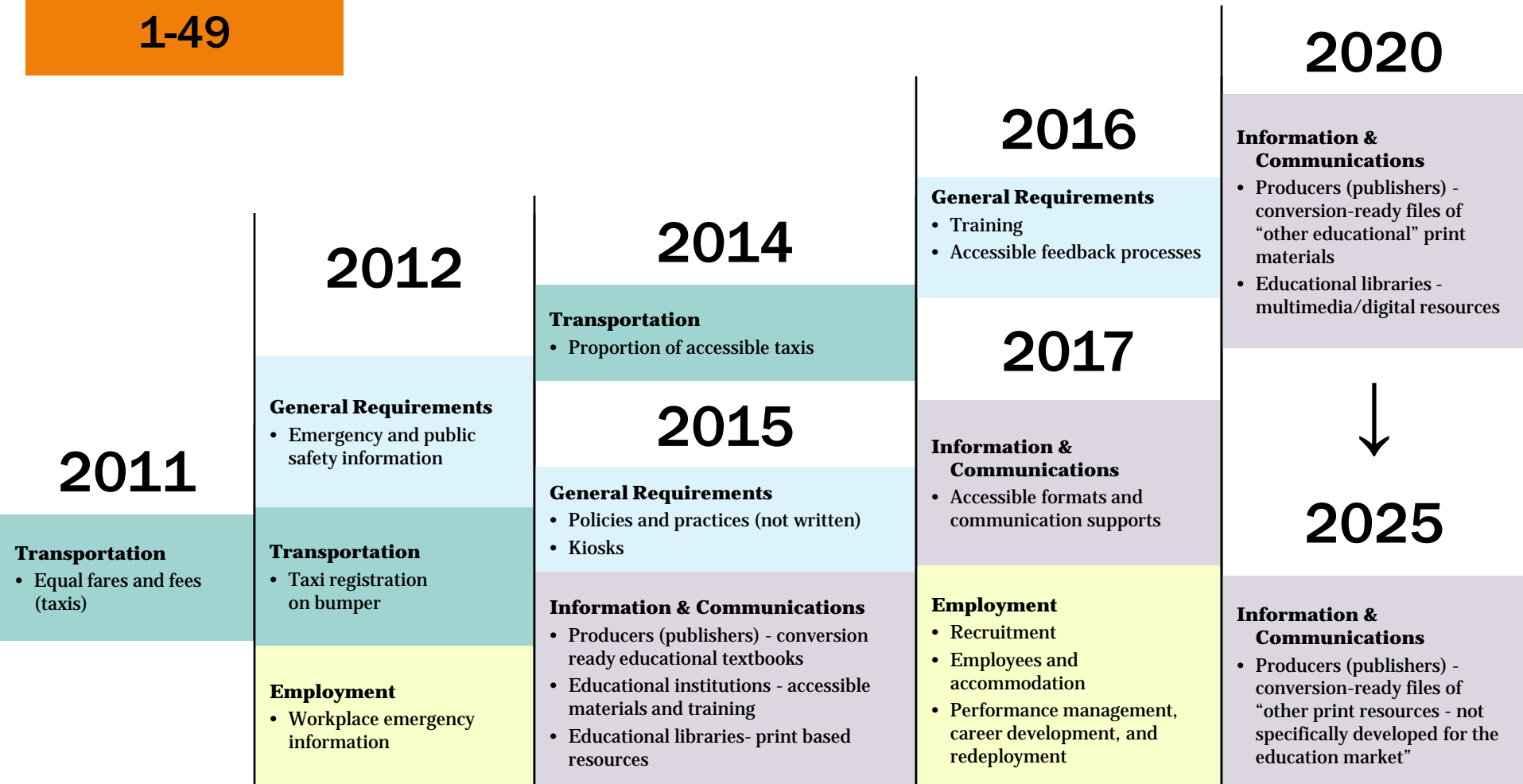
- Producers (publishers) - conversion-ready files of “other print resources - not specifically developed for the education market”

# Timelines for Compliance with Accessibility Standards

**Private and Not-for Profit Organizations**

**1-49**

→ **Non-reporting sector**



# Reporting Requirements

- ▶ Customer Service Standard  
Small: 1-19; Large: 20 (every 2 years)  
2<sup>nd</sup> report due December 31, 2014
- ▶ Integrated Standards  
Small: 1 – 49; Large: 50+ (December 31, 2014)

# General Requirements – IAS

- ▶ Statement of Commitment
- ▶ Accessibility Policies
- ▶ Multi-year Accessibility Plan
- ▶ Mandatory Training



# Statement of Commitment and Policies

- ▶ Statement of Commitment:
  - Establishes vision and goals of an organization
  - Provides org'al purpose, clarity and direction
  
- ▶ Policy – a rule that guides decisions to achieve outcomes (NOT a how-to document)
  - – small organizations exempt from documentation

# Multi-Year Accessibility Plan

- ▶ Outlines organizational strategies to prevent and remove barriers to accessibility (present and future)
- ▶ A schedule of short and long-term objectives and the specific month/year in which your organization will meet these goals
- ▶ Specific to your organization
- ▶ Must be posted on website (Jan 1, 2014 if > 50 employees)
- ▶ Reviewed and updated every 5 years

# Components of an Accessibility Plan

- ▶ Statement of objectives
- ▶ The **process** by which your organization will identify, remove and prevent BARRIERS
- ▶ A review of **efforts** made to date to remove and prevent BARRIERS
- ▶ Describe the **measures** (policies, procedures and practices) your organization will take to identify, remove and prevent BARRIERS
- ▶ Describe how your organization will make the accessibility plan available to the public



# Barriers

Anything that prevents a person from fully participating in society

- ▶ Systemic
- ▶ Attitudinal
- ▶ Physical
- ▶ Technological
- ▶ Information and Communication

# Strategies to Prevent Barriers

Ways to identify current and potential barriers include:

- Audits
- Affinity Groups
- Focus Groups



# Value of Employing Persons with Disabilities

## ▶ Recruiting

### ◦ Expand Talent Pool

“We welcome applicants from all minority groups and individuals who have disabilities”

## ▶ Retention

- Hire Potential – 50% more likely to remain at job long-term
- Marriott (Pathways to Independence) – 6% vs 52% turnover

## ▶ Cost/Benefit

- Cost of replacing employees – 93 – 200%



# Additional Benefits

- ▶ Average accommodation < \$500
- ▶ Most are no cost or very minimal
  - 50% between 0 – \$50 and 88% < \$1,000 – Job Accommodation Network
- ▶ Better community image
- ▶ Higher creativity
- ▶ More effective marketing – mirroring
- ▶ Diverse workforce leads to increased sales



# Information & Communications

- ▶ Focus on accessible information & communication relating to provision of goods and services
- ▶ Information & communication sent and received must be accessible



# Feedback Processes

How does your organization currently receive and respond to Feedback?

- ▶ From public
- ▶ From employees

*\*applies to existing processes*

# Accessible Formats and Communication Supports

- ▶ Electronic formats i.e. HTML, MS Word
- ▶ Braille
- ▶ Audio formats
- ▶ Large print
- ▶ Text transcripts
- ▶ Reading information aloud
- ▶ Captioning
- ▶ Assistive listening systems
- ▶ Sign language

# Accessible Websites

- Organizations 50+ must conform to international standards for website accessibility

WCAG: <http://www.w3.org/TR/WCAG20/>

- NEW Internet and Intranet Websites and Web Content – January 14, 2014
- ALL Internet Websites and Web Content – January 1, 2021



# Considerations

- Website Structure
- Text size
- Keyboard-only navigation
- Descriptive links
- Sounds and videos
- Content Access
- Browsers
- Optimized for screen readers
- Text in place of images
- Descriptions of images
- High contrast and colour schemes
- Ability to enlarge text
- Line and letter spacing for maximum readability

# Testing Your Website

## ▶ Reference Links

- US - check accessibility:  
<http://wave.webaim.org/>
- Canadian – accessibility check:  
<http://achecker.ca>

# Transportation Standard

## Applies to:

- ▶ Transit buses
- ▶ Motor coaches
- ▶ Streetcars
- ▶ Subways
- ▶ Rail based transportation
- ▶ School boards, universities & colleges, hospitals
- ▶ Ferry
- ▶ Taxis



# Transportation

## Requirements:

- ▶ Equipment
- ▶ Training
- ▶ Accessibility Plans
- ▶ Emergency Preparedness
- ▶ Contracts to purchase vehicles
- ▶ Courtesy seats
- ▶ Boarding announcements
- ▶ Technical requirements
- ▶ Service delays



# Built Environment Standard

- ▶ Applies to:
  - NEW construction and renovations (Jan 1, 2017 >50 emp) **NOT RETROACTIVE**
  - Outdoor public areas and indoor fixed waiting lines and counters

[http://www.e-laws.gov.on.ca/html/regs/english/elaws\\_regs\\_110191\\_e.htm#BK93](http://www.e-laws.gov.on.ca/html/regs/english/elaws_regs_110191_e.htm#BK93)

Ontario's Building Code has been amended to include enhancements to accessibility in buildings. As of January 1, 2015, new construction and renovations will be subject to updated accessibility requirements.

<http://www.mah.gov.on.ca/page10547.aspx>



# Other General Requirements

- Procuring or Acquiring Goods, Services or Facilities
  - Public Sector – MANDATORY
  - Private – take into consideration accessibility
- Self-Service Kiosks



# Employment Standards

- ▶ Recruitment, assessment, selection and hiring
- ▶ Accommodation supports for employees and job applicants
  - accessible formats and communications
  - individual accommodation plan
- ▶ Return-to-work process
- ▶ Performance Management, Career Development & Redeployment

**Does NOT apply to unpaid employment but recommended as a best practice**

# Workplace Emergency Response Information

- ▶ Provide emergency information/response to employees with disabilities
- ▶ Created jointly by employee with disability, Human Resources and any other parties
- ▶ Document plan in employee file

**Compliance Date was Jan 1, 2012**





# Accommodations

- ▶ Inform employees of accommodation policies as soon as is practicable – can use processes already in place
- ▶ Inform employees whenever there is a change to the policies
- ▶ Consult with employees on acceptable accessible format
- ▶ **Individual accommodation plans**

# Individual Accommodation Plan

- ▶ Identify accommodations to be provided and timelines
- ▶ Employee should participate in the development
- ▶ Privacy needs to be protected
- ▶ Incorporate timeframe for review
- ▶ Provide employees with a copy of their plan

# Examples of Accommodation

- ▶ Flexible scheduling and reduced or part-time hours
- ▶ Quiet workspace
- ▶ Providing a personal day
- ▶ Alternate communication methods (telephone, tape recorder, verbal or written instructions)
- ▶ Voice input or speech recognition aids
- ▶ Computer screen magnifiers

# Working with/Hiring/Supervising Employees with Disabilities

- Some are positive – right thing to do but may lack confidence/skills/knowledge to work with/manage an emp with a disability
- Some are not supportive – may have had a negative experience working with/supervising a person with a disability (likely due to lacking confidence/skills/knowledge)

# Training

## Requirements



- ▶ Who needs training?
- ▶ IAS requirements and Ontario Human Rights Code
- ▶ Appropriate to job duties
- ▶ Invaluable in eliminating barriers
- ▶ Must be tracked and documented (excl. <50)

# Employee Training

Classroom

eLearning

Workbook

Powerpoint Presentation



# Employee Training – CLASSROOM

## Pros

- Interactive
- Personalized (Face to face)
- Q & A



## Cons

- Challenge to develop/organize/execute
- Time consuming
- Costly

# Employee Training – ONLINE

## Pros

- Anytime/anywhere learning (24/7)
- Consistent messaging across the organi
- Minimal time/cost
- Can incorporate interactive exercises, pol/procedures, and generate a certificate of completion
- Easy to track participation



## Cons

- ▶ Not everyone has access to/is comfortable with technology
- ▶ No opportunity for Q & A

**MOST POPULAR**



# Employee Training – WORKBOOK

## Pros

- Anytime/anywhere learning (24/7)
- Consistent messaging across the organization
- Minimal time/cost
- Easy to track participation



## Cons

- ▶ Not the most desirable mode of learning as technology is becoming the most popular

# Employee Training – Powerpoint

## Pros

- Minimal time/cost

## Cons

- Not engaging
- Has little if no impact on future behaviour
- Difficult to track participation

# Customized IAS Training Programs

Energy and Electricity  
Distribution Industry