



City of Hamilton
ADVISORY COMMITTEE FOR PERSONS WITH DISABILITIES
COMMITTEE

Meeting #: 18-010
Date: October 19, 2018
Time: 4:00 p.m.
Location: Room 192 and 193, City Hall
71 Main Street West

Loren Kolar, Legislative Coordinator (905) 546-2424 ext. 2604

1. APPROVAL OF AGENDA

(Added Items, if applicable, will be noted with *)

2. DECLARATIONS OF INTEREST

3. APPROVAL OF MINUTES OF PREVIOUS MEETING

3.1 September 11, 2018

4. DELEGATION REQUESTS

5. CONSENT ITEMS

5.1 Built Environment Working Group Update

5.1.a Meeting Notes - July 3, 2018

5.1.b Meeting Notes - August 7, 2018

5.2 Housing Issues Working Group Update

5.3 Outreach Working Group Update

5.4 Transportation Working Group Update

5.4.a Meeting Notes - July 24, 2018

5.4.b Meeting Notes - August 28, 2018

5.5 Wheelchair and Scooter Safety Working Group Update

6. PUBLIC HEARINGS / DELEGATIONS

7. STAFF PRESENTATIONS

7.1 LRT Project Team Update to the Advisory Committee for Persons with Disabilities (no copy)

8. DISCUSSION ITEMS

8.1 Proposal to the Advisory Committee for Persons with Disabilities for the McMaster University "Please Offer Me a Seat" and "I Will Offer My Seat" Campaign

9. MOTIONS

10. NOTICES OF MOTION

11. GENERAL INFORMATION / OTHER BUSINESS

11.1 Accessibility Complaints to the City of Hamilton Update (no copy)

11.2 Accessibility for Ontarians with Disabilities Act (AODA) Update (no copy)

12. PRIVATE AND CONFIDENTIAL

13. ADJOURNMENT



Hamilton

ADVISORY COMMITTEE FOR PERSONS WITH DISABILITIES

Minutes 18-009

4:00 p.m.

Tuesday, September 11, 2018

Rooms 192 and 193, City Hall

71 Main Street West

Present: T. Nolan (Acting Chair)
P. Cameron J. Cardno, P. Lynes, T. Manzuk, T. Murphy, A. Nicolls, K. Nolan, M. Sinclair, B. Semkow, T. Wallis

**Absent
with regrets:** Councillor S. Merulla – City Business, P. Kilburn, A. Mallet, Staff Sergeant J. Savoie

THE FOLLOWING ITEMS WERE REFERRED TO THE GENERAL ISSUES COMMITTEE FOR CONSIDERATION:

1. Accessibility Review of City Hall Outstanding Items (Item 5.1)

(Wallis/Sinclair)

WHEREAS, Members of the Built Environment Working Group of the Advisory Committee for Persons with Disabilities conducted an Accessibility Review in 2016;

WHEREAS, Staff responded to several of the items presented by the committee after the review; and

WHEREAS, there were a few outstanding items that Committee members identified as needing to be addressed

THEREFORE BE IT RESOLVED THAT:

The following accessibility improvements be made at City Hall:

- push locks in the accessible washrooms at City Hall. The current locking mechanism requires a person to have the strength and dexterity to physically turn the lock to ensure privacy. In addition, the door and locking mechanism are not in alignment with the bathroom wall requiring the individual to position themselves, reach and lean forward to secure the lock such that it places them in a precarious position and at risk of falling;
- installation of a tactile (warning) strip at the top of the second-floor stairs at City Hall;
- Inclusion of decals with a higher colour contrast on all glass doors at City Hall; and
- Reflective tape on the railing from Main Street into the City Hall Forecourt

CARRIED

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 1)

The Clerk advised the Committee of the following changes to the agenda:

1. ADDED DELEGATION REQUEST
 - 4.1 John LaBerge, respecting DARTS (for today's meeting)
2. ADDED STAFF PRESENTATION
 - 7.1 Housing Services Division Staff Update to the Advisory Committee for Persons with Disabilities (no copy) (Added Item 7.1)
3. ADDED GENERAL INFORMATION
 - 11.3 Information respecting the Creating Accessible Public Spaces Workshop
 - 11.4 Alternative Dates for the October 2018 meeting of the Advisory Committee for Persons with Disabilities (no copy)

(K. Nolan/Wallis)

That the agenda for the September 11, 2018 meeting of Advisory Committee for Persons with Disabilities be approved, as amended.

CARRIED

(b) DECLARATIONS OF INTEREST (Item 2)

There were no declarations of interest.

(c) APPROVAL OF MINUTES (Item 3)**(i) August 14, 2018****(Semkow/Manzuk)**

That the minutes of the August 14, 2018 meeting of the Advisory Committee for Persons with Disabilities, be approved, as presented.

CARRIED

(d) DELEGATION REQUEST (Item 4)**(i) John LaBerge, respecting DARTS (for today's meeting) (Added Item 4.1)****(Wallis/Cameron)**

That the delegation from John LaBerge, respecting DARTS, be approved, for today's meeting.

CARRIED

(e) CONSENT ITEMS (Item 5)**(i) Built Environment Working Group Update (Item 5.1)**

Committee members reviewed the Built Environment Working Group notes from February 2, 2016 which included an accessibility review of City Hall. After the review, staff responded to several of the items presented by the committee however there were a few outstanding items that Committee members identified as needing to be addressed.

For disposition of this matter, refer to Item 1

(ii) Housing Issues Working Group Meeting Notes – July 17, 2018 (Item 5.2)

(Murphy/Cardno)

That the Housing Issues Working Group Meeting Notes of July 17, 2018, be received.

CARRIED

(iii) Outreach Working Group Update (Item 5.3)

No report.

(iv) Transportation Working Group Update (Item 5.4)

No report.

(v) Wheelchair and Scooter Safety Working Group Update (Item 5.5)

No report.

(f) DELEGATION (Item 6)

- (i)** John LaBerge addressed the Committee respecting DARTS, with the aid of speaking notes. A copy of the speaking notes have been included in the official record, and is available at www.hamilton.ca.

(Manzuk/Cardno)

That the delegation from John LaBerge, respecting DARTS, be received.

CARRIED

(g) STAFF PRESENTATION (Item 7)

- (i) Housing Services Division Staff Update to the Advisory Committee for Persons with Disabilities (Added Item 7.1)**

Kirsten Maxwell, Manager, Investment in Affordable Housing, and Greg Witt, Policy and Program Specialist, addressed the Committee with a response to the request from a delegation that appeared before the Emergency & Community Services (E&CS) Committee on January

22, 2018, where three questions/issues to Housing Services Division staff were put forward, requesting information on:

- People finding few or no accessible housing options upon discharge from a hospital or rehabilitation facility;
- Persons with disabilities coming to study in post-secondary schools having limited to no accessible housing options; and,
- Suggesting what accessible housing options could be expanded for persons with disabilities.

A report respecting these issues will be coming to a future Healthy and Safe Communities Committee meeting.

(Sinclair/Wallis)

That the Housing Services Division Staff Update to the Advisory Committee for Persons with Disabilities, be received.

CARRIED

(h) GENERAL INFORMATION/OTHER BUSINESS (Item 11)

(i) Accessibility Complaints to the City of Hamilton Update (Item 11.1)

No update.

(iii) Accessibility for Ontarians with Disabilities Act (AODA) Update (Item 11.2)

No update.

(iv) Information respecting the Creating Accessible Public Spaces Workshop (Added Item 11.3)

(K. Nolan/Lynes)

That the information respecting the Creating Accessible Public Spaces Workshop, be received.

CARRIED

- (v) **Alternative Dates for the October 2018 meeting of the Advisory Committee for Persons with Disabilities (no copy) (Added Item 11.4)**

(Manzuk/Cardno)

That the Advisory Committee for Persons with Disabilities meet on Friday, October 19, at 4:00 p.m., in Rooms 192 and 193.

CARRIED

- (i) **ADJOURNMENT (Item 13)**

(Murphy/Semkow)

That there being no further business, the Advisory Committee for Persons with Disabilities be adjourned at 6:10 p.m.

CARRIED

Respectfully submitted,

T. Nolan, Acting Chair
Advisory Committee for Persons
with Disabilities

Loren Kolar
Legislative Coordinator
Office of the City Clerk



Hamilton

Minutes

Advisory Committee for Persons with Disabilities
Built Environment Working Group
Tuesday, July 3, 2018, 4:00pm – 6:00 p.m.
City Hall, 71 Main St. W., Room 192

Present: Terri Wallis (Chair), Mary Sinclair, Al Nicolls, Tom Manzuk, Aznive Mallett, Patty Cameron

Absent with Regrets: Paula Kilburn.

Also Present:

Jessica Bowen, Human Rights, Diversity and Inclusion
Lukas Keermaa, Project Manager, Public Works
Tom Kyle, Principal, Stantec Architecture
Dan Bowman, Facilities Director, Hamilton Police Services

1. Changes to the Agenda

The agenda of July 3, 2018 be accepted as presented.

2. Approval of Minutes of Previous Meeting

The minutes of the meeting of June 1, 2018 be approved as presented.

3. Presentations

Hamilton Police Service, Investigative Services Division
Facility

Tom Kyle shared the following information about the project: The approved project design is in alignment with the Ontario Building Code, the Accessibility for Ontarians with Disabilities Act and the City of Hamilton's Barrier-Free Design Guidelines (BFDG).

The following questions and/comments were raised by Committee members:

Q: What direction does the building face?

A: It faces North on Wilson Street.

The entrance of the building is adjacent to the park and the back of the building is toward Rebecca Street.

The walkway that connects Wilson Street to the front door is 1:25 slope; the walkway to the plaza is a publicly accessible space and is an extension of the park.

Q: How many parking spots are at this facility and how many spots are barrier-free?

A: There are 10 parking spots and two (2) are designated as barrier-free. The path of travel from the barrier-free spots to the entrance is also a weather protected route.

Q: Do you anticipate any employees with disabilities in the building and/or how accessible is the workspace for a person with a disability?

A: The parking on-site is for official use; an employee would have barrier-free access via the parking lot initially. There are no stairs on the ground floor. The work areas meet the requirements of the OBC. The basement also includes a barrier-free shower.

Q: Is there a drop off area for DARTS?

A: There is no designated area but there is an area on Wilson Street where individuals would be safe exiting from DARTS just after the lights.

Q: Are there washrooms that are accessible to the public?

A: There is a public washroom that will be available at the entrance of the building. The washroom aligns with the BFDG.

The Committee suggested including an emergency call button and a panic strip around the room approximately 8 inches off the floor. Committee members advised that when an emergency arises, it is frequently because an individual has fallen to the floor.

Q: How would someone access the washroom?

A: It is accessible via a card reader (swipe) access.

Q: Will there always be someone at that front desk who can permit access to that washroom?

A: No, but there is a call button that will connect to a person.

Committee members shared concerns related to card access washrooms as many people may urgently require a washroom but be unable to access one.

The Committee also inquired into the level of accessibility in relation to elevators. They were advised that there is a single, freight elevator as with barrier-free access. The elevators and related features (i.e. call buttons, audible notification, etcetera) are consistent with the BFDG.

The Committee inquired why the purpose of having stairs in the forecourt as well as an accessible route.

Q: If a person were being held for any reason at this facility, would the space accommodate a wheelchair or other type of assistive device?

A: The holding rooms are designed with safety at the forefront. They are not designed to include accessibility features as their function is to hold people safely.

The Committee engaged in a substantial discussion regarding the Urban Braille elements of the forecourt/plaza area. Committee members expressed concerns that this area of the design presented several barriers including potential structural obstacles (i.e. garden/trees/flowered perimeter) and a lack of Urban Braille to assist with way-finding / navigation in this area.

The Committee strongly encouraged the incorporation of Urban Braille into this area to increase accessibility.

4. Discussion Items

- i. **Barrier-Free Design Guidelines Revision Project (BFDG)**
Deferred to next meeting.
- ii. **New Capital Projects**
Deferred to next meeting.
- iii. **Tour of Facilities**
Deferred to next meeting.
- iv. **Accessible Pedestrian Signals**
Deferred to next meeting.
- v. **Beach Strip Trail Washroom**
Deferred to next meeting.
- vi. **Bus Stop Audit & Design**
Deferred to next meeting.
- vii. **City Hall Wish-list**
Deferred to next meeting.
- viii. **MacNab Street Terminal Deficiency Audit**
Deferred to next meeting.
- ix. **Social Housing Accessibility Issues & Concerns**
Deferred to next meeting.
- x. **Tim Hortons Stadium**
Deferred to next meeting.
- xi. **Washroom Accessibility**
Deferred to next meeting.
- xii. **Urban Braille/Curbing at Intersections**

Deferred to next meeting.

xiii. Elevator/Washroom/Changeroom Checklist

Deferred to next meeting.

5. Other Business

6. Adjournment

Meeting concluded at 6:00pm

Next meeting: Tuesday, August 7, 2018



Hamilton

Minutes

Advisory Committee for Persons with Disabilities
Built Environment Working Group
Tuesday, August 7, 2018, 4:00pm – 6:00 p.m.
City Hall, 71 Main St. W., Room 192

Present: Terri Wallis, Al Nicolls, Tom Manzuk, Tim Murphy, Mary Sinclair.

Absent with Regrets: Aznive Mallett, Patty Cameron, Paula Kilburn.

Guests:

Susan Creer, Community Member & Accessible Hamilton
Asaad Hoosein, Hamilton Wentworth District Schoolboard
Devon Krymuza, Hamilton Wentworth District School Board
Timothy Story, Hamilton Wentworth District School Board
Daniel Duffie, Svedas Architects Inc.

Also Present:

Lukas Keerma, Project Manager, Public Works
Karen Anderson, Director, Hamilton Public Library
Melissa McGinnis, Accommodations & Compliance Coordinator,
Public Works
Jessica Bowen, Human Rights, Diversity and Inclusion

1. Changes to the Agenda (T. Murphy/M.Sinclair)

That the August 7, 2018 agenda be approved as amended.

2. Approval of Minutes of Previous Meeting (A.Nichols/T.Murphy)

That the minutes of July 3, 2018 be approved as amended.

3. Presentations

3.1 Greensville Elementary School Community Center and Library

D.Duffie shared a presentation with the committee related to the Greensville Elementary School Community Centre highlighting the accessibility elements included in the design. These elements include the following:

- There are two parking areas for Community Centre/library as well as the school; 4 of these spots are designated accessible;
- The main entrances are equipped with automatic door openers;
- There is a universal and accessible washroom;
- The kitchen in the community center has a barrier-free counter.
- There is an accessible washroom with an adult change table; the washroom also includes 2 emergency assist strips;
- The school stage is accessible. It is 3ft above the gym floor and includes a vertical lift;
- The school is equipped with one elevator which will conform to the building code.

A guest shared that it would be beneficial to consider a second elevator for the building to increase accessibility and to ensure that at least one is fully functional should

the other elevator require maintenance, breakdown, etcetera.

A: The elevator is within the School as the Library and Community Center are only one floor. The school has the capacity for 395 students total.

Q: What would happen in the event of an emergency?

A: There is a generator which would power the elevator; however, in the event a fire there would be a different protocol to follow.

In addition to complying with the Ontario Building Code, the Consultant has used the Barrier Free Guidelines of both the City as well as the School board to meet the expectations of the parties to the project.

Q: Where are the emergency strips in the washroom?

A: There are two vertical strips in the washrooms located near the toilet.

The Committee suggested that the emergency strip be located around the perimeter of the room as in most cases where someone would require emergency assistance, it is likely because they have fallen and/or find themselves on the floor.

Q: Will there be a hearing loop?

A: The project will have an IEC hearing loop.

Q: When will the project start?

A: When there is an update on the project it will be available on the HWDSB website.

4. Discussion Items

i. Bus Shelter Design Review

The Committee's assistance was requested in relation to reviewing a Transit Shelter design. Members suggested that it would be beneficial to include two stripes on the shelters (one yellow and one blue or black) to maximize accessibility.

They also suggested that if a reference point were needed for accessible bus shelters in the City, those at Queenston and Parkdale and Queenston and Nash are useful examples.

Committee members inquired if the shelter at Wellington at King, which was removed while the sidewalk was being constructed, will be replaced. As this bus shelter is outside of First Place, it is important to have a structure available to provide shelter throughout the year.

The Committee requested to have a representative from HSR come to a meeting to discuss bus stops and to advise if after the bus stop audit in 2015 what changes have been made.

ii. Meeting Dates for 2019

Committee members agreed to move their January meeting to Tuesday, January 8, 2019 at 2:00pm.

iii. Barrier-Free Design Guidelines Revision Project (BFDG)

M.McGinnis shared that the Gap Analysis has been completed for this project. The consultants have

presented it to Management and we are now awaiting direction to move forward.

iv. New Capital Projects

- There is one remaining project, Pinky Lewis, that will be presented in September 2018.
- The 2019 Capital projects list will likely be delayed pending budget approval.

v. Tour of Facilities

- The Committee would like to revisit Macnab Terminal. Members will review the report from the first tour and request a representative from HSR to advise of what steps have been taken.

vi. Beach Strip Trail Washroom

M.McGinnis shared that this project has been completed and there are now two (2) universal washrooms available. All fixtures removed except one in each.

vii. City Hall Wish-List

Deferred to next meeting for discussion.

viii. Social Housing Accessibility Issues & Concerns

M. Sinclair advised that the Housing Working Group is scheduled to review the “Special Needs Questionnaire” during their August 21 meeting.

5. Other Business

- The Committee will be revisiting some outstanding accessibility items related to City Hall. These items will include changing the colour of the decals on the exit doors. They are

currently yellow/gold and cannot be seen. By using two colours such as yellow and blue, this would enhance the visual contrast needed to ensure these areas of City Hall are visible for all visitors.

- Incorporating a tactile element at the top of the second-floor stairs.
- J.Bowen to distribute the City Hall “wish-list” to all BEWG members for discussion at the September 4, 2018 meeting.

6. Adjournment

Next meeting: Tuesday, September 4, 2018

Transportation Working Group
Advisory Committee for Persons with Disabilities
Tuesday, July 24, 2018
Room 193, City Hall

Members in Attendance:

Paula Kilburn (Chair), Terri Wallis (Vice-Chair), Aznive Mallett, Tom Manzuk, Tim Murphy, Alan Nicolls, Kim Nolan, Tim Nolan, Robert Semkow

Also Present:

Brian Hollingworth, Owen Quinn, Mark Mindorff, Mark McNeil (DARTS Passenger)

Regrets/Absent:

Elizabeth (Jane) Cardno, George Hough, Dennis Guy

MEETING NOTES:

1. **Welcome & Introduction / Approval of Agenda** - approved
2. **Review of Meeting Notes – June 26th** – approved
3. **Transportation Master Plan**
 - Brian Hollingworth, Director of Transportation Planning, gave presentation on City's Transportation Master Plan – key items were:
 - Multi-modal approach (i.e. cycling, walking, public transit)
 - Aligned with the City's Strategic Plan
 - Need measurable results to achieve a healthier community
 - Incorporate accessibility into the plan
 - Focus on aging population as growth in number of seniors
 - Improve coordination between Planning and Public Works
 - Goal for Complete Livable Better streets (i.e. active transportation – walking, accessibility, livability)
 - Report has been presented to Council so waiting for approval of financial costs; anticipate plan to be adopted in August 2018
 - Plan to form joint Transportation Committee involving Transit (HSR), Planning and Licensing staff
 - Brian will forward copy of his presentation to TWG members

- Members noted City staff should consult with ACPD on Transportation Master Plan, especially with design of projects and policy development

4. **HSR Service**

a) Accessible Taxis for Transcab Service

- Accessible taxis are available upon request (passenger must advise taxi company at time of call or HSR operator when boarding bus)
- Transcab is an extension of HSR service so should have same service hours as HSR; Owen will confirm this with Transit staff

b) Bus Stop Annunciation – Dennis will provide update at next meeting

c) Seatbelts

- Terri noted HSR operators are attaching seatbelts to her wheelchair (not around her body) so she is not safely secured on buses
- Terri has contacted Debbie Dalle Vedove, Director of Transit, and filed numerous complaints
- Members requested that HSR Training staff attend future meeting
- It was agreed that ACPD compile list of ongoing HSR service issues (i.e. seatbelts, bus stop annunciation system) and present it to Council

5. **DARTS Service**

a) Contract Negotiations

- Mark noted that an offer was being presented to Union on July 24th

b) VETS & Subcontractor Manuals

- Drivers for VETS & Subcontractor get same training as DARTS drivers
- Mark noted VETS and Subcontractors are providing 60% of all ambulatory trips; DARTS assign runs and dispatch vehicles

6. **Accessible Transit Services Review**

a) Meeting – July 17, 2018

- DARTS provided quarterly performance report at this meeting
- Members noted accessibility issues during future construction of LRT
- Metrolinx will report to ACPD on quarterly basis regarding LRT

7. **AODA Integrated Accessibility Standards**

a) Transportation Standards Development Committee - Final Recommendations

- This item was at July 10th ACPD; Tim N. will contact Loren Kolar in Clerks Office for update

8. **ATS-DARTS Policy Review**

a) Guide Dogs and Service Animals

- Owen presented DARTS draft policy on guide dogs/service animals
- DARTS will ensure that an appropriate vehicle is able to accommodate the passenger and their guide dog or service animal
- Members recommended policy have statement that passengers notify ATS if have guide dog or service animal as this will be added to file; ATS will revise draft policy for review at next meeting

9. **Other Business**

a) On-Demand Taxi Service

- Dawn Johnson, Manager of Licensing, will attend next meeting

b) Taxi Scrip Program

- Taxi Scrip Coupon samples will be presented to members once available (i.e. darker blue colour for \$5 coupon with corner clipped off)

c) ATS Performance Report – 2017 Year End

- Report will be presented at next meeting; Senior Project Manager, Marco Mostacci, will attend as he now involved in completing reports
- Members would like future reports to include financial information (i.e. cost per trip, total cost of service)

10. **Next Meeting** – August 28, 2018

Adjournment

Transportation Working Group
Advisory Committee for Persons with Disabilities
Tuesday, August 28, 2018
Room 193, City Hall

Members in Attendance:

Paula Kilburn (Chair), Terri Wallis (Vice-Chair), Aznive Mallett, Tom Manzuk, Tim Murphy, Alan Nicolls, Kim Nolan, Tim Nolan, Robert Semkow

Also Present:

Luis Ferreira, Tiffany Gardiner, Dennis Guy, Owen Quinn, Jay Adams, Mark Mindorff, Kathy McVicars, Gisella Oliveira & McMaster University students, Mark McNeil (DARTS Passenger)

Regrets/Absent:

Elizabeth (Jane) Cardno, George Hough, Dawn Johnson

MEETING NOTES:

1. **Welcome & Introduction / Approval of Agenda** - approved
2. **Accessible Taxis**
 - Luis Ferreira, Project Manager with Licensing & By-law Services, gave an update on accessible taxis and noted following:
 - Report recently went to Council for approval of 18 additional accessible taxi plates (40 accessible plates in total)
 - Licensing issuing \$5.00 incentive program for drivers who transport passengers with wheelchairs; should improve service
 - Taxi drivers are trained on proper securement for wheelchairs
 - Licensing staff conduct annual vehicle inspections and charges/fines are applicable if drivers not in compliance
 - Existing complaint process in place for accessible taxi service
3. **Review of Meeting Notes – July 24th** – distributed for members review
4. **HSR Service**
 - Terri and Aznive noted recent incident wherein ramp on HSR bus was not operating so another bus was sent to replace it; Dennis confirmed if bus has equipment failure then HSR will replace as soon as possible

- Terri noted an ongoing issue with HSR drivers as they only secure her wheelchair (they are not placing the seatbelt around her); she suggested that Dennis take a test trip using wheelchair on HSR
- Members inquired if MTO is responsible for seatbelt securement on buses; HSR will review and respond

5. **DARTS Service**

a) Contract Negotiations - next meeting with Union is on August 31st

b) Cancellations

- DARTS to mail warning letters to passengers with excessive cancellations as per No Show & Cancellation Policy
- DARTS to provide members with cancellation data (aggregate format)

c) Other

- DARTS will be acquiring rear-entry Toyota Sienna minivans in 2018 (these vehicles have wide ramp); DARTS can bring a Sienna to City Hall before next meeting for members to view and provide input
- DARTS will offer service during entire duration of upcoming municipal election (drivers will wait at polling station for passengers to vote)

6. **Accessible Transit Services Review** - Next Meeting - September 27th

7. **AODA Integrated Accessibility Standards** – no discussion

8. **ATS-DARTS Policy Review**

a) Guide Dogs and Service Animals

- DARTS management will ensure there are enough vehicles in fleet to accommodate passengers traveling with guide dogs/service animals
- Draft policy deferred until next meeting

9. **Other Business**

a) McMaster University “Please Offer Me A Seat” Initiative

- Career Access Program for Students (CAPS) at McMaster University has developed an initiative to improve accessibility for transit users who need a seat while traveling on board HSR buses
- TTC has implemented a similar initiative in the past
- Badge be worn by passenger (students with disabilities) who need seat
- An educational video will be produced during Fall of 2018

- Members noted this initiative may be an issue on crowded buses so perhaps HSR operators could assist
- Members agreed that this initiative go to ACPD for discussion

10. **Next Meeting** – September 25, 2018

PROPOSAL TO THE
ADVISORY COMMITTEE FOR PERSONS WITH
DISABILITIES FOR THE CITY OF HAMILTON
FOR THE
MCMASTER UNIVERSITY
PLEASE OFFER ME A SEAT and
I WILL OFFER MY SEAT CAMPAIGN

September 7, 2018

Executive Summary	3
Statement of Need	4
Hamilton Demographic Profile of Persons with Disabilities	4
McMaster University Demographic Profile	5
Campaign Background	5
CAPS and HSR Campaign Promotional Materials.....	6
Stickers and Button.....	6
Information Cards (business card)	7
Posters	7
Promotional Commercial and Print Media.....	7
FAQ.....	7
HSR Campaign.....	7
Buttons and Information Cards	8
Posters	8
Promotional Commercial How the Campaign Works	8
FAQ.....	8
HSR An Investment Towards Inclusion	8
Assessment & Evaluation.....	9
Recognition	10
Attachments	10
Contact Information	10

Executive Summary

“At McMaster, we measure our success by the degree to which we improve people's lives, contribute to our global knowledge base and advance the societies in which we live.” By doing this, McMaster University is committed to creating a Brighter World. This is aligned with the City of Hamilton’s vision in creating an accessible and inclusive environment that supports residents through all of life’s stages. Both organizations want to make Hamilton a better place for everyone. By working together we can achieve this vision.

McMaster University, Student Success Centre (SSC) respectfully requests that the committee adopt and invest in the Please Offer Me A Seat (POMAS) and I Will Offer My Seat Campaign for buses and shelters on route to our campus.

HSR’s goal to provide a courteous, compassionate and respectful environment for the community can be supported by POMAS and I Will Offer My Seat campaign. This initiative also provides an opportunity for our students to be proactive and make a positive impact in their community. It raises awareness of the needs of people with invisible disabilities and creates an inclusive community that is empathetic and caring towards the needs of others. Sometimes we all need a little reminder that accessibility is a journey, not a destination.

This campaign is about joining forces and getting our youth involved, now and in the future, in creating a more inclusive, diverse, and accessible Hamilton. A better Hamilton.

Statement of Need

There are countless studies, articles, and school programs related to and built on empathy profiling the positive outcomes on health, social interactions, and workplace relationships. “We all want to be seen and heard and have our needs responded to, that is the essence of empathy.” The power of empathy: Helen Riess at TEDxMiddlebury

“Nearly everyone faces hardships and difficulties at one time or another. But for people with disabilities, barriers can be more frequent and have greater impact. The World Health Organization (WHO) describes barriers as being more than just physical obstacles. Here is the WHO definition of barriers:

“Factors in a person’s environment that, through their absence or presence, limit functioning and create disability. These include aspects such as:

- a physical environment that is not accessible,
- lack of relevant assistive technology (assistive, adaptive, and rehabilitative devices),
- negative attitudes of people towards disability,
- services, systems and policies that are either nonexistent or that hinder the involvement of all people with a health condition in all areas of life.” World Health Organization, International classification of functioning, disability and health. Geneva: 2001, WHO. p. 214.
-

Hamilton Demographic Profile of Persons with Disabilities

“The City of Hamilton currently has a population of 509,635 people. In 2011, there were 120,250 persons with disabilities in Hamilton representing 23.6% of the total population (509,635). Hamilton’s percentage of persons with disabilities was higher than the provincial rate (20.3%) and the national rate (18.8%).” Multi-Year Accessibility Plan Report, City of Hamilton 2016

McMaster University Demographic Profile

McMaster University Fact Book 2016-2017 reported a total student registration of 31,265, which excluded students on co-op work term. The report also noted an employee count as of July 4, 2017 of 10,891, which excludes McMaster University Faculty, Clinical Faculty, and Senior Academic Librarians.

McMaster University, Student Accessibility Services (SAS), which provides academic accommodation assistance and related supports to students with disabilities, served 2,700 students the 2016-2017 academic year.

Working from the one in seven Canadians aged 15 years or older reporting a disability, Canadian Survey on Disability, 2012, and based on our university overall population of 42,156 student and staff we surmise 6,022 would have a visible or invisible disability. The overall student population of 31,265 would equate to 4,466 presenting with a visible or invisible disability.

“Canadians recognize there's a problem with inclusion - According to 2004 Environics research, just 10% of Canadians believe people with disabilities are fully included in society. The majority of Canadians also want to help improve the lives of people with disabilities and agree the social benefit is worth the cost.”
Unstoppable, Disability in Canada: Facts and Figures - Easter Seals Canada

Campaign Background

Please Offer Me A Seat and I Will Offer My Seat Campaign launched September 2018. The campaign is an initiative by the Career Access Program for Students (CAPS) under the Student Success Centre (SSC) to improve accessibility for transit users who need a seat while travelling. This campaign reflects McMaster University's commitment to provide an inclusive community for all.

The campaign is modeled after a campaign in the United Kingdom, September 2016. “A survey of about 400 badge users carried out in December 2017 showed that 78% found it easier to get a seat and 95% would recommend the scheme to a friend, TfL said.” “Mark Evers, chief customer officer for London Underground, said the scheme "made a real difference to passengers who need a seat but may not have felt confident enough to ask for one." New figures show huge success of 'Please Offer Me a Seat' badge, Transport London, 20 December 2017

The TTC also launched a new initiative, which is aimed at making it easier for people with disabilities to get a seat on a bus, streetcar or train. May 2018, staff at TTC stations provided a blue button that says “Please offer me a seat” to anyone in need.

CAPS badges can be found at various on-campus locations including, the Student Success Centre (SSC), Student Accessibility Services (SAS), McMaster Student Union Maccess, the Student Health Education Centre (SHEC), and Compass Information Centre.

Disclosure of personal information is not required to obtain or when wearing a badge. Badges are not required to sit in priority seating and do not guarantee seating. When you see those wearing the Please Offer Me A Seat button, we encourage riders on Hamilton transit to offer their priority seat.

Caps extended the campaign to include, “I Will Offer My Seat” running in conjunction with “Please Offer Me a Seat” to bring awareness to the need for priority seating by users with invisible disabilities. The buttons are used as an indirect means of self-identifying someone with an invisible disability. The campaign will also encourage riders to consider offering their seat to those who may need it, regardless of them wearing a campaign sticker.

CAPS and HSR Campaign Promotional Materials

Student Success Centre has produced various promotional materials to advertise the Please Offer Me A Seat and I Will Offer My Seat campaign to students, staff, and visitors on campus. The Student Success Centre is investing \$5,000 - \$7,000 toward production costs for on campus promotion. Listed below are the planned activities and how they would be revised if working in partnership with HSR.

Stickers and Button

There will be more buttons in multiple designs compared to the stickers. SSC is encouraging students to use the buttons unless they have an accessibility concern that prevents them from doing so, as buttons are reusable and more durable to wear. For this reason, more buttons in more designs have been produced. For the on campus campaign, we also hope that the small quantity will discourage their misuse through placement of the stickers on surfaces (i.e. on a student’s laptop or binder).

Information Cards (business card)

The cards are available to those that inquire about the badges if an individual wearing one is uncomfortable discussing their need or the campaign. Some individuals prefer to not wear the button because of the stigma that is associated with having a disability and may instead prefer to hand a card discretely to request a seat. The person that receives the card may legitimately require that seat as well.

Posters

Student Success Centre will expand the poster production to include the printing cost for placement within buses and shelters for the on campus routes (1, 5, and 51).

Promotional Commercial and Print Media

CAPS has produced a 15 second commercial providing a snap shot of the campaign filmed on McMaster campus where a student is standing in front of museum at the bus stop. Within the segment a visual representation of the badges appears on screen. The script along with captioning reads:

“Sometimes we all need a little reminder/Accessibility is a journey, not a destination. If you see someone wearing one of these badges, please offer them a seat. Not all disabilities are visible. Help us build a brighter and more inclusive Hamilton.”

The commercial will run from September – December across 35 Digital TVs on campus. SSC is also promoting the campaign in The Silhouette, McMaster University's Student Newspaper and the Welcome Week Preview Booklet.

FAQ

The FAQ has been produced to address questions from those on campus and would be distributed at the same locations as the badges.

SSC is investing between \$ in support of the on campaign awareness. campaign.

HSR Campaign

The HSR partnership would allow for a greater reach out to community members. The promotional activities would align with the on campus campaign with the promotion materials and distribution process being revised in the following ways:

Buttons and Information Cards

CAPS buttons would be affixed to the information cards with HSR contact information as an educational piece and for ease of delivery to riders. In addition to on-campus locations, in consultation with HSR, designated locations would align to routes (1, 5, 6, and 10) that sell bus passes/presto cards for campaign material distribution.

Posters

The cost for posters in the buses and large posters for the shelters would be an HSR cost associated with off campus routes (1, 5, 6, and 10).

Promotional Commercial How the Campaign Works

CAPS 15-second commercial providing a snap shot of the campaign would be revised to a 30 Second Commercial: How the Campaign Works. The 30 second promotional video would be produced in partnership with HSR.

The commercial would show someone walking on the bus wearing the Please Offer Me A Seat button and another rider wearing the I Will Offer My Seat, who offers their seat. The script would also be revised. The commercial would run from the campaign launch to April 2019. SSC and HSR would review if any of the HSR locations would air the spot. SSC and HSR would work together on having local media pick up the campaign story.

FAQ

The FAQ would be revised geared to the broader Hamilton community regarding the campaign.

HSR An Investment Towards Inclusion

Hamilton and McMaster have a long and strong history of partnering on projects from research, technology, to business development. SSC is seeking HSR to invest **\$30,000 to \$35,000** in the **Please Offer Me A Seat** and **I Will Offer My Seat** campaign. The partnership will expand the scope of the campaign to riders within designated routes. The investment will cover production of:

Please Offer Me A Seat and I Will Offer My Seat Buttons and Information Cards

Ad Posters in Bus

Ad Posters in Shelter

Promotional Commercial

In estimating the promotional materials the production is based on 10,953 for button and cards with a half the buttons for the Please Offer Me A Seat, and half I Will Offer My Seat. The production number is based on 0.05% of the 2015, 9.2 million rides alone routes 1, 5, 10 and 51 in that corridor. System wide, Hamilton's total ridership was 21,906,762 trips. HSR workers should operate Hamilton's new LRT system: Jackson, CBC News October 13, 2016

Note – The campaign investment is based on pricing where McMaster University is responsibility for design and production costs compared to HSR suppliers.

Assessment & Evaluation

Phase I of the campaign would run September 2018 – April 30, 2019. McMaster University would track on campus activity based on participation through the badges distribution locations.

On location and Online Survey would be made available to students and staff from the Student Success Centre (SSC), Student Accessibility Services (SAS), Maccess, the Student Health Education Centre (SHEC), and Compass to seek feedback.

Working with HSR, campaign feedback would be obtained via the Transit process in place for managing, evaluating and taking action on customer feedback.

As part of the Customer Service Standard implementation, Transit existing customer contacts system in place would be available to customers to provide feedback. Customer feedback which is offered through various communication methods including in-person (i.e. customer service counter – ATS & GO Station), telephone, City website (transit section), e-mail and printed media (i.e. Passenger Service Bulletins such as “Bus News”) would receive customer feedback.

The annually public meeting (usually during the fall) involving persons with disabilities to ensure that they have an opportunity to review and provide feedback on the City’s accessibility plan would also provide an opportunity for feedback.

Based on the outcomes of Phase I, Phase II would involve the Please Offer Me A Seat and I Will Offer My Seat citywide campaign rollout.

Recognition

The HSR partnership will be recognized on the marketing materials along with McMaster University.

Attachments

Please Offer Me A Seat Button Blue, Yellow, Maroon Samples
I Will Offer My Seat Text Sample
Information Card Two Sided
FAQ McMaster University
Please Offer Me A Seat McMaster University Poster
Please Offer Me A Seat 15 Second Video Clip with Text Description

Contact Information

KATHERINE HESSON-BOLTON
Diversity Employment Coordinator
905-525-9140 ext. 27210
hessonbk@mcmaster.ca

GISELA OLIVEIRA
Associate Director, Career & Employment
905-525-9140 ext. 24799

GINA ROBINSON
Assistant Dean, Student Affairs
905-525-9140 ext. 22295

Gilmour Hall 110 | 1280 Main Street West | Hamilton,
Ontario L8S 4L8

McMaster University recognizes and acknowledges that it is located on the traditional territories of the Mississauga and Haudenosaunee nations, and within the lands protected by the “Dish With One Spoon” wampum agreement.