Minutes
Accessibility Advisory Committee
Committee of the Council of
The Corporation of the City of Brampton

Accessibility for Life

Tuesday, December 6, 2016

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

Members Absent: Frank Raymond (Vice-Chair) (regrets)
Harvinder Bajwa
Raymond Shaver (regrets)

Staff Present: 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 6:36 p.m. and adjourned at 6:48 p.m.

1. **Approval of Agenda**

AAC036-2016 That the agenda for the Accessibility Advisory Committee Meeting of December 6, 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 - October 11, 2016**

The minutes were approved by Council on November 9, 2016 and provided for Committee’s information.

4. **Presentations/Delegations**

4.1. Sudha Hemmad, Senior Advisor, Communications, re: **Accessibility Campaign Update**.

Sudha Hemmad, Senior Advisor, Communications, provided details of a tentative timeline for the 2017 Accessibility Parking Awareness Campaign. The following was highlighted:

**First quarter:**

- Meeting of Stakeholder group
  - Brampton Civic Hospital
  - Brampton Board of Trade
  - Sheridan College
- Finalization of campaign visuals
- Development of marketing and media materials
Second quarter:
- April launch
- Council announcement
- Media release, messaging and advertising

Third quarter:
- Social media contest and video messaging
- Explore advertising opportunities

Fourth quarter:
- Place advertisements in City recreation guide
- Continue messaging through social media, etc.
- Present final online toolkit

Ms. Hemmad noted that some activities and events highlighted require the support of the Committee and business stakeholders, while others will be managed by City staff. Artwork/posters will be presented at a future meeting for Committee review and comment.

Staff suggested that attendance of two Committee members at the meeting of the stakeholders’ group would be beneficial.

Therese Anne Sidler and Vickie Faulkner expressed interest in attending the stakeholders’ meeting. They will be contacted by Ms. Hemmad with details.

The following motion was considered:

AAC037-2016 That the information from Sudha Hemmad, Senior Advisor, Communications, to the Accessibility Advisory Committee Meeting of December 6, 2016, re: Accessibility 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**


   Wendy Goss, Accessibility Coordinator, provided an overview of the ‘Text with 911 Service’.

   The following motion was considered:

   AAC038-2016 That the press release dated December 1, 2016, to the Accessibility Advisory Committee Meeting of December 6, 2016, re: *Availability of Text with 911 Service,* be received.

   Carried

9.2. **Accessibility Advisory Committee - Schedule of Meetings 2017**

   The schedule of meetings for 2017 was provided for information.

10. **Future Agenda Items**

11. **Construction Projects**

12. **Question Period**
13. **Public Question Period**

14. **Adjournment**

AAC039-2016 That the Accessibility Advisory Committee do now adjourn to meet on Tuesday, January 10, 2017, at 6:30 p.m. or at the call of the Chair.

Carried

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Glenda Coupland, Chair