

Advisory Committee on Accessibility

Agenda

Monday, February 22, 2021

Zoom

5:00 PM

Attendance: Barry Martin, Chair, Robert Hunn, Vice-Chair, Councillor Isa Lee, Jewell Lofsky, Rita Lam, Nahid Verma, Mona, Nazif, Senior Manager HR Client Services and , Laura Gold, Council/Committee Coordinator

Regrets:

Laura Meffen

George George

Kaushi Ragunathan

Guests:

Maxine Roy, Communications & Media Relations Advisor

Michael Blackburn, Senior Communications Advisor

Elton Chong, Client Advisor

Item	Discussion	Action
1. Call to Order	The Advisory Committee on Accessibility convened at 5:05 PM with Barry Martin in the Chair.	
2. “Did you Know Presentation”	Maxine Roy, Communications & Media Relations Advisor was be in attendance to provide a presentation on the “Did you Know” campaign. The goal of the campaign is to raise awareness and encourage community engagement. The Key deliverables of the campaign include: • 1 unique “did you know?” communication per month (if there is enough approved content); • Did you knows” will be posted on: ○ Facebook ○ Twitter ○ Instagram ○ City Website/Portal • The Campaign will be promoted through: ○ The City Page in <i>Markham Economist & Sun</i> and <i>Thornhill Liberal</i> (when space permits) ○ Electronic Information Boards ○ Communication with Mayor and Members of Council ○ Amplified on @MarkhamBylaw Twitter ○ Support from ACC members and other groups/contacts	

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	• Quiz/poll to be conducted every other month to measure residents' knowledge of accessibility related matters. • Committee to brainstorm topics they want to address through the campaign. • Committee provides ○ 1 social media post per month; and, ○ 1 question and answer for the quiz every other month. Committee provided the following feedback: • Liked the quiz idea; • Suggested that diversity be incorporated into the campaign; • Suggest doing a “Did you know” to help with the recruitment of new Board Members; • Suggested that the accessible trails could be promoted through the “Did you Know Campaign” once the accessibility of the trails is better understood by the Committee. Mona Nazif, Senior Manager HR Client will work with Maxine Roy to ensure that diversity is reflected in the graphics selected for the “Did you Know” campaign. Maxine Roy advised that she would provide the Committee with the timelines for providing Corporate Communications with “Did you Know” ideas, and the questions and answers for the quiz.	Provide 1 social media post and 1 question and answer per month – Committee Work with Maxine to ensure the “Did you know campaign” reflect Markham’s diversity – Mona Nazif Provide Committee with timelines for providing Corp Com the “Did you Know” ideas and questions and answers – Maxine Roy
3. AODA Web Content Accessibility Guideline	Michael Blackburn, Senior Communications Advisor and Elton Chong, Client Advisor provided a presentation on the AODA Web Content Accessibility Guidelines Compliance. The process for ensuring City compliance with AODA WCAG requirements (web content	

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(WCAG) Compliance	accessibility guidelines) was reviewed as was the status and ongoing work in this area. In response to an inquiry from the Committee, it was explained that Corporate Communications is responsible for major content changes to the website, and that the department's content authors are responsible for the daily upkeep of the content. In the past, the Diversity Specialist was responsible for making updates to the accessibility page on the City's website. This position is currently vacant, but will be filled in the near future.	
4. Approval of the Minutes and Review of Action Items	Moved by Nahid Verma Seconded by Robert Hunn That the Minutes from the January 18, 2021, Advisory Committee on Accessibility meeting be approved as presented. Carried	
5. Diversity Action Plan Update	Mona Nazif provided the following update on the Diversity Action Plan: • Drafting RFP to hire a consultant to assist with update, community consultation, synthesis of data and trends, and recommendations; • The Committee will be advised as to when the community consultation will occur in order to ensure opportunity for participation and consultation. Committee suggested that diversity should be considered when appointing new Members to the Committee.	
4. Bryan Lynch's Memorial	Laura Gold, Council/Committee Coordinator advised that Brian Lynch's memorial will be held on Wednesday, March 3, at 7:30 PM.	
5. Sub-Committee Reports	<u>Audit Sub-Committee</u> Mona Nazif reported that Graham Seaman, Director of Sustainability & Asset Management carefully reviewed the results of the Civic Centre facility accessibility audit with his team and looks forward to coming to the Accessibility Committee to discuss and better understand the report. Committee supported having Mr. Seaman come to the next meeting to discuss its Markham Civic Centre Audit. It	Invite past Members of the Committee that

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	acknowledged that the process of first presenting and discussing the audit with staff should be followed for future audits conducted by the Committee. It also suggested inviting Past Members of the Committee that prepared the audit report when the item is being discussed, as guest. Staff confirmed they could be invited as guests. Mona Nazif noted that Mary Creighton, Director of Recreation has volunteered to come speak to the Committee regarding the accessibility features at the City's Community Centres. Committee suggested that Ms. Creighton be invited to attend the April meeting. Committee noted that it would like to do an audit of Markham's trail and park system for its next audit. It requested a list of parks with accessible features be provided to the Committee. The Committee discussed auditing one park per Ward, focusing on one park at a time. It also discussed surveying park attendees on the accessibility of the park amenities, understanding that it may need to target residents that use or need accessible features in parks. Committee was reminded to provide David Plant with feedback on which municipal approach (Oakville, Mississauga, or Toronto) it feels is most effective in displaying the accessible features in parks. Members thanked Mona Nazif for connecting the Committee with the appropriate staff. <u>Did you Know Sub-Committee</u> The "Did you Know" Sub-Committee was tasked with coming up with ideas for the campaign. Members were encouraged to send Jewell Lofsky their ideas. <u>Special Events Sub-Committee</u> Mana Nazif was asked to follow-up on the Committee's request to purchase a City of Markham tent to use at events that is suitable for a person with a disability to use.	prepared the Audit Report as a guest when report is being discussed with staff – Laura Gold Provide feedback to David Plant on which municipal approach it feels is most effective in displaying the accessible features in parks – All Committee Members Send Jewel Lofsky ideas for the "Did you Know Campaign" - All Committee Members Follow up on purchasing a tent for events – Mona Nazif

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	<u>Website Sub- Committee</u> Jewell Lofsky advised that the Website Sub-Committee met to discuss the website. The Sub-Committee is in the process of updating the report it prepared on the website. The Sub-Committee is meeting again tomorrow to finalize the report. Nahid Verma inquired if the Committee could reach out to volunteers to assist with some of the Sub-Committee work. Laura Gold, Council/Committee Coordinator advised that Sub-Committees can reach out to volunteers to assist with its work, but that Committee needs to approve the volunteers. The City's volunteer database could potentially be used to obtain volunteers to assist with the work.	
6. New Business	Barry Martin, Chair advised that Laura Meffen's daughter Emily Kerr passed away. Committee expressed its condolences to Laura and her family and asked if the Mayor's Office could send condolence flowers to Laura's family.	Ask Mayor's Office to send condolence flowers to Laura's family – Laura Gold/Mona Nazif
7. Next Meeting Date	The next meeting of the Advisory Committee on Accessibility will be held on March 15, 2021 at 5:00 PM.	
8. Adjournment	The Advisory Committee on Accessibility adjourned at 7:20 PM.	