

Corporate Policies

SECTION: General		POLICY 14.12.1
SUBJECT: Inclusive Customer Service		
EFFECTIVE: March 11, 2009	REPLACES: n/a	PAGE: 1 of 9
APPROVED BY: CW075-2009	PROCEDURAL UPDATES: n/a	

Background

The City's mission is to be a vibrant, safe and attractive city of opportunity where efficient services make it possible for families, individuals and the business community to grow, prosper and enjoy a high quality of life.

The City values diversity and inclusiveness, and celebrates the unique contribution that each resident makes to the local community.

The City understands the prevention of new barriers and the reduction and removal of existing barriers for our customers is essential. The City recognizes that enhancing access to its goods and services provides increased opportunities, inclusion and dignity for people all ages and abilities.

This policy is developed in keeping with these values and the Province of Ontario's commitment to a fully accessible Ontario by 2025, specifically as established and required by *Accessibility Standards for Customer Service, Ontario Regulation 429/07*.

Purpose

This policy provides guiding principles for inclusive customer service, so that all persons, including persons with disabilities and limited English speakers, have equal opportunity to obtain, use or benefit from municipal goods and services.

The policy encompasses:

- A. General principles of customer service;
- B. Provision of goods and services aligned with the principles of dignity, independence, integration and equality of opportunity;
- C. Communications provided in a manner appropriate for each individual's needs;
- D. Use of accessibility supports;
- E. Recognition of the value of feedback for evaluation and improvement; and
- F. Development and delivery of training.

Corporate Policies

SECTION: General		POLICY 14.12.1
SUBJECT: Inclusive Customer Service		
EFFECTIVE: March 11, 2009	REPLACES: n/a	PAGE: 2 of 9
APPROVED BY: CW075-2009	PROCEDURAL UPDATES: n/a	

Scope

The Policy applies to all persons employed by or acting on behalf of the City, including agents, volunteers, students, contractors and otherwise.

Policy Direction

The City is committed to inclusive customer service by providing barrier-free access to all goods, services, information and resources. All persons identified in the scope are responsible for carrying out each service interaction in a manner that positively reinforces customer service excellence by treating each customer with dignity and respect, and by exercising care and attention to individual needs.

Principles of Inclusive Customer Service

A. General

The City believes that the underlying principles of customer service include:

- Respect and courtesy;
- Convenience and ease of use;
- Clarity, accuracy and consistency,
- Establishing service standards;
- Ongoing evaluation and improvement.

B. Provision of Goods and Services

The City will use reasonable efforts to ensure that policies, procedures and practices result in:

- An integrated and equal opportunity for all persons, including persons with disabilities, to independently obtain, use or benefit from goods and services;

Corporate Policies

SECTION: General		POLICY 14.12.1
SUBJECT: Inclusive Customer Service		
EFFECTIVE: March 11, 2009	REPLACES: n/a	PAGE: 3 of 9
APPROVED BY: CW075-2009	PROCEDURAL UPDATES: n/a	

- Goods and services provided in a manner that is accommodating of cultural and linguistic differences;
- Advanced notice to the public of temporary and planned disruptions to those services and facilities that contribute to inclusiveness, including information about the reason for the disruption, its anticipated duration, and a description of alternative facilities or services, if any, that may be available – with notice of unplanned disruptions provided as soon as possible;
- Posting of information in conspicuous places and on the City's website or through any other method that may be reasonable under the circumstances and as soon as reasonably possible.

C. Communications

The City will communicate using simple, plain language and use reasonable efforts to ensure that communications are appropriate to the situation and meet the individual needs of each customer.

Training on how to interact and communicate with people with various types of disabilities or limited English skills will be provided.

1. Languages Other Than English

- Telephone Interpretation

When appropriate, the City will provide service with the assistance of telephone interpretation. (Refer to related documents such as the [Multilingual Services Policy](#), [Interpretation Standard Operating Procedure](#) (SOP), and [Tips for Working With an Interpreter](#).)

- Translation

The City may elect to translate high priority written communications into those languages most predominant in the City, as indicated by current census data.

When the City elects not to translate written communications, limited-English speakers may access this information or an overview of this information with the assistance of

Corporate Policies

SECTION: General		POLICY 14.12.1
SUBJECT: Inclusive Customer Service		
EFFECTIVE: March 11, 2009	REPLACES: n/a	PAGE: 4 of 9
APPROVED BY: CW075-2009	PROCEDURAL UPDATES: n/a	

telephone interpretation. (Refer to related documents such as the [Multilingual Services Policy](#), [Translation SOP](#), and [Tips for Working With a Translator](#).)

2. Format and Availability of Documents

When providing a document to a person with a disability, the City will use reasonable efforts to provide the document, or the information contained in the document, in a format that takes the person's disability into account. (Refer to the [Alternate Formats SOP](#)).

The *Accessibility Standards for Customer Service* (O.Reg.429/07), requires related policies, procedures and practices, notices of temporary disruptions, training records, and a written feedback process to be available upon request, subject to the *Municipal Freedom of Information and Protection of Privacy Act*.

Notice of the availability of all documents required by the Accessibility Standards for Customer Service will be posted on the City's website, in the City Clerk's Office and other city facilities, or through any other method that may be reasonable

D. Use of Accessibility Supports

The City recognizes the importance of the use of accessibility supports, including:

- Assistive Devices

It is the responsibility of the individual to ensure that his or her assistive device is used in a safe and controlled manner at all times.

- Guide Dogs and Other Service Animals

It is the responsibility of the person with a disability to ensure that his or her service animal is kept in control at all times.

Where guide dogs or service animals are not permitted by law, the City will make every effort to provide alternate means to obtain, use or benefit from the City's goods and services.

Corporate Policies

SECTION: General	POLICY 14.12.1	
SUBJECT: Inclusive Customer Service		
EFFECTIVE: March 11, 2009	REPLACES: n/a	PAGE: 5 of 9
APPROVED BY: CW075-2009	PROCEDURAL UPDATES: n/a	

If it is not readily apparent that the animal is a service animal, the City may ask for a letter from a physician or nurse confirming that the person requires the animal for reasons relating to his or her disability.

- Support Persons

A person with a disability may enter premises owned and operated, or operated, by the City with a support person and have access to the support person while on the premises.

The City may require a person with a disability to be accompanied by a support person while on City premises in situations where it is necessary to protect the health or safety of the person with a disability or the health and safety of others on the premises.

Advance notice will be provided about any fees or costs associated with a support person's presence at the premises.

E. Feedback

The City values feedback about services and recognizes the right of our customers to make a compliment, suggestion or complaint, about our services. Feedback from our customers gives the City opportunities to evaluate and improve.

Feedback may be given by telephone, in person, in writing, in electronic format or through other methods.

Information about the feedback process will be readily available to the public.

F. Training

The City will provide training to staff to support the principles and implementation of this policy and related policies, practices, and procedures.

Definitions

Assistive Device	A device used to assist persons with disabilities in carrying out activities or in accessing the services of persons or organizations covered by The <i>Accessibility Standards for Customer Service</i> (O.Reg.429/07).
------------------	--

Corporate Policies

SECTION: General	POLICY 14.12.1	
SUBJECT: Inclusive Customer Service		
EFFECTIVE: March 11, 2009	REPLACES: n/a	PAGE: 6 of 9
APPROVED BY: CW075-2009	PROCEDURAL UPDATES: n/a	

Barrier	Anything that stops a customer from having equal opportunity to obtain, use or benefit from municipal goods and services.
City	Corporation of the City of Brampton
Disability	<p>(a) Any degree of physical disability, infirmity, malformation or disfigurement that is caused by bodily injury, birth defect or illness and, without limiting the generality of the foregoing, includes diabetes mellitus, epilepsy, a brain injury, any degree of paralysis, amputation, lack of physical co-ordination, blindness or visual impediment, deafness or hearing impediment, muteness or speech impediment, or physical reliance on a guide dog or other animal or on a wheelchair or other remedial appliance or device,</p> <p>(b) A condition of mental impairment or a developmental disability,</p> <p>(c) A learning disability, or a dysfunction in one or more of the processes involved in understanding or using symbols or spoken language,</p> <p>(d) A mental disorder, or</p> <p>(e) An injury or disability for which benefits were claimed or received under the insurance plan established under the <i>Workplace Safety and Insurance Act, 1997</i>.</p>
Diversity	The mosaic of people who contribute a variety of characteristics, backgrounds, styles, perspectives, beliefs and competencies to the communities in which they live and the groups and organizations with whom they interact.
Guide Dog	A guide dog as defined in section 1 of the <i>Blind Persons' Rights Act</i> is a dog trained as a guide for a blind person and having qualifications prescribed by the regulations under <i>the Blind Persons' Rights Act</i> .
Inclusive / Inclusiveness	Taking deliberate steps (in policies and practices) to welcome, accept and value all individuals, including persons with disabilities, persons from other cultures, and limited English speakers.

Corporate Policies

SECTION: General	POLICY 14.12.1	
SUBJECT: Inclusive Customer Service		
EFFECTIVE: March 11, 2009	REPLACES: n/a	PAGE: 7 of 9
APPROVED BY: CW075-2009	PROCEDURAL UPDATES: n/a	

Interpretation	The oral translation of what is said in one language into another, so that speakers of different languages can communicate.
Limited English Speaker	Someone who has limited spoken or written proficiency in English.
Plain Language	A way of organizing and presenting written and verbal information so that it is easy for people to understand; e.g., avoiding jargon and unnecessary words, using familiar words in a conversational style, and the use of uncomplicated sentence structure and grammar.
Policy	A statement of principles to guide decision-making.
Practice	What is done on a day-to-day basis.
Procedure / Standard Operating Procedure (SOP)	A written set of instructions to complete a task consistently, efficiently, and safely, ensuring compliance with government legislation, City by-laws, collective agreements, policies, and safety warnings
Service Animal	Any animal used by a person with a disability for reasons relating to the disability where it is readily apparent that the animal is used by the person for reasons relating to his or her disability; or where the person provides a letter from a physician or nurse confirming that he or she requires the animal for reasons relating to his or her disability.
Support Person	A person who accompanies a person with a disability in order to assist him or her with communication, mobility, personal care, or medical needs or with access to goods or services.
Telephone Interpretation	Interpretation services provided over the telephone, rather than in person.
Translation	The rendering of text written in one language into the text of another language.

Corporate Policies

SECTION: General		POLICY 14.12.1
SUBJECT: Inclusive Customer Service		
EFFECTIVE: March 11, 2009	REPLACES: n/a	PAGE: 8 of 9
APPROVED BY: CW075-2009	PROCEDURAL UPDATES: n/a	

Administrative Responsibilities

Responsibilities

Each employee is responsible to participate in training and to apply the principles of inclusive customer service.

Management is responsible to provide clear and actionable programs and training to employees to ensure that customer service policies and procedures are understood and achievable.

Accountability

Every manager and supervisor is responsible for the execution of customer service initiatives under this policy, including monitoring performance and regularly coaching employees to meet the City's objectives.

Administration

Council and Administrative Services shall ensure this policy is reviewed on a regular basis (not to exceed three years) and remains relevant to the needs of the Corporation, in accord with Council direction, legislative requirements, and good business practices.

Corporate Policies

SECTION: General	POLICY 14.12.1	
SUBJECT: Inclusive Customer Service		
EFFECTIVE: March 11, 2009	REPLACES: n/a	PAGE: 9 of 9
APPROVED BY: CW075-2009	PROCEDURAL UPDATES: n/a	

Related Documents

Legislative authority:	<ul style="list-style-type: none"> • Accessibility for Ontarians with Disabilities Act, 2005 • Accessibility Standards For Customer Service, Ontario Regulation 429/07 • Guide to Accessibility Standards For Customer Service 			
Policies:	<ul style="list-style-type: none"> • Barrier-Free Policy • Multilingual Services Policy 			
Reports:	<ul style="list-style-type: none"> • Committee of Council, March 4, 2009 15-1 			
Corporate Intranet:	<ul style="list-style-type: none"> • Inclusive Customer Service • Accessibility • Multilingual Services 			
Standard Operating Procedures:	<ul style="list-style-type: none"> • Alternate Format • Accessible Meeting • Interpretation • Translation 			
Customer Service Tips:	<ul style="list-style-type: none"> • Talking about Disabilities - Choosing the right word • Welcoming Customers with Disabilities: <table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • physical • speech or language • vision • mental health • learning </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> • intellectual or developmental • deaf or hard of hearing • deaf-blind • on the phone </td> </tr> </table> • Understanding Barriers to Accessibility 		<ul style="list-style-type: none"> • physical • speech or language • vision • mental health • learning 	<ul style="list-style-type: none"> • intellectual or developmental • deaf or hard of hearing • deaf-blind • on the phone
<ul style="list-style-type: none"> • physical • speech or language • vision • mental health • learning 	<ul style="list-style-type: none"> • intellectual or developmental • deaf or hard of hearing • deaf-blind • on the phone 			