Tuesday, October 11, 2016
6:30 P.M. – Regular Meeting

Training Room WT-2A
2nd Floor, West Tower – City Hall

Members: Glenda Coupland (Chair)
Frank Raymond (Vice-Chair)
Harvinder Bajwa
Harpreet Bhons
Vicki Faulkner
Sherri Hopkins
Karyn Pelkie
Mary Pettingill
Raymond Shaver
Therese Anne Sidler
Franco Spadafora
City Councillor Pat Fortini - Wards 7 and 8

For inquiries about this agenda, or to make arrangements for accessibility accommodations for persons attending (some advance notice may be required), please contact: Chandra Urquhart, Legislative Coordinator.
Telephone: 905-874-2114 or TTY 905-874-2130 or cityclerksoffice@brampton.ca

Note: Some meeting information may also be available in alternate formats, upon request.
Please ensure all cell phones, personal digital assistants (PDAs) and other electronic devices are turned off or placed on non-audible mode during the meeting.

1. **Approval of Agenda**

2. **Declarations of Interest under the Municipal Conflict of Interest Act**

3. **Minutes**

   3.1. Minutes - *[Accessibility Advisory Committee - September 13, 2016]*

   The minutes were considered by Corporate Services Committee on October 5, 2016 and the recommendations are pending approval by Council on October 12, 2016. The minutes are provided for Committee’s information.

   Note: Corporate Services Committee passed Recommendation CS140-2016 with respect to AAC025-2016

4. **Presentations/Delegations**

   4.1. Sudha Hemmad, Senior Advisor, Strategic Communications, re: *Accessible Parking Campaign Update.*

5. **Municipal Accessibility Plan Priorities**

6. **Other/New Business**

7. **Correspondence**
8. **William Osler Health Centre Accessibility Advisory Committee**

9. **Information Items**

9.1. Accessible Parking Enforcement Update-Q3 2016

   This material is provided for Committee's information.

   Enforcement and By-law Services staff will provide an overview of the information.

10. **Future Agenda Items**

    • Fitness Trail at Heart Lake Conservation Area Update - TRCA (September 13, 2016)
    • Accessible Transportation Master Plan Update - TransHelp
    • Cost of Building Permit for Wheelchair Ramp (September 13, 2016)

11. **Construction Projects**

12. **Question Period**

13. **Public Question Period**

14. **Adjournment**

   Next Regular Meeting: November 8, 2016
Tuesday, September 13, 2016

**Members:**
- Glenda Coupland *(Chair)*
- Frank Raymond *(Vice-Chair)*
- Harpreet Bhons
- Vicki Faulkner
- Sherri Hopkins
- Karyn Pelkie
- Mary Pettingill
- Raymond Shaver
- Therese Anne Sidler
- Franco Spadafora
- City Councillor Pat Fortini - Wards 7 and 8

**Members Absent:** Harvinder Bajwa

**Staff Present:**
- City Clerk’s Office
- Wendi Hunter, Manager, Administrative Services and Elections
- Wendy Goss, Accessibility Coordinator
- Sylvia Ingham, Accessibility and Inclusion Clerk
- Chandra Urquhart, Legislative Coordinator
The meeting was called to order at 6:37 p.m., and adjourned at 8:05 p.m.

1. **Approval of Agenda**

AAC024-2016 That the agenda for the Accessibility Advisory Committee Meeting of September 13, 2016, be approved, as amended, to add the following item:

7.1. Correspondence from Councillor Pat Fortini, on behalf of Ken Bradley, Brampton resident, re: Waiving Cost of Building Permit for Residential Wheelchair Ramp

Carried

2. **Declarations of Interest under the Municipal Conflict of Interest Act**

3. **Minutes**

3.1. Minutes - Accessibility Advisory Committee - August 9, 2016

The minutes of the Accessibility Advisory Committee Meeting of August 9, 2016, were approved by Council on September 14, 2016 and provided for Committee’s information.

4. **Presentations/Delegations**


Keith McKibbon, Township of Amaranth, expressed concerns regarding accessible parking in Brampton. He stated that people illegally use accessible parking spaces which create difficulty for disabled persons. The process to report incidents of misuse to
Enforcement and By-law Services is frustrating as offenders leave the site before calls are answered. Mr. McKibbon felt that the rights of disabled persons need to be recognized. He requested consideration for the following:

- Use of accessible parking spaces and access aisles for the parking of non-vehicular transportation – wheelchairs, scooters, e-bikes etc.
- Wait times for answering calls to Enforcement and By-law Services (the offender has left the site before the call is answered or an officer is able to attend)
- The ability to have residents/parking space users record information on license plate vehicle make/model and colour for people misusing accessible parking spaces (no permit) and have that information provided to Enforcement Officers to issue a warning letter
- Accessibility training for Enforcement Officers

Mr. McKibbon indicated that he has delegated on this matter to the Towns of Orangeville and Shelburne.

Committee reviewed the issues and considered the following motion:

AAC025-2016 1. That the delegation by Keith McKibbon, Town of Amaranth, to the Accessibility Advisory Committee Meeting of September 13, 2016, re: **By-law Changes for Handicap Persons**, be received; and

2. That it is the position of the Accessibility Advisory Committee that the Manager of Enforcement and By-law Services

- liaise with Traffic Operations with respect to parking of non-vehicular transportation – wheelchairs, scooters, e-bikes etc. in accessible parking spaces and access aisles;

- review and comment on the following:
  a. wait times for Enforcement Officers to answer calls with respect regulating and
enforcing the improper use of accessible parking spaces (the offender has left the scene before the call is answered or an officer can attend)

b. the ability to have residents/parking space users record information such as, vehicle license plate, make/model and colour of vehicles that are misusing accessible parking spaces (no permit) and provide information to Enforcement Officers to issue a warning letter to the offender

c. accessibility training for Enforcement Officers

3. That a report be provided at a future meeting of the Accessibility Advisory Committee.

Carried

4.2. Presentation by David Margiotta, Project Manager, Region of Peel, TransHelp, re: Accessible Transportation Master Plan Update.

David Margiotta, Project Manager, Region of Peel, TransHelp, presented the ‘Home 2 Hub – Pilot Project’ which is intended to provide alternative transportation to people with disabilities. It is an opportunity for TransHelp to explore options that may be incorporated with Transit policies to offer better service to its customers. Details of the project included:

- Change of service delivery
  - Five participants were selected for pilot project
  - participants were picked up at home by TransHelp and dropped off at conventional hubs to test the new travel option
- People participated for various reasons
  - promoting an integrated approach to transit
connecting with conventional transit offers more flexibility for trips and locations option

- Background information on two participants
  - participant 1 uses a motorized scooter to get around
  - participant 2 uses an electric chair to get around

- Early results
  - project started on July 25, 2016 with total of 81 trips completed August 2016
  - participants reported satisfaction with the flexibility of the Home 2 Hub

- Next steps
  - collect feedback on ways to engage and inform the community
  - provide update to Committee at a future meeting

Committee discussed the matter and suggested that TransHelp staff contact and provide information to the following:
- agencies that provide services to persons with disabilities on a daily basis, e.g. Community Care Access Centres (CCACs)
- foundations, such as Erinoak and Amyotrophic Lateral Sclerosis (ALS)
- school boards
- nursing and retirement homes
- Provincial and Federal governments for publication on their websites
- City Council meetings that are broadcast to the Community

In response to a question on the scope of the project, Mr. Margiotta indicated that the pilot was limited to major transit terminals.

The following motion was considered:

AAC026-2016 That the presentation by David Margiotta, Project Manager, Region of Peel, TransHelp, to the Accessibility Advisory Committee Meeting of September 13, 2016, re: Accessible Transportation Master Plan Update be received.

Carried
4.3. Doug Miller, Senior Manager, and Kim Krawczyk, Project Coordinator, Toronto and Region Conservation Authority, re: Development of a Fitness Trail at Heart Lake Conservation Area.

Doug Miller, Senior Manager, and Kim Krawczyk, Project Manager, Toronto and Region Conservation Authority, advised that the development and construction of a fitness trail at Heart Lake Conservation Area is underway. The intent is to improve outdoor features on the property by offering additional accessible equipment in an effort to be more inclusive of people with disabilities. They provided an overview of the Conservation Area and highlighted sites within the fitness trail:

- Amenities
- Activities
- Outdoor fitness equipment
- Equipment locations
  - Site 31: accessible opportunities
    - details regarding parking, grades, equipment and paths
- Mobile and stationary equipment
- Instruction on use of equipment
  - instructional signage
  - mobile application
- Project schedule
  - Anticipated opening – Spring 2017

Committee discussion in this matter included:
- Options to integrate parking near Site 31
- Number of designated accessible parking spaces and location in proximity to facilities
- Accessible surfaces for assistive mobility devices and people who have mobility related disabilities – gravel and wood chips are unsuitable; whether an asphalt path may be considered
- Consideration for risk of injury
- Location of washrooms close to the accessible components
- Appropriate user friendly signage
- Whether there is an area closer to the splash pad that may be expanded to include the accessible fitness components
• Suggestion that TRCA contact agencies that provide services to persons with special needs for assistance and input

Staff advised that there is a rubber/tire based material that is a suitable for accessible surfaces and is used for impact attenuation under playground equipment. Staff suggested that a broader perspective should also be considered regarding the accessibility of the fitness equipment for people with non-mobility related disabilities.

The delegations acknowledged and thanked Committee and staff for the comments and feedback. They explained that given the nature of the terrain at Heart Lake Conservation and budget limitations, the issues and concerns expressed will be reviewed and considered. An update will be provided at a future meeting of the Committee.

The following motion was considered:

AAC027-2016 That the presentation by Doug Miller, Senior Manager, and Kim Krawczyk, Project Manager, Toronto and Region Conservation Authority, to the Accessibility Advisory Committee Meeting of September 13, 2016, re: Development of a Fitness Trail at Heart Lake Conservation Area, be received.

Carried

5. Municipal Accessibility Plan Priorities

6. Other/New Business

7. Correspondence

7.1. Correspondence from Councillor Pat Fortini, on behalf of Ken Bradley, Brampton resident, re: Waiving Cost of Building Permit for Wheelchair Ramp.
Councillor Pat Fortini provided an overview of the correspondence received from a resident of Brampton requesting that the City consider a by-law to waive building permit fees for wheelchair ramps for residences.

Committee was advised that a request with respect to fees requires an amendment to the fee by-law and would be brought to the attention of Council.

Councillor Fortini stated that he would discuss the request with Building staff and provide an update to Committee at a future meeting.

The following motion was considered:

AAC028-2016 That the correspondence from Councillor Pat Fortini on behalf of Ken Bradley, Brampton resident, to the Accessibility Advisory Committee Meeting of September 13, 2016, re: Waiving Cost of Building Permit for Residential Wheelchair Ramp, be received.

Carried

8. **William Osler Health Centre Accessibility Advisory Committee**

9. **Information Items**

9.1. News Release - Government of Canada - What does an accessible Canada mean to you?

Wendy Goss, Accessibility Coordinator, provided an overview of the subject matter. It was suggested that Committee provide comments and feedback directly to the Ministry if they wished.

The following motion was considered:
AAC029-2016 That the information to the Accessibility Advisory Committee Meeting of September 21, 2016, re: News Release - Government of Canada - What does an Accessible Canada mean to you, be received.

Carried

9.2. Toronto Star News Article - Blind MP to draft Canada's First National Accessibility Law.

AAC030-2016 That the information to the Accessible Advisory Committee meeting of April 12, 2016, re: Toronto Star News Article - Blind MP to draft Canada's First National Accessibility Law, be received.

Carried

10. Future Agenda Items

11. Construction Projects

12. Question Period

13. Public Question Period

14. Adjournment

AAC031-2016 That the Accessibility Advisory Committee do now adjourn to meet on Tuesday, October 11, 2016 at 6:30 p.m. or at the call of the Chair.

Carried

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Glenda Coupland (Chair)
Accessible Parking – Public Awareness Campaign

October 11, 2016
Background

- Accessible parking permits issued by Service Ontario

- Accessible parking violations include:
  - parking in an accessible spot without a valid permit
  - parking on the access aisles
  - permit holders not displaying their permit properly
  - parking in a prohibited area with a valid accessible parking permit

- Ground markings for accessible spaces may not be visible when covered by snow

- Public education is important to raise awareness of parking difficulties faced by people with mobility-related disabilities
Objectives

Awareness campaign will seek to:

- Educate the public on Do’s and Don’ts about accessible parking spaces and access aisles
- Encourage self-compliance
- Educate existing permit-holders on how to use and display permits correctly
- Strengthen community spirit
Communications strategy

PARTNER
with key businesses, malls and community organizations to expand outreach

INITIATE
a year-long awareness campaign at City and partner locations with strong visual reminders and other tactics

EMPOWER partners with necessary materials so they can continue to message on an ongoing basis
Key messages

**Overarching Message**

The correct use of accessible parking spaces improves inclusivity and the safety of people with disabilities.

<table>
<thead>
<tr>
<th>Message 1</th>
<th>Message 2</th>
<th>Message 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>(context)</td>
<td>(call to action)</td>
<td>(adding value)</td>
</tr>
<tr>
<td>Accessible parking is not a privilege.</td>
<td>Respect the space and leave accessible parking for those that need it.</td>
<td>Promoting equity is part of the City’s strategy to develop strong communities.</td>
</tr>
</tbody>
</table>
Tactics - Pre-launch

Partner with external stakeholders to launch the campaign in a combined voice. Approach partners such as:

- Bramalea City Centre
- Brampton Civic Hospital
- Brampton Board of Trade
- Brampton Libraries
- Downtown Brampton BIA
- PAMA
- Rose Theatre
- Sheridan College
- YMCA
Tactics - Launch

- Council announcement
- "Day in the Life of" live tweeting with prominent wheelchair user (sportsperson/artist)
- "Did you know" signs on accessible parking signage poles at City and partner locations
- "I parked responsibly" stickers with positive messages on cars that have parked correctly
- Stage a photo showing people using wheelchairs and other assistive devices occupying non-accessible parking spots
- Media release to highlight campaign
Tactics - Digital

- Parking etiquette video
  - Animated video to show Do’s and Don’ts for using accessible parking spots and aisles
  - Video used on social media, TV screens, etc.

- Selfie contest
  - Take a selfie in an unoccupied accessible parking spot and tweet with “I respect the space because…”
  - Snapchat filter with campaign message
  - Gift vouchers for randomly chosen winners
Tactics - Sustain momentum

- “What’s your excuse” feature-style stories with testimonials about experience with accessible parking spots
- Shout-out from Brampton personalities
  - Approach key Brampton figures (sportspersons, artists, businesses persons) for a short video message about why “they respect the space”
- Advertising
  - City’s Recreation Guide (spring/fall edition)
  - Bus back ads
  - Mall posters
  - Facebook ads
City-owned channels

- Posters at Recreation Centres, Libraries, City offices
- Article in Council newsletter to residents (spring/fall)
- LED sign messages at Rec Centres, parking garages, Gage Park
- Large TV screen at Garden Square and at City facilities
- Video message on Rogers TV
- Article in City Matters e-newsletter
- Regular updates on www.brampton.ca
- Internal communications to City staff
Toolkit for future use

Downloadable toolkit for use by partners and community organizations on an ongoing basis:

- Posters, stickers
- “Don’t get ticketed” – tip sheet for permit holders
- Kids’ activity sheets – colour-in, find the hidden symbol (goal is to find all the disability symbols) in a colour-in sheet
- Guide sheet for how to conduct an accessible parking mini campaign
Next Steps

- Committee comments and edits to plan by November 8
- Campaign launch in early 2017
Thank you

Discussion
### Accessible Parking Enforcement Update – Q3 2016

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>New investigations initiated</td>
<td>25</td>
</tr>
<tr>
<td>Accessible parking spaces investigated</td>
<td>932</td>
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<tr>
<td>Orders to Comply issued</td>
<td>12</td>
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<tr>
<td>Open investigations</td>
<td></td>
</tr>
<tr>
<td>Auto Dealers</td>
<td>29</td>
</tr>
<tr>
<td>School Boards</td>
<td>103</td>
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<tr>
<td>Private Properties</td>
<td>121</td>
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<tr>
<td>Service Stations</td>
<td>19</td>
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<tr>
<td>Places of Worship</td>
<td>66</td>
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<tr>
<td>Region of Peel</td>
<td>25</td>
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<tr>
<td>Complied investigations</td>
<td>68</td>
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<tr>
<td>Requests for Prosecution</td>
<td>0</td>
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<tr>
<td>Tickets – APS - no permit</td>
<td>53</td>
</tr>
<tr>
<td>Tickets - no permit - on street</td>
<td>1</td>
</tr>
<tr>
<td>Tickets - obstructing access aisle</td>
<td>54</td>
</tr>
<tr>
<td>Accessible parking permits seized</td>
<td>3</td>
</tr>
</tbody>
</table>

**NOTE:**

This report is designed to show properties that have been updated in this quarter; inspections undertaken June 24, 2016 to September 30, 2016. All properties’ status will continue with Q4 2016.
For the 2013 season, Enforcement and By-law Services initiated a project to inspect all places of Worship. Final Inspections of Places of Worship for the 2016 season have been completed at this time. This has resulted in some properties being issued Orders to comply regarding their deficiencies. The project continues and will be reflected in future quarterly updates.

For the 2014 season, Enforcement and By-law Services initiated a project to inspect all Region of Peel Properties. Corrections to previous incorrectly installed accessible parking spaces were initiated this summer. Inspections of Region of Peel's residential properties will continue until all accessible parking spaces at Region of Peel sites become compliant. The project continues and will be reflected in future quarterly updates.

For the 2015 season, Enforcement and By-law Services initiated a project to contact and work with all Auto Dealers in the City of Brampton to comply existing accessible parking spaces. All twenty-nine Auto Dealers were re-inspected this quarter. The project continues and will be reflected in future quarterly updates.

For the 2016 season, Enforcement and By-law Services initiated a project to attend retail locations on “seniors’ day” to educate on the proper usage of an accessible parking space and access aisle. In addition we presented the new accessible parking permits and the proper ways to display the permits while parking in order to avoid receiving tickets. The Enforcement and By-law Services Department will be present at the upcoming 55+ Information Fair, to be held October 12, 2016. The results from this information fair will be reflected in Q4 2016.

Enforcement and By-law Services will continue to educate our community in the positive use of accessible parking.