



Mapping of Skills and Training Needs to Improve Accessibility in Tourism Services in Europe

Case Study 16. Ontario, Canada

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**European Commission
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“Mapping skills and training needs to accessibility in tourism services”
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**Case study
Customer Service Standard Training, Ontario, Canada**

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Executive Summary

People with disabilities have an estimated spending power of \$25 billion annually across Canada. It is estimated that one in seven Ontarians has a disability which is approximately 1.85 million people in Ontario. Over the next 20 years as the population ages, this number will rise and it is estimated that in the next 20 years, the aging population and people with disabilities will represent 40 per cent of total income in Ontario, equalling \$536 billion.

For Ontario creating a province where every person who lives or visits can participate fully makes sense for their people, their businesses and their communities. Ontario has set a goal of making the province accessible by 2025.

The government in Ontario has put in place legislation in 2005 (the Accessibility for Ontarians with Disabilities Act¹ (AODA)) and developed five standards to date to address accessibility (transport, employment, built environment, information and communications and customer service).

Since January 1, 2012, the Accessibility Standard for Customer Service came into effect for all businesses and organizations in Ontario with one or more employees. The aim of the standard is to help Ontario's 360,000 businesses that are affected by disability legislation and these standards to meet the needs of this growing community and attract their spending power.

This standard applies to all businesses and organizations that provide goods or services and have at least one employee. Under this standard, businesses must train staff about serving customers with disabilities. This training must be provided to everyone who deals with members of the public or other third parties (e.g., business clients) and everyone within the organisation who develops customer service policies.

This case study highlights the training element of the Customer Service Standard. It identifies how the Ontarian government has implemented the training programme to date; provides background information on what resources are available; indicates local accessibility initiatives that have taken place; Identifies Impacts and results and highlights how the training could be easily transferable within Canada and beyond.

¹ http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_05a11_e.htm

1.0 INTRODUCTION

Currently 1 in 7 Ontarian people (1.85 million) have a disability. By 2036, it is estimated that the population will be significantly older and 1 in 5 Ontarians will have a disability. It is also estimated that people with disabilities will represent 40% or \$536 billion of the total income in Ontario by 2036.

With this in mind the Government of Ontario, Canada has a goal to make the province accessible by 2025. One of the drivers to successfully achieve this outcome was the introduction of the Accessibility for Ontarians with Disabilities Act² (AODA) which was enacted by the Government in 2005.

The act also lays the framework for the development of province-wide mandatory standards on accessibility in all areas of daily life. Through this legislation the government recognises that Accessibility means giving people of all abilities opportunities to participate fully in everyday life.

Recognizing the history of discrimination against persons with disabilities in Ontario, the purpose of this Act is to benefit all Ontarians by:

- (a) developing, implementing and enforcing accessibility standards in order to achieve accessibility for Ontarians with disabilities with respect to goods, services, facilities, accommodation, employment, buildings, structures and premises on or before January 1, 2025; and
- (b) providing for the involvement of persons with disabilities, of the Government of Ontario and of representatives of industries and of various sectors of the economy in the development of the accessibility standards. 2005, c. 11, s. 1.

This law³ allows the government to develop specific standards of accessibility and to enforce them. The standards require the people or organizations identified in the standard to identify, remove and prevent barriers for people with disabilities in key areas of daily living. Barriers keep people with disabilities from fully participating in activities that most take for granted.

² http://www.e-laws.gov.on.ca/html/statutes/english/elaws_statutes_05a11_e.htm

³ For more information on providing accessible customer service to people with disabilities visit www.Ontario.ca/AccessON.

The customer service standard is the first standard to come into effect under the AODA and Ontario now has accessibility standards in five areas:

- Customer service (came into force on 1st January 2008).
- Employment (came into force on 1st January 2008).
- Information and communications (came into force on 1st January 2008).
- Transportation. The requirements of this standard are comprehensive. Some of the requirements went into effect in 2011. The other requirements are being phased in between now and 2017.
- Design of public spaces (came into force on 1st January 2008).

For further details on each standard and for details of implementation phases see Section 0 below.

2.0 OVERVIEW AND BACKGROUND INFORMATION

This case study presents the training and skills development components of the Ontario customer service standard which aims to make customer services within Ontario accessible by 2015.

The Ministry of Community and Social Services (MCSS)

The programs of the Ministry of Community and Social Services⁴ in Ontario help to build communities that are resilient, inclusive and sustained by the economic and civic contributions of all Ontarians. Their major programs are:

- Social Assistance (Ontario Works and Ontario Disability Support Program)
- Community and Developmental Services
- The Family Responsibility Office

Through its programmes and services, the Ministry of Community and Social Services in Ontario:

- helps adults with a developmental disability live, work and participate in a range of community activities,

⁴ <http://www.mcass.gov.on.ca/en/mcass/index.aspx>

- enforces support orders issued by the courts so that families get the money to which they are entitled,
- helps Ontarians recover from hardship and regain control of their lives.

Background to the Customer Services Standard

The customer service standard helps businesses meet the needs of people with disabilities and attract their growing spending power. They believe that it starts with asking the simple question, “How may I help you?”

The Accessibility Standard for Customer Service applies to all organizations (public, private and non-profit) that provide goods or services either directly to the public or to other organizations in Ontario and that have one or more employees in Ontario. This includes consultants, manufacturers, tourism providers and wholesalers as well as other businesses and professional services.

The standards have different requirements depending on the size of the organization and take into account:

- Organisations with fewer than 20 employees; and
- Organisations with more than 20 employees.

Application of the standards depends on how many employees the organisation has and there are different levels of compliance based on the size of the organisation.

From the January 1, 2012 the accessible customer service standard came into effect for businesses and organizations with one or more employee⁵. If you have fewer than 20 employees you must create an accessibility plan⁶ and provide staff training. The accessibility plan must address the following:

- Consider a person’s disability when communicating with them.
- Allowing assistive devices in the workplace, like wheelchairs, walkers and oxygen tanks.

⁵ Employees are deemed to be staff members who are full-time, part-time, and/or working under contract. Volunteers and independent contractors are not included when counting employees.

⁶ Templates are available to assist in creating the plan - <http://www.mcass.gov.on.ca/en/mcass/programs/accessibility/customerService/Under20.aspx#>

- Allowing service animals on premises.
- Welcoming support persons.
- Let customers know when accessible services aren't available.
- Inviting customers to provide feedback.

If you have more than 20 employees there are four steps that need to take place including:

- Creating an accessibility plan.
- Providing training to staff.
- Keep a written copy of the plan on accessible customer service and let customers know that it is available. The plan should be made available in alternative formats on request. Organisations must also keep a training log of the training they have provided.
- Report progress online to the Ministry of Community and Social Services. Business had to inform the government that they have met the standard using an Accessibility Compliance Reporting tool to file their report online. Businesses had until December 31, 2012 to file their report.

As outlined above training is a key part to the Customer Services Standard. The standards require that staff who deal with the public, who deal with third parties and who participate in developing customer service policies, practices, and procedures must be trained on serving customers with disabilities. It is a requirement of the standard that the training must be completed as soon as it is reasonable after the person starts a job or relevant duties within the business or organisation.

For further details see the “Accessibility for Ontarians with Disabilities Act, 2005 – Ontario Regulation 429/07 – Accessibility standards for Customer services⁷ and section 0 below.

Implications for not meeting the standards

For organizations that persist in not meeting their obligations, the government has the power to conduct inspections, assign monetary penalties and prosecute through the courts. The Licence Appeal Tribunal will hear appeals from organizations on compliance matters. However, the tribunal will not hear

⁷ http://www.e-laws.gov.on.ca/html/regs/english/elaws_regs_070429_e.htm

complaints from individuals. A person who feels that their human rights have not been met will still need to direct their complaints to the Human Rights Tribunal of Ontario.

3.0 CONTENT, TRAINING MATERIAL AND AVAILABILITY

This section provides an overview of the customer services training programme including the background to the training as well as the aim of the training and the availability of training materials.

Content

Members organisations who either work with customers or create plans and procedures related to how the organisation provides goods and services must be trained. This includes housekeeping staff at a hotel, the waiter in a restaurant, an information officer in a tourism provider to the organisation's chief policy maker. The most effective training⁸ will be customized to the needs of your organisation and must include:

- An overview of the Accessibility for Ontarians with Disabilities Act, 2005 and the requirements of the customer service standard.
- The organization's plans to provide accessible customer service.
- How to interact with people with various types of disabilities.
- How to interact with people with disabilities who use an assistive device or require the assistance of a service animal or support person.
- How to use any equipment or devices available at your workplace to assist people with providing goods or services to people with disabilities.
- What to do if a person with a disability is having difficulty accessing your organization's goods or services.

Each organisation must:

- Determine who needs to be trained (i.e. employees, volunteers, agents, contractors and others who interact with the public on behalf of the organisation).

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<http://www.mcass.gov.on.ca/en/mcass/programs/accessibility/customerService/trainingResourcesAODA/tableOfContents.aspx>

- Train new staff soon after they are hired and offer refresher courses if the organisation make changes to its plan.
- Use the training tips⁹ provided by the Ministry of Community and Social Services to get your staff on board.

Training must also be provided on an ongoing basis particularly when there are organisational policy changes and changes to practices and procedures governing the provision of goods or services to persons with disabilities.

The aim of the training is to help organisations understand how to better serve the needs of their customers with disabilities. The training also aims to help organisations to comply with the training requirements in the Ontario customer service standard.

Availability of training materials - E-learning Course - Serve-Ability: Transforming Ontario's Customer Service

This course aims to help organisations better serve customers with disabilities. The e-learning course is quick and easy to complete and takes approximately 45 minutes to complete. The Serve-Ability e-learning course is designed to be accessible to everyone and is fully accessible.

⁹

<http://www.mcass.gov.on.ca/en/mcass/programs/accessibility/customerService/trainingResourcesAODA/tableOfContents.aspx>

Figure 1: Image of the E-learning Course - Serve-Ability: Transforming Ontario's Customer Service

The screenshot shows the Ontario Ministry of Community and Social Services website. The header includes the Ontario logo and the text 'MINISTRY OF COMMUNITY AND SOCIAL SERVICES'. A search bar is located in the top right. Below the header, there is a navigation menu with links to HOME, FORMS, PUBLICATIONS, and NEWS. On the left side, there is a sidebar with a dropdown menu for 'Ministry of Community and Social Services' containing links to 'About the ministry', 'Programs and services', 'Forms', and 'News room'. Below this are links for 'Explore Government', 'Contacts', and 'Connect With Us'. At the bottom of the sidebar are icons for YouTube, Facebook, Twitter, and Email. The main content area features the title 'Serve-Ability: Transforming Ontario's Customer Service'. Below the title, there is a section for 'Accessibility Standards for Customer Service' with a definition of 'The standard' and a list of 'Training' topics. To the right of the text is a video player showing a man in a blue polo shirt and sunglasses standing outdoors. Below the video player is a 'Next' button and a video progress bar. At the bottom of the page, there is a link to the 'transcript'.

Ontario
MINISTRY OF COMMUNITY AND SOCIAL SERVICES

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Serve-Ability: Transforming Ontario's Customer Service

Accessibility Standards for Customer Service

The standard : Making customer service accessible for people with disabilities

Training:

- Components of the standard
- Serving customers with disabilities
- To be done as soon as it is practicable
- Update training

1. Purpose of the act
2. Requirements of the customer service standard
3. Serving customers with disabilities
4. Service animals
5. Support persons
6. Assistive devices
7. If there are difficulties accessing your services

Next

transcript

The key content of the course includes¹⁰:

1. The purpose of the Accessibility for Ontarians with Disabilities Act, 2005
2. Requirements of the customer service standard
3. Serving customers with disabilities
4. Service animals

¹⁰ The course is freely available to everyone and is available at the following address:
<http://www.mcscs.gov.on.ca/en/serve-ability/01.aspx>

5. Support persons
6. Assistive devices
7. If there are difficulties accessing your services

This on-line course is also available as a Flash file for organisations that may wish to install it on their intranet. The Ministry can email organisations a Zip file and organisations can then download and install the training.

Availability of training materials - Training Resource Guide

In February 2009, the Ministry of Community and Social Services, produced a Training Resources Guide entitled “Accessibility Standard for Customer Services – Training Resource”. The resource has been designed to assist organisations in meeting the training requirements of the Accessibility Standards for Customer Service, Ontario Regulation 429/07, or the “customer service standard.”

It is a foundation that organisations can adapt or customize to their particular service area. It has also been designed as a supplement to the training for any person who deals with the public or other third parties on behalf of organisations in Ontario, or anyone who participates in developing the organisations customer service policies, practices and procedures.

It is important to note that the training resource is not legal advice and should be read together with the official language of the Accessibility Standards for Customer Service, Ontario Regulation 429/07 (“the standard”) and the Accessibility for Ontarians with Disabilities Act, 2005.

The Resource is aimed at organisations (private or public) in meeting the training requirements of the Accessibility Standards for Customer Service, Ontario Regulation 429/07, or the “customer service standard” but can also be used by non-commercial and not-for-profit organisations.

The training resource is broken into 12 Units which are summarized below:

Table 1: Training resources

Unit	Unit and title	Description
1	Accessibility for Ontarians with Disabilities Act, 2005	Review of the purposes of the Accessibility for Ontarians with Disabilities Act, 2005
2	The Customer Service Standard	Review of the requirements of the customer service standard
3	How to interact and communicate with customers who have disabilities	Instruction on how to interact and communicate with people who have various types of disabilities
4	Assistive Devices	Instruction on how to interact with people with various types of disabilities who use assistive devices
5	Using assistive devices when providing goods and services to a person with a disability	Instruction on how to use equipment or assistive devices available on your premises, or that you otherwise provide, that may help you in the provision of goods or services to people with disabilities
6	Service Animals	Instruction about how to interact with people with disabilities who have a guide dog or other service animal
7	Support Persons	Instruction on how to interact with people with disabilities who are accompanied by a support person when you are providing service to them

8	What to do if a customer with a disability is having difficulty accessing goods or services	Instruction on what to do if a person with a disability is having difficulty accessing your goods or services
9	Policies, practices and procedures	Training on your policies, practices and procedures relating to the provision of goods or services to people with disabilities.
10	Disruptions in service	Giving notice on disruptions in service and meeting the requirements of the standard.
11	Feedback Process	How to ensure an effective feedback process within service delivery.
12	Documentation	Background information on what policies need to be developed by organisations.

Each unit contains self-tests and an optional awareness quiz and a “Test Your Knowledge” section is also located in the appendices of the Training resource guide¹¹.

¹¹ For additional information is available on the Training Resource see: <http://www.mcass.gov.on.ca/en/mcass/programs/accessibility/customerService/trainingResourcesAODA/tableOfContents.aspx>

Availability of training materials - Toolkit for organisations with more than 20 employees

Online guidance/Training tips for employees is provided for Organisations with 20 or more employees on the Accessibility Standard for Customer Service¹². The aim of the guide/tips are to ensure that employees give people with disabilities the same great customer service as they would with other customers. The key objectives of the guide/tips are the provision of:

- Background information on the Accessibility Standard for Customer Service and how it will help you welcome customers with disabilities.
- Guidance on how to serve customers with different kinds of disabilities.
- Information on how to help customers who use assistive devices, like wheelchairs or oxygen tanks.
- Service animals, such as guide dogs, and how to welcome customers who use them
- Background information on what a support person does and how to help customers who are accompanied by a support person
- Tips/ways to assist a customer with a disability when they need help accessing goods and services.

4.0 TARGET AUDIENCE, COMMUNICATIONS AND BARRIERS

The target audience for training is for all those who have to comply with the Ontario 'Customer Service Standard'. This includes all organizations (public, private and non-profit) that have one or more employees in Ontario and provide goods or services either directly to the public or to other organizations in Ontario. This includes consultants, manufacturers and wholesalers as well as other businesses and professional services.

Training is a pre-requisite for all staff who deal with the public, deal with third parties and who participate in developing customer service policies, practices, and procedures must be trained on serving customers with disabilities.

¹² For further information see:
http://www.mcass.gov.on.ca/en/mcass/programs/accessibility/customerService/over_20_train_tips.aspx

It is a requirement of the standard that the training must be completed as soon as it is reasonable after the person starts a job or relevant duties within the business or organization.

5.0 EVIDENCE OF IMPACT

Impact at a local level

At a local level the training needs to be carried out by over 360,000 businesses in Ontario. A number of organisations have taken steps to promote the initiative and to ensure they provide the training to relevant staff.

The Accessibility for Ontarians with Disabilities Act Contact Centre has developed a number of tailored guidelines and resources including:

- Training Resource for Small businesses and Organisations¹³.
- Compliance Manual for Small Business and Organisations¹⁴

Figure 2: Cover of the compliance manual



¹³

http://www.orkma.com/Portals/0/PDF%20Files/GovtRelations/Accessibility/Training_Guide.pdf

¹⁴ http://tapa.ca/files/Com_Guide_SmallBiz_.pdf

These guidelines are published on a number of organisations' websites to inform their members on how to meet the requirements of the AODA but also on how to ensure the successful delivery of the training. For example the Ontario Restaurant, Hotel and Motel Association and the Toronto Alliance for the Performing Arts make the two documents freely available to their members on the website.

The Global Alliance on Accessible Technologies and Environments (GAATEs) has developed a number of resources¹⁵ and publications to assist accessibility within Ontario and beyond. These resources have been developed to assist organizations to better understand and apply accessible information and communication technologies to their business practices. Although many of these resources specifically address the obligations of businesses in Ontario (Canada) to comply with the Accessibility for Ontarians with Disabilities Act (2005), the concepts, strategies and resources presented can be applied to any organisation in any location.

As part of this resource GAATEs have developed a number of guidelines including:

- Developing accessibility policies and a multi-year accessibility plan: A guide for organizations with 50 or more employees
- A guide to developing an accessibility policy: for organizations with 1-49 employees
- Providing accessible information to people with disabilities
- Making Emergency and Public Safety Information Accessible to the Public
- Providing individualized workplace emergency response information to employees who have a disability
- Procuring or Acquiring Accessible Goods, Services or Facilities

A number of universities and companies have also tailored the e-learning training and made it available free or with a small charge. For example:

- York University – free for students, staff and alumni¹⁶.
- Ryerson University- free for students, staff and alumni¹⁷.
- AccessAbility Advantage have an e-learning course available for a fee¹⁸.

¹⁵ http://www.gaates.org/025ICT_Resources.php

¹⁶ <https://passport.york.yorku.ca/pplogin/pplogin>

¹⁷ <http://www.ryerson.ca/accessibility/commitment/aoda-eLearning.html>

- Accessible Customer Services Training has a e-learning course available for a fee¹⁹

It is also reported that there is evidence that businesses are implementing the recommendations within Ontario. For example, there is evidence that shops and retail units within Ontario are implementing the recommendations in the training (i.e. creating an awareness of accessibility within shops and retail units).

Other impacts

As the training element of the standard is written into Ontario legislation and regulations, the standard applies to all businesses and organizations that provide goods or services and have at least one employee. Under this standard, businesses must train staff about serving customers with disabilities. This training must be provided to everyone who deals with members of the public or other third parties (e.g., business clients) and everyone within the organisation who develops customer service policies.

The Training programmes that have been developed as part of the AODA legislation (and standards) have been designed as generic customer services training and therefore are easily transferable across other provinces within Canada but also worldwide. The training programmes can also be easily tailored to meet the specific needs of different sectors (i.e. Retail, Tourism, Hospitality and the public sector). A number of provinces in Canada are currently reviewing and identifying if the legislation can be implemented within their organisations.

The training programmes are very innovative. For example there is an online AODA Compliance Wizard²⁰ to help companies identify what training they may need, there is a training resource guide provided and a short e-learning module is also available. The website also provides guidance to owners/managers to assist them in identifying what steps to take to determine what level of training is required. Some of the steps include:

¹⁸ <http://cmswebsolutions2.com/aodatraining/aoda-customer-service-training/accessible-customer-service-e-learning-module/>

¹⁹ http://www.accessiblecustomerservicetraining.com/customized_e_learning.html

²⁰ The Compliance Wizard is free and takes **less than five minutes to complete**. All people need to do is answer a few questions about their organization and when they are finished, the **Wizard** will give them a personalized summary of what you have to do to comply with the AODA.

1. Determine who must be trained. Training must be provided to employees, volunteers, agents, contractors and others who may interact with the public on your behalf, and those who participate in the development of customer service policies, practices and procedures. Public sector organizations and other organizations with more than 20 employees must maintain records of the training they provide including the dates on which training was conducted and how many people were trained.
2. Determine the content of training. A complete list of the required topics for training, along with some helpful training resources is available at www.AccessON.ca/compliance.
3. Decide on a training format that is appropriate and meets the needs of the people being trained.
4. Determine the timing of the training. Training must be done on an ongoing basis whenever changes are made to your policies, practices and procedures on serving customers with disabilities. Also, when a new person is hired or is assigned duties where training is required under the standard, they must be trained as soon as possible

The legislation is also highly innovative as there are fixed deadlines for implementation, requirements for monitoring the implementation of the AODA and penalties for non-compliance with the legislation. However, one concern of the monitoring system is that reporting is not required for smaller SMEs with less than 20 employees. This can result in greater implementation within larger companies.

6.0 CONCLUSIONS

It is clear that Ontario is fully committed to an accessible society and training is a key element to successfully achieve this. It is also clear that Ontario will continue this commitment into the future. For example, Ontario has recently appointed a new Accessibility Standards Advisory Council to help remove barriers for people with disabilities. The immediate mandate of the new council will be to review Ontario's five existing accessibility standards and develop new accessibility standards based on the advice and feedback we have received to date from stakeholders.

It is unclear what levels of monitoring have been implemented to date in relation to the training programmes and little or no data is currently available on the number of people who have completed the training within Ontario. This may be due to the fact that the training requirement only recently came into effect. It is also unclear if an impact monitoring system is in place.

The main driver for the training is that it is a legal requirement within Ontario under the AODA and relevant standards. It is also noted that the MCSS have done great work promoting and creating an awareness of the standards and how to implement them and this has resulted in large take up of the training. It is also recognised that the Customer Service Standard is relatively small and relatively simple to understand and implement with minimal impact on organizational procedures and budgets (as compared with the more recent ICT, Transportation, Employment, Built Environment standards).

The main barriers for successful implementation within SMEs are:

- They might not have someone who is directly tasked with government regulatory issues and therefore may not recognise the legal implications of non-compliance.
- For many SMEs, the risks associated with non-compliance are low enough (or not taken seriously enough) to warrant the allocation of resources.
- Lack of awareness of among smaller organizations.
- Lack of funding support from the government.

7.0 RECOMMENDATIONS

The training programmes are driven by legislation and as a result all businesses who deal with the public have to undergo training. This will result in over 360,000 businesses within Ontario carrying out the training.

The Training programmes that have been developed as part of the AODA legislation (and standards) have been designed as generic customer services training and therefore are easily transferable across other provinces within Canada but also worldwide.

A number of private companies within Ontario have developed tailored training courses for companies to participate, thus highlighting that the training programme in Ontario has resulted in the possible creation of jobs but also that there is a business case.





The training programmes can also be easily tailored to meet the specific needs of different sectors (i.e. Retail, Tourism, Hospitality and the public sector). Training resource (i.e. guidelines) can also be customised to meet the needs of SMEs in the tourism sector. A number of additional elements may needed to be added into such a training module (i.e. accessible information and Marketing) to



ensure the training is comprehensive and addresses all elements of the accessible tourism service chain.

The training programme is very sustainable and regular training needs to take place within organisations. For example if an organisation changes a policy that affects people with disabilities then staff need additional training.

ANNEX I: CRITERIA AND JUSTIFICATION FOR BEST PRACTICE

Table 2: Criteria and justification for best practice

Criteria	Justification	On track/off track
Innovative	<p>The training has been designed in an innovative way, aiming to provide training for all employees who deal with members of the public or other third parties (e.g., business clients) and everyone within the organisation who develops customer service policies.</p> <p>Training must also be provided on an ongoing basis particularly when there are organisational policy changes and changes to practices and procedures governing the provision of goods or services to persons with disabilities.</p>	
Relevant	<p>The course content is very detailed and comprehensive and it covers a wide range of topics on accessible customer services. The course has been designed to be generic for all businesses and can be easily adapted for the tourism sector.</p>	
Transferable	<p>There is potential for the training to be transferable and implemented in different countries with minor modifications (i.e. application of national legislation in different countries).</p> <p>There is also potential for other countries or provinces to adopt the standards approach similar to the province of Ontario.</p>	
Efficient & Effectiveness	<p>The project is driven by AODA legislation.</p> <p>The training is effective in that it is freely available when required, it can be easily</p>	

	tailored to suit organisations and a number of guidelines and resources are freely available to assist the successful delivery of the training. The project is sustainable and will continue long into the future.	
Impact	<p>The project has had an impact within Ontario. Examples include universities setting up their own e-learning courses and making them freely available to staff and private companies offering accessibility training for a charge.</p> <p>It is unclear what levels of monitoring have been implemented to date in relation to the training programmes and little or no data is currently available on the number of people who have completed the training within Ontario. This may be due to the fact that the training requirement only recently came into effect. It is also unclear if an impact monitoring system is in place.</p> <p>It is also reported that there is evidence that businesses are implementing the recommendations within Ontario. For example, there is evidence in shops and retail units within Ontario that they are implementing the recommendations in the training (i.e. creating an awareness of accessibility within shops and retail units).</p>	
Sustainable	<p>The training course is written into Ontario's legislation and training is a key criteria of the customer services accessibility standard.</p> <p>This training must be provided to everyone who deals with members of the public or other third parties (e.g., business clients) and</p>	

	everyone within the organisation who develops customer service policies. The training element affects over 360,000 businesses in Ontario.	
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ANNEX II: BACKGROUND TO OTHER STANDARDS

Employment

The Accessibility Standard for Employment will help Ontario businesses and organizations make accessibility a regular part of finding, hiring and supporting employees with disabilities²¹.

Organisations will have to:

- let job applicants know that recruitment and hiring processes will be modified to accommodate their disabilities, if requested.
- build the accessibility needs of employees into their human resources practices.
- create a written process (not applicable to small organizations) for developing and documenting individual accommodation plans for employees with disabilities.
- help employees stay safe in an emergency by providing them with individualized emergency response information when necessary.

Requirements are being phased in depending on the type of organisation (private or public) and number of employees in the organisation. The following is a summary of the key dates:

- All sectors were required to provide individualized workplace emergency response information to employees, when necessary, as of January 1, 2012
- The other requirements of the standard will be phased in for:

²¹ <http://www.mcsc.gov.on.ca/en/mcsc/programs/accessibility/employment/index.aspx>

- Public sector organizations (hospitals, municipalities, colleges and universities) beginning in 2014 and 2015
- Private and non-profit organizations beginning in 2016 and 2017.

Information and Communications

The Accessibility Standard for Information and Communications²² will help Ontario businesses and organizations make their information accessible for people with disabilities. Organizations will have to:

- make their websites and web content accessible according to the World Wide Web Consortium's Web Content Accessibility Guidelines (WCAG) 2.0. (Note: Organizations with less than 50 employees are exempt from this requirement.)
- provide accessible formats and communications supports as quickly as possible and at no additional cost when a person with a disability asks for them.
- make feedback processes accessible by providing accessible formats and communications supports when requested.
- make public emergency information accessible when requested.

Educational and training institutions must:

- provide educational and training resources and materials in accessible formats upon request.
- provide educators with accessibility awareness training related to accessible program or course delivery

Producers of educational or training materials must:

- provide educational or training institutions with accessible or conversion ready textbooks and supplementary resources upon request

Libraries:

- libraries of education and training institutions must make resources accessible upon request

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- public libraries must provide access to or arrange access to accessible materials where they exist

Requirements are being phased in depending on the type of organisation (private or public) and number of employees in the organisation. The following is a summary of the key dates:

- all sectors were required to start making emergency procedures or public safety information accessible to people with disabilities, upon request, as of January 1, 2012.
- the other requirements of the standard will be phased in for:
 - public sector organizations (hospitals, municipalities, colleges and universities) starting in 2013
 - private and non-profit organizations starting in 2013 and 2015.

Transportation

The Accessibility Standard for Transportation will make it easier for everyone to travel in Ontario²³. The standard applies to:

- conventional transportation services, for example, London Transit and the Toronto Transit Commission (TTC)
- specialized transportation services, for example, TTC's Wheel-Trans, and DARTS in Hamilton
- municipalities with specific requirements for those that license taxicabs or provide conventional transportation services
- certain ferries
- other transportation services, for example:
 - public school boards that provide transportation services
 - hospitals, colleges and universities who provide transportation services (for example, shuttle buses)

²³ <http://www.mcass.gov.on.ca/en/mcass/programs/accessibility/transportation/index.aspx>

The requirements of this standard are comprehensive. Some of the requirements came into effect in 2011. The other requirements are being phased in between now and 2017.

Built Environment

The Accessibility Standards for the Built Environment²⁴ focus on removing barriers in two areas: public spaces, and buildings. Enhancements to accessibility in buildings will happen at a later date through Ontario's Building Code, which governs new construction and renovations in buildings.

The standard for the design of public spaces **only** applies to new construction and major changes to existing features. The following are some highlights of what the standard covers:

- Recreational trails/beach access routes.
- Outdoor public eating areas like rest stops or picnic areas.
- Outdoor play spaces, like playgrounds in provincial parks and local communities.
- Outdoor paths of travel, like sidewalks, ramps, stairs, curb ramps, rest areas and accessible pedestrian signals.
- Accessible parking (on and off street).
- Service-related elements like service counters, fixed queuing lines and waiting areas.

ANNEX III: EXTRACT FROM ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT

6.(1) Every provider of goods or services shall ensure that the following persons receive training about the provision of its goods or services to persons with disabilities:

1. Every person who deals with members of the public or other third parties on behalf of the provider, whether the person does so as an employee, agent, volunteer or otherwise.

²⁴http://www.mcass.gov.on.ca/en/mcass/programs/accessibility/built_environment/index.aspx

2. Every person who participates in developing the provider's policies, practices and procedures governing the provision of goods or services to members of the public or other third parties. O. Reg. 429/07, s.6 (1).

(2) The training must include a review of the purposes of the Act and the requirements of this Regulation and instruction about the following matters:

1. How to interact and communicate with persons with various types of disability.
2. How to interact with persons with disabilities who use an assistive device or require the assistance of a guide dog or other service animal or the assistance of a support person.
3. How to use equipment or devices available on the provider's premises or otherwise provided by the provider that may help with the provision of goods or services to a person with a disability.
4. What to do if a person with a particular type of disability is having difficulty accessing the provider's goods or services. O. Reg. 429/07, s. 6 (2).

(3) The training must be provided to each person as soon as practicable after he or she is assigned the applicable duties. O. Reg. 429/07, s. 6 (3).

(4) Training must also be provided on an ongoing basis in connection with changes to the policies, practices and procedures governing the provision of goods or services to persons with disabilities. O.Reg. 429/07, s. 6 (4).

(5) Every designated public sector organization and every other provider of goods or services that has at least 20 employees in Ontario shall prepare a document describing its training policy, and the document must include a summary of the contents of the training and details of when the training is to be provided. O. Reg. 429/07, s.6 (5).

(6) Every designated public sector organization and every other provider of goods or services that has at least 20 employees in Ontario shall keep records of the training provided under this section, including the dates on which the training is provided and the number of individuals to whom it is provided. O.Reg. 429/07, s.6 (6).