Tuesday, October 11, 2016

**Members Present:** Frank Raymond *(Acting Chair)*
Harvinder Bajwa
Vicki Faulkner
Sherri Hopkins
Raymond Shaver
Therese Anne Sidler
Franco Spadafora

**Members Absent:** Glenda Coupland *(Chair)* (regrets)
Harpreet Bhons (regrets)
Karyn Pelkie (regrets)
Mary Pettingill (regrets)
City Councillor Pat Fortini – Wards 7 and 8 (illness)

**Staff Present:**

**Enforcement and By-law Services:**
Peter Bryson, Supervisor, By-law Enforcement
Roberta Van Belkom, Enforcement Officer
Frank Grech, Accessible Enforcement Officer

**Strategic Communications:**
Sudha Hemmad, Senior Advisor, Communications

**City Clerk’s Office:**
Wendy Goss, Accessibility Coordinator
Sylvia Ingham, Access, Inclusion and Diversity Clerk
Earl Evans, Deputy City Clerk
Chandra Urquhart, Legislative Coordinator
The meeting was called to order at 6:37 p.m. and adjourned at 7:26 p.m.

1. **Approval of Agenda**

   AAC032-2016 That the agenda for the Accessibility Advisory Committee Meeting of October 11, 2016, be approved as printed and circulated.

   Carried

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

4. **Presentations/Delegations**

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

   Sudha Hemmad, Senior Advisor, Strategic Communications, presented an update to Committee regarding the Accessible Parking Public Awareness Campaign and provided details with respect to the following:
   - Background
   - Objectives
   - Communications strategy
   - Key messages
   - Tactics – pre-launch, launch, digital, sustain momentum
• City-owned channels
• Toolkit for future use
• Next steps

Ms. Hemmad advised that feedback received from Committee at the May 17, 2016 meeting was summarized and incorporated into this presentation.

Committee discussion on this matter included:
• Concern that the tactic to “stage a photo showing people using wheelchairs and other assistive devices occupying non-accessible parking spots” may convey a negative message
• The need to enhance communications with ethnic communities
• Suggestions that:
  o presentations be given at local schools to raise awareness and educate children about accessibility matters
  o ethnic media and Facebook be used as tools to promote this campaign
  o promotional materials be translated into the top four spoken languages in Brampton

The following motion was considered.

AAC033-2016 That the presentation Sudha Hemmad, Senior Advisor, Strategic Communications, to the Accessibility Advisory Committee Meeting of October 11, 2016, re: Accessible Parking Campaign Update be received.

Carried

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**

Roberta Van Belkom, Enforcement Officer, introduced Frank Grech, Accessible Enforcement Officer, to the Committee, and advised that he will be assuming responsibilities relating to accessible parking.

Ms. Van Belkom presented an overview of the Accessible Parking Enforcement Update included in the agenda. She provided details on the status of various open investigations and issues relating to incorrect line painting on accessible parking spaces by contractors. Ms. Van Belkom advised that staff will continue to seek compliance and a further update will be provided in the next quarter.

In response to questions from Committee, Ms. Van Belkom provided information with respect to:

- challenges faced by property owners to comply (e.g. contractors not complying with standards, inclement weather)
- the responsibility for additional costs incurred due to contractor errors
- penalties for non-compliance
- cooperation and communication between property owners and staff to achieve compliance
- an information session held on accessible parking line painting requirements, which was attended by contractors and property owners
- efforts by the City to provide accurate and clear information regarding accessibility requirements

The following motion was considered:
AAC034-2016 That the **Accessible Parking Enforcement Update – Q3 2016**, to the Accessibility Advisory Committee Meeting of October 11, 2016, be received.

Carried

10. **Future Agenda Items**

11. **Construction Projects**

Wendy Goss, Accessibility Coordinator, City Clerk’s Office, advised that staff continue to monitor construction projects and there were no updates at this time.

12. **Question Period**

13. **Public Question Period**

14. **Adjournment**

AAC035-2016 That the Accessibility Advisory Committee do now adjourn to meet on Tuesday, November 8, 2016 at 6:30 p.m. or at the call of the Chair.

Carried

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Frank Raymond (Acting Chair)