



**Accessibility Advisory Committee  
Monday, November 16, 2015 – 10:00 a.m.  
Township of South Frontenac Council Chamber  
4432 George St, Sydenham, ON**

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**AGENDA**

Page

- 1. Call to Order**
- 2. Adoption of the Agenda**
  - a) **That** the agenda for the November 16, 2015 meeting of the Joint Frontenac Accessibility Advisory Committee be approved.
- 3. Disclosure of Pecuniary Interest and General Nature Thereof**
- 4. Adoption of Minutes**
  - a) Minutes of Meeting held September 14, 2015  
**That** the minutes of the Joint Frontenac Accessibility Advisory Committee meeting held [date] be adopted.
- 5. Deputations and/or Presentations**
- 6. Accessibility Advisory Committee Work Plan**
  - a) **2015 International Day of Persons with Disabilities Access Award**  
[Nominations to be distributed under separate cover]
  - b) **2015-119**  
**Accessibility Advisory Committee**  
**Accessibility Awareness Campaign Update Report**
- 7. Communications**
- 8. Other Business**
- 9. Next Meeting**
- 10. Adjournment**

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**Joint Accessibility Advisory Committee Meeting Minutes  
September 14, 2015**

A meeting of the Frontenac Joint Accessibility Advisory Committee (FAAC) was held in the Frontenac Room at the County Administrative Building, 2069 Battersea Road, Glenburnie on Monday, September 14, 2015 at 10:00 a.m.

**Present:** Neil Allen, Chair  
Councillor Tom Dewey, Council Liaison  
Councillor John McDougall  
Warden Doyle

**Staff:** Jannette Amini, County of Frontenac  
Anne Marie Young, County of Frontenac  
Eric Korhonen, Township of North Frontenac

**Regrets:** Francine Arsenault, Vice Chair  
Margaret Knott

**1. Call to Order**

The Chair called the meeting to order at 10:00 a.m.

**2. Adoption of the Agenda**

Moved By: Councillor Dewey  
Seconded By: Councillor McDougall

**That** the agenda for the September 14, 2015 meeting of the Joint Frontenac Accessibility Advisory Committee be approved.

**CARRIED**

**3. Disclosure of Pecuniary Interest and General Nature Thereof**

There were none.

**4. Adoption of Minutes**

**Minutes of Meeting held June 15, 2015**

Moved By: Councillor McDougall  
Seconded By: Councillor Dewey

**That** the minutes of the Joint Frontenac Accessibility Advisory Committee meeting held June 15, 2015 be adopted.

**CARRIED**

**5. Deputations and/or Presentations**



**6. Accessibility Advisory Committee Work Plan**

- a) **2015-094**  
**Accessibility Advisory Committee – Update Report**

**Creating Community Awareness**

With respect to potential grants for businesses that require accessible retrofits, Ms. Young noted that any forms of grants to businesses are subject to a Community Improvement Plan. She also noted that accessibility now falls within the portfolio of the Ministry of Economic Development, Employment and Infrastructure and grants may also be available through that Ministry as well as the potential for partnerships such as the one seen through the Land O'Lakes Tourism Association so the municipality is not seen as providing direct incentives to businesses.

Ms. Young noted the initiatives taken by the Sustainability Advisory Committee in its efforts to promote sustainability and "Directions for our Future", which included public meetings and visiting local businesses. As the Manager of Economic Development she can include promotion of accessibility in her interactions with the business community and tourism promotion. She noted that the 150<sup>th</sup> Anniversary celebration was an eye opener for her and others after seeing the demand for the accessible parking. She suggested that it would be great to promote a hamlet within the County to show that we are accessible. This can also be included in the Age Friendly funding that the County received and once the County's Official Plan is passed, the entire County can be designated as a Community Improvement area.

Mr. Allen noted the wonderful accessibility upgrades that had been done to Centennial Park in preparation for the 150<sup>th</sup> Anniversary Celebrations along with the signs that were posted at the canteen offering assistance for those with accessibility needs.

The Committee agreed that awareness is key to ensuring an accessible County and part of the awareness campaign is to also promote the wonderful things that have already taken place. Ms. Young stressed that an awareness campaign should include solutions.

Mr. Allen noted an application that has been received for membership on this committee and that the applicant has a passion for writing and would be interested in doing articles for the Frontenac News that highlights accessibility in the County in a positive light. Ms. Amini will pass along to the applicant some of the positive initiatives that have been undertaken.

The Committee agreed that there needs to be more face to face contact with the Township Councils as currently, it is believed that the County is responsible for all

accessibility matters. The Clerk and the Manager of Economic Development will work together to develop an Accessibility Awareness Campaign which will include advertising, inclusion in Economic Development presentations to Township Councils and Business.

**Access Award**

The Clerk will make arrangements to attend Township Council meetings in October to promote the 10<sup>th</sup> Anniversary of the AODA as well as the International Day of Persons with Disabilities Access Award and all of the positive things that have taken place in the County

**b) The Point Park, Sydenham - Canteen accessible concrete platform**

Mr. Allen noted the canteen near the ball diamond next to the water pump house has a large concrete platform where you stand to place food orders, purchases, etc. Unfortunately it is not ramped, making it impossible for wheelchairs, scooters, etc to access the food window. It would be an easy modification to ramp this pad. He noted that he had attended Canada Day celebrations here and he was unable to access the canteen, having to have someone order meals for him. It was noted that the Township is looking at doing modifications and upgrades to this park and that this could be included.

It was also noted that the Townships are not bringing site plans to the Accessibility Advisory Committee which is a requirement under the AODA. The Clerk will send letters to each of the 4 Townships, advising them that the Committee is here to assist the Townships and to gently remind them of not only their legislated responsibility to consult the AAC, but that the Design of Public Spaces Standard comes into force for municipalities as of January 1, 2016 and that any redevelopment of existing spaces at that time must adhere to that standard.

**c) Accessible Boat Ramps**

Mr. Allen noted the barriers one faces to access to the boat ramps in Sydenham. The Committee suggested that accessible boat ramps be included in the letter being sent to the Townships, including photos of the accessible boat ramps at the Colins Bay Marina to show some potential solutions.

**7. Communications**

- i. From Angelique Tamblyn, Executive Assistant, inviting members of the Frontenac Accessibility Advisory Committee to attend the annual County of Frontenac Golf Tournament.

Warden Doyle noted that this event has been cancelled due to lack of interest.

**8. Other Business**

Warden Doyle noted an initiative by the former Ministry of Agricultural and Food titled "First Impressions" which was a program created for tourism and economic development and suggested a program such as this could be tweaked to First Impressions made in Frontenac County. The program would see someone coming in from the outside who provides feed back on their view of each other's townships. He suggested that staff speak to the Manager of Economic Development to see if she is aware of this and how it works in order to move this forward. It was also questioned if perhaps the Ministry could help to form a more local program that could then be rolled out across Ontario.

**9. Next Meeting**

The next of the Frontenac Accessibility Advisory Committee will be held Monday, November 16<sup>th</sup> at 10:00 a.m. in the South Frontenac Township Council Chamber.

**10. Adjournment**

Moved By: Councillor Dowyle  
Seconded By: Councillor dewey

**That** the meeting hereby adjourn at 11:28

**CARRIED**



**Report 2015-119**

**Committee Report**

**To:** Chair and Members of the Frontenac Accessibility Advisory Committee

**From:** Jannette Amini, Manager of Legislative Services/Clerk

**Date of meeting:** November 16, 2015

**Re: Frontenac Accessibility Advisory Committee – Accessibility Awareness Campaign Update Report**

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**Recommendation**

This report is for information purposes only.

**Background**

The Accessibility Advisory Committee is mandated to assist County and Township Councils in the County of Frontenac in enabling persons with disabilities to have equal access to all opportunities within the County as well as work with Council and the community at large to identify and address the needs of persons with disabilities within the community.

At its meeting held June 15, 2015, the Accessibility Advisory Committee met with members of the Kingston Accessibility Advisory Committee to consider its mandate moving forward and concluded that the Committees efforts would be best served by focusing on accessibility awareness and education. At its meeting held September 14, 2015, the Committee further discussed accessibility awareness and asked staff to look at developing an Accessibility Awareness Campaign.

The purpose of this report is to seek input and feedback from the Committee on activities and initiatives that could be done to increase public awareness of accessibility.

**Comment**

The follow is a list of activities that may be considered regarding the development of an Accessibility Awareness Campaign:

**1. Frontenac First Impressions**

This initiative was raised at the last Committee meeting. It involves partnering with another community to rate each other's communities, in this instance regarding accessibility.

This initiative could be done locally, such as 2 County Townships partnering, or done broadly such as with another County. Currently, the Economic Development Office is working on a "First Impressions" in Verona and accessibility questions could be incorporated into this; however if the Committee would like to do this initiative on an annual basis, the local model may be more appropriate.

## **2. Accessibility Awareness Week**

Many organizations hold public awareness weeks to provide public education on the services which they provide. For example, each May, the Frontenac Paramedic Services holds "Paramedic Week" to recognize the work done by paramedics in our community. It includes a proclamation by County Council, booths and displays at the mall, educational handouts and swag bags for children. Although somewhat different from promoting accessibility, the Committee could look at developing an accessibility awareness week that would include such activities as:

- Host a one Day Accessible workshop in each Township

### **Accessible Perspective – Beyond Barriers:**

An event aimed at providing able-bodied persons/businesses a glimpse into some of the challenges faced by individuals with physical disabilities with the aim of increasing awareness surrounding barriers to accessibility. A portion of the County's Customer Service training includes the use of props that mirror visual and mobility disabilities, etc. which could be brought to the event. Costs associated with such an event would include hall rentals (if required), morning or afternoon snacks (as this would only need to be 3 hours maximum), and cost of materials.

- Media Blitz

This could include articles in local papers, news articles in various publications around the County or advertising around the township. It was noted at the previous meeting that a new member of the Committee expressed interest in writing good news articles for local papers which could be included. Based on recent advertisements calling for nominations for the 2015 International Day of Persons with Disabilities Access Award which included the Frontenac News and the Kingston Heritage EMC | Frontenac Gazette EMC, costs associated with such a media blitz would require approximately \$400 for each advertisement sizing 5" x 2.8". A more economical type of media advertising would be to have the County's Communication Officer generate Press Releases which are targeted to local media outlets that could potentially pick up on the content and create news stories out of them.

- Accessibility Week Proclamation

Depending on the week chosen, this could also be done in conjunction with the United Nations International Day of Persons with Disabilities. There would be no costs associated with this activity.

Holding an Accessibility Awareness Week can also be done in collaboration with the City of Kingston. Although barriers for persons with disabilities differs between that of urban and rural settings, collaboration helps further resources.

## **3. Branding of the Accessibility Awareness Campaign**

Event branding offers the opportunity to build awareness and maximise the build-up prior to the event. There would be no costs associated with this activity.

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**4. Accessibility Information Package**

Develop a package that could be provided to businesses during site visits or new businesses coming to the County. This could include:

- How to develop an Accessible Customer Service Policy
- Information on the AODA
- Statistics on the spending power of persons with disabilities
- Sensitivity training

Once created, these information packages could be provided to existing and potential businesses through the County's Planning and Economic Development Department.

Costs associated with this activity would include the printing of materials and staff time.

**5. Yearly Delegation to Township Councils**

Under the AODA, part of the mandate of Accessibility Advisory Committees is to report annual to Council(s). Typically, in the past this has been done through a formal letter from the Chair on activities of the Committee over the last year. In person verbal reports to Council(s) through a delegation are more powerful and receive press coverage. There are no costs associated with this activity.

**6. Accessibility Promotional Material**

The County of Frontenac currently has 5 roll up promotional banners that are used as marketing tools by County staff at events either hosted by or attended by the County. These banners reflect the beauty and vibrancy of the County and with the addition of an accessibility banner, this would not only show that Frontenac County is a vibrant place to live but an accessible place to live. The banner could highlight accessibility in the County as well as projects with success stories. The cost of this type of banner is estimated to be between \$1,000 and \$1,200.

An accessibility awareness campaign, including suggested events above, were not included in the 2016 budget; however Council may direct that funds could be allocated from the Ontarians with Disabilities Reserve which is a reserve for accessible capital expenditures.

**Sustainability Implications**

Creating barrier-free communities through accessibility planning will enhance the County's goal of sustainability in both the social and economic pillars of the County's sustainability plan. As stated in *Directions for Our Future*, social sustainability is based on equity, diversity, connectivity, democracy and a good quality of life. It further states that economic development takes health, community, education, and environmental and social objectives into account.

**Financial Implications**

There are no direct financial implications associated with this report.

**Organizations, Departments and Individuals Consulted and/or Affected**

Anne Marie Young, Manager of Economic Development  
Marco Smits, Communications Officer