

The Corporation of the City of Pembroke

By-law Number 2009-63

A By-law to adopt the Accessibility Standards for Customer Service Policy for the Corporation of the City of Pembroke

Whereas Ontario Regulation 429/07 made under the *Accessibility for Ontarians with Disabilities Act, 2005* came into force on January 1, 2008;

And Whereas this Regulation establishes accessibility standards for customer service and it applies to every designated public sector organization and to every other person or organization that provides goods or services to members of the public or other third parties and that has at least one employee in Ontario;

And Whereas every provider of goods or services shall establish policies, practices and procedures governing the provision of its goods or services to persons with disabilities. The accessibility standards for customer service apply to the designated public sector organizations on and after January 1, 2010;

Now Therefore the Municipal Council of the Corporation of the City of Pembroke enacts as follows:

1. That the Council of the Corporation of the City of Pembroke deems it advisable to adopt the Accessibility Standards for Customer Service Policy, attached hereto as Schedule "A", to meet the requirements of Ontario Regulation 429/07 made under the *Accessibility for Ontarians with Disabilities Act, 2005*.
2. This by-law shall come into force and take effect upon the date of the final passing thereof.

Read a first and second time this 17th day of November 2009

Mayor

Chief Administrative Officer/Clerk

Read a third time and passed this 17th day of November, 2009

Mayor

Chief Administrative Officer/Clerk



City of Pembroke Accessibility Standards for Customer Service Policy

Purpose:

Ontario Regulation 429/07 made under the Accessibility for Ontarians with Disabilities Act, 2005 came into force on January 1, 2008.

The purpose of this Customer Service Standard Policy is to fulfill the requirements set out on Regulation 429/07 to establish a policy for the City of Pembroke for governing the provision of its goods or services to persons with disabilities.

The accessibility standards for customer service apply to the designated public sector organizations on and after January 1, 2010 and to other providers of goods or services on and after January 1, 2012.

Policy:

1. Establishment of Policies, Practices and Procedures

- a. The City of Pembroke shall establish policies, practices and procedures governing the provision of its goods and services to persons with disabilities.
- b. The City of Pembroke shall use reasonable efforts to ensure that its policies, practices and procedures are consistent with the following principles:
 - i) The goods or services must be provided in a manner that respects the dignity and independence of persons with disabilities.
 - ii) The provision of goods and services to persons with disabilities and other must be integrated unless an alternate measure is necessary, whether temporarily or on a permanent basis, to enable a person with a disability to obtain, use or benefit from the goods and services.
 - iii) Persons with disabilities must be given an opportunity equal to that given to others to obtain, use and benefit from the goods and services.
- c. When communicating with a person with a disability, a provider shall do so in a manner that takes into account the person's disability.

2. Use of Service Animals

- a. If a person with a disability is accompanied by a guide dog or other service animal, the City of Pembroke shall ensure that the person is permitted to enter

the premises with the animal and to keep the animal with him or her unless the animal is otherwise excluded by law from the premises.

- b. If a service animal is excluded by law from the premises, the City of Pembroke shall ensure that other measures are available to enable the person with a disability to obtain, use or benefit from the City of Pembroke's goods or services.
- c. In this section:
 - *Guide Dog* means a guide dog as defined in Section 1 of the Blind Persons Rights' Act.
 - *Service Animal* means a service animal for a person with a disability
- d. For the purposes of this section, an animal is a service animal for a person with a disability:
 - If it is readily apparent that the animal is used by the person for reasons relating to his or her disability; or
 - If the person provides a letter from a physician or nurse confirming that the person requires the animal for reasons relating to the disability.

3. Use of Support Persons

- a. If a person with a disability is accompanied by a support person, the City of Pembroke shall ensure that both persons are permitted to enter the premises together subject to any applicable laws governing admittance and that the person with a disability is not prevented from having access to the support person while on the premises.
- b. The City of Pembroke may require a person with a disability to be accompanied by a support person when on the premises, but only if a support person is necessary to protect the health and safety of the person with a disability or the health or safety of others on the premises.
- c. In this section:
 - Support person means, in relation to a person with a disability, another person who accompanies him or her to provide continuous active support in the opinion of the City of Pembroke in order to help with communication, mobility, personal care or medical needs or with access to goods or services. In such cases, no fee shall be charged to support persons at the discretion of the City of Pembroke

4. Notice of Temporary Disruptions

- a. If, in order to obtain, use or benefit from a City of Pembroke's goods or services, persons with disabilities usually use particular facilities or services of the City of Pembroke and if there is a temporary disruption in those facilities or services in whole or in part, the City of Pembroke shall give notice of the disruption to the public.

- b. Notice of the disruption must include information about the reason for the disruption, its anticipated duration and a description of alternate facilities or services, if any, that are available. Sample forms are attached as Appendix “A” and “B”.
- c. Notice may be given by posting the information at a conspicuous place on premises owned or operated by the City of Pembroke, by posting it on the City of Pembroke’s website or by such other method as is reasonable in the circumstances.

5. Training for Staff

- a. The City of Pembroke shall ensure that the following person receive training about the provisions of its goods or services to persons with disabilities:
 - Every person who deals with members of the public or other third parties on behalf of the City of Pembroke, whether the person does so as an employee, agent, volunteer or otherwise.
 - Every person who participates in developing the City of Pembroke’s policies, practices and procedures governing the provision of goods or services to members of the public or other third parties.
- b. The training must include a review of the purposes of the Act and the requirements of this Regulation and instruction about the following matters:
 - How to interact and communicate with persons with various types of disabilities
 - How to interact with persons with disabilities who use an assistive device or require the assistance of a guide dog or other service animal or the assistance of a support person.
 - How to use equipment or devices available on the City of Pembroke’s premises or otherwise provided by the City of Pembroke that may help with the provision of goods or services to a person with a disability.
 - What to do if a person with a particular type of disability is having difficulty accessing the City of Pembroke’s goods or services.
 - Appendix “C” provides tips for serving customers with various disabilities
- c. The training must be provided to each person as soon as practicable after he or she is assigned the applicable duties. Training records shall be kept including the dates when the training is provided, number of individuals to whom the training was provided. A copy of a training record form is attached as Appendix “D”.
- d. Training must also be provided on an ongoing basis in connection with changes to the policies, practices and procedures governing the provision of goods or services to persons with disabilities.

6. Feedback Process for the Corporation of the City of Pembroke

- a. The City of Pembroke shall establish a process for receiving and responding to feedback about the manner in which it provides goods or services to persons

with disabilities and shall make information about the process readily available to the public. The City recognizes that the right of customers to make a complaint, compliment, or make suggestions on ways to improve our services.

- b. The feedback process will permit persons to provide their feedback in person, by telephone, writing or by email to:
Accessibility Coordinator
City of Pembroke
1 Pembroke Street East6
Pembroke, ON K8A 3J5
pembroke@pembroke.ca
613-735-6821 ext. 1330
- c. The Accessibility Coordinator will respond either in writing, in person, by email, or by telephone acknowledging receipt of the feedback and will set out the action to be taken in response to any complaints.

7. Notice of Availability of Documents

- a. The City of Pembroke shall notify persons to whom it provides goods or services that the documents required by this Regulation are available upon request.
- b. The notice may be given by posting the information at a conspicuous place on premises owned or operated by the City of Pembroke, by posting it on the City of Pembroke's website or by such other method as is reasonable in the circumstances.

8. Format of Documents

- a. If the City of Pembroke is required by this Regulation to give a copy of a document to a person with a disability, it shall give the person the document, or the information contained in the document, in a format that takes into account the person's disability.
- b. The City of Pembroke and the person with a disability may agree upon the format to be used for the document or information.



Notice of Planned Service Disruption

There will be a scheduled service disruption at _____ impacting the delivery of goods and services for customers from _____ and _____ .

The goods and services unavailable during this service disruption are:
(list service/event name and location)

- 1.
- 2.
- 1.

The services listed above can be accessed at the following time, date, location or method:
(list service/event name and location/date/time)

- 1.
- 2.
- 3.
- 4.
- 5.

We apologize for any inconvenience this disruption has caused. Should you require additional information on the delivery of this service, please call 613-735-6821 ext. _____ (enter appropriate extension)



Notice of Unplanned Service Disruption

Due to unforeseen circumstances, there is a service disruption at _____ impacting the delivery of goods and services for customers from _____ and _____.

The goods and services unavailable during this service disruption are:

- 1.
- 2.
- 3.
- 4.
- 5.

The services listed above can be accessed at the following time, date, location, or method:

- 1.
- 2.
- 3.
- 4.
- 5.

We apologize for any inconvenience this disruption has caused. Should you require additional information on the delivery of this service, please call 613-735-6821 ext. (enter appropriate extension).

Tips for Serving Customers with Various Disabilities

Each area below defines a specific category of disability and outlines some tips to help you provide service to your customers.

Hearing Disabilities:

Definition

- Deaf – severe to profound hearing loss
- Hard of Hearing – a person who uses their residual hearing and speech to communicate
- Deafened – caused to hear poorly or not at all

Tips for Serving Customers:

- Attract customer's attention before speaking – gentle touch on the shoulder or wave of your hand
- look directly at the person
- May have to use pen and paper
- Speak clearly, keep your hands away from your face
- reduce background noise
- ensure appropriate lighting

Deafblind Disability:

Definition:

- Cannot see or hear to some degree
- many will be accompanied by a support person (A professional who helps with communication by using Sign language that involves touching the hands of the client)

Tips for Serving Customers:

- Speak directly to your customer, not the support person
- Identify yourself to the support person

Intellectual or Developmental Disabilities:

Definition:

- Intellectual development and capacity that is below average
- Can mildly or profoundly limit ability to learn, communicate, do everyday activities and live independently
- May be an invisible disability
- They may understand you more than you know

Tips for Serving Customers:

- Don't assume what customer can or cannot do
- Use plain language
- Take your time, be patient
- Ask: "Do you understand this?"
- Provide one piece of information at a time – step-by-step instruction
- Offer information in simpler concepts

Learning Disabilities:

Definition:

- Affects how person acquires, interprets, retains or take in information
- In many cases individual has average or above-average intelligence
- May affect:
 - Language based learning
 - Mathematics
 - Writing, fine motor skills

Tips for Serving Customers:

- Take some time, be patient
- Demonstrate a willingness to assist
- Speak normally, clearly and directly to your customer
- Provide information in a way that works for your customer (i.e. pen and paper)
- Be prepared to explain any materials you provide

Mental Health Disabilities:

Definition:

- Defined as the absence of psychological well-being and satisfactory adjustment to society
- Some common features of mental health disabilities are:
 - Phobias, Panic Attacks
 - Hallucinations
 - Mood swings
 - Bipolar Disorders (depression & manic phases)

Tips for Serving Customers:

- Treat customers with the same level of respect and consideration
- Be confident and reassuring
- Do not be confrontational
- If the customer is in crisis, ask how best to help
- Take customer seriously
- Don't take things personally

Speech or Language Disabilities:

Definition:

- May have problems communicating
- May be difficult to pronounce words, slurring or stuttering
- May use communication boards or other assistive devices

Tips for Serving Customers:

- Don't make assumptions
- Give whatever time they need to get their point across
- Ask questions that can be answered "yes" or "no", if possible
- Don't interrupt or finish your customer's sentences
- May have to use pen and paper
- Say: "I don't understand, can you repeat that?"

Physical or Disabilities Affecting Mobility:

Definition:

- Most individuals who are legally blind have some remaining vision – very few are totally blind
- Low or no vision can restrict ability to read signs, locate landmarks, or see hazards
- May use guide dog or white can
- May need to view written documents in large print, or with help of magnifier

Tips for Serving Customers:

- Don't assume customer can't see you
- Speak directly to customer
- Offer your elbow to guide
- If they accept, walk slowly, wait for permission
- Identify landmarks
- Be precise and descriptive with information
- Don't leave customer

Vision Disabilities:

Definition:

- Most individuals who are legally blind have some remaining vision – very few are totally blind
- Low or no vision can restrict ability to read signs, locate landmarks, or see hazards
- May use guide dog or white cane
- May need to view written documents in large print, or with help of magnifier

Tips for Serving Customers:

- Don't assume customer can't see you
- Speak directly to customer
- Offer your elbow to guide
- If they accept, walk slowly, wait for permission
- Identify landmarks
- Be precise and descriptive with information
- Don't leave customer



Accessibility Standards for Customer Service Policy

Training Record

Date:

Location:

Trainer:

Name