

ACPD's Outreach Working Group Meeting Notes

January 21st, 2025

Virtual Teams Meeting

4:00PM – 6:00PM

Members in Attendance: James Kemp, Paula Kilburn, Mark McNeil, Hope Bonenfant, Robert Westbrook

Members Absent: Jake Maurice, Benjamin Cullimore

1. Welcome and Introductions

2. Approval of January 21st Agenda: Agenda was approved with the addition of Climate Justice/Equity to other business.

3. Outstanding Business List and Priorities for 2025:

a. Continue to Pursue Collaborations with Other Agencies/Organizations: This is one of our main objectives. We are attending other group's events and organizing our own. We shall continue to do so. Paula will look into sponsorship ideas.

- b. 2023 Calendar Revision and Redesign:** This is still on the books from the past term. Most of the work has been done; it just needs someone to take up the project to finish it. A good starter project for anyone that wants to participate more, but is unsure of where to put their efforts.
- c. Accessibility Fair Planning:** This will be on the OBL for a while to come. 2025 Planning is in the early stages. Website redesign is first task.
- d. Periodic Review of Pamphlet to Ensure Correct Information:** We have revised the pamphlet a few times since its inception. The last time was to update the name change. However, it needs to be revised again as the title page is truncated.
- e. Accessibility Awards:** This will also be on the OBL for the foreseeable future. We need to decide on a communications plan, whether we do it ourselves or continue to work with Comms.
- f. Wheelchair/Scooter Rescue:** We reviewed the history of this initiative. Work was done to integrate DARTS, the taxis and CDC mobility, but it fell apart. Paula and the former Chair were going to pitch something to Council, but the term ended before

that happened. We need to move forward with something. HSR accessible supervisor vehicles being purchased may help, but recent ACPD meeting with Paramedics and Police provided an alternative possible plan. Fire Department doesn't have the ability to move PMDs, but Police Department does.

g. ACPD Website: We need to rebuild the website this year moving away from an event centric layout and making it a more general ACPD website with event pages. Current work includes building a new header. Will review with the ACPD before we implement anything. Also highlighted an issue with Wordpress that hosts our domain. They are currently having a bitter internal dispute. Chair will monitor and advise if we need to make any changes before renewal in May or June.

h. Convention/Special Event Equipment and Name Tags: We purchased the table runner to replace the table banner, but this has not been reimbursed by Council as we were told it would be during the name change process. We would like to purchase a vertical banner with a description lifted from the pamphlet as well as nice name tags as SAC has for each of their members.

4. Vice-Chair Discussion: Chair brought this up again to remind everyone we still need Vice-Chairs. Responses are similar across working groups; members are concerned about the workload or disappointing the group. Chair suggested members could work up to it with individual projects.

5. Website Discussion: Chair presented two mockups for the header. One text based only and the other text and small images. Explained some of the problems with the new ACPD header and that it was easier with the event header to grab attention. James Jr has been trying to assist. We discussed the blue and yellow colour scheme and why we use it. It was selected first for the pamphlet as blue and yellow is eye catching, but not overwhelming with a 7:1 contrast ratio. Chair has experimented with other colours and always comes back to the blue and yellow as the most versatile. James Jr. offered to put together some other possible colour combinations that are easy on the eyes but maintain contrast ratio. Mark had questions about the WCAG and why other websites consider themselves accessible when they are only focused on a few elements. He also asked why we aren't able to use special fonts or images as others do. Chair explained that we are trying to thread

the needle by being as accessible for as many different disabilities as possible and that means a plain, simple, straightforward, centred layout. It may be impossible to see to everyone's needs at once, but we will try our best. Members preferred the page with the blue and white accessibility images. We can play with that a little for next month's meeting when we will decide on layout.

6. Set Accessibility Fair Date: Chair brought forward a number of dates in September that avoided Council meetings. After discussing the pros and cons, we decided to move it up to September 4th for several reasons. It is before school starts so we can advertise to that audience, we can access more volunteers for the same reason, it is warmer and weather is not as unpredictable, it gives us time to make alternate arrangements in the event of a bad weather date.

7. Discuss Comms and Our Future Collaborations: We briefly discussed the issues we had with Comms last year in advertising and promoting the awards. We discussed the possibility of doing it ourselves or trying again. Will discuss with staff to see what our options are.

8. ACPD Member Survey: We discussed creating a member survey to learn if we could make changes to improve participation. It was felt that having a few open ended questions would be more beneficial than say a multiple choice. What can we do to improve the committee experience? How can we make it more accessible for you? And so forth. Hope offered to use her survey monkey account if we need it.

9. Other Business: Chair described some of the plan for Climate Justice/Equity after discussing it with Beatrice Ekoko from the office of Climate Change Initiatives. Will be getting the official announcement soon, but members were interested in helping with this project. Still need to decide what our participation will look like, but Paula and Hope eagerly brainstormed possibilities.

10. Adjournment