



CORPORATION OF THE TOWNSHIP OF ESQUIMALT

ACCESS AWARENESS ADVISORY COMMITTEE

A G E N D A

September 8, 2010

4:00 p.m.

Council Chambers, Municipal Hall

1. CALL TO ORDER

2. LATE ITEMS

3. APPROVAL OF THE AGENDA

4. APPROVAL OF MINUTES

(1) Minutes of the Access Awareness Committee meeting, June 9, 2010

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5. NEW BUSINESS

(1) Scent Free Environment

6. REPORTS FROM SUB-COMMITTEES / WORK PLAN ITEMS

(1) Measuring-Up Gold Star Program

(2) Access Awareness Day

(a) Letter from SPARC BC, dated July 5, 2010, Re: Letter of
Congratulatory

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(b) 2009 and 2010 Accessibility Survey Results
(Distributed Separately)

(3) Buccaneer Days

(4) Accessible Housing

(a) Accessible Building Checklist

(5) Municipal Insurance Association Risk Management Grant Program
Application

(6) Accessible Tourism

(a) Accessible Tourism – Excerpt from Transforming Communities through
Tourism – A Handbook for Community Tourism Champions

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(b) Accessibility Walking Tours

(7) Accessible Employment

7. REPORT FROM BC TRANSIT REPRESENTATIVE

8. COMMUNICATIONS

(1) Notice of Wheelchair and Stick Curling at Westshore Curling Arena

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9. NEXT MEETING

10. ADJOURNMENT



CORPORATION OF THE TOWNSHIP OF ESQUIMALT
MINUTES
ACCESS AWARENESS ADVISORY COMMITTEE

Wednesday, June 9, 2010
4:00 P.M.
Council Chambers, Esquimalt Municipal Hall

PRESENT: Brian Gray – Chair
Lorne Argyle – Vice-Chair
Councillor Meagan Brame
Councillor Don Linge
Paul Newcombe
Barbara Amberstone
Daniel Jenkins
Bob McKie – Parks and Recreation Advisory Committee Representative

STAFF: Andy Katschor – Parks Manager (Staff Liaison)
Jeff Miller – Director of Engineering & Public Works (Staff Liaison)
Deborah Liske – Recording Secretary

REGRETS: Emmy Labonté
Eleanor Calder
Wanda Le Roux – BC Transit

1. **CALL TO ORDER**

Chair Gray called the meeting to order at 4:04 p.m.

2. **LATE ITEMS**

The following late item was introduced:

1. Add to Agenda item
5. **REPORTS FROM SUB-COMMITTEES / WORK PLAN ITEMS**
- (6) Update on Municipal Insurance Association Risk Management Grant Program Application

3. **APPROVAL OF THE AGENDA**

Moved by Bob McKie, seconded by Vice Chair Argyle that the agenda of the Access Awareness Advisory Committee meeting of June 9, 2010 be approved as amended with the inclusion of the late agenda item.

The motion **CARRIED**.

4. **APPROVAL OF MINUTES**

Moved by Vice Chair Argyle, seconded by Councillor Brame that the minutes of the Access Awareness Advisory Committee meeting of May 12, 2010 be approved as presented.

The motion **CARRIED**.

5. REPORTS FROM SUB-COMMITTEES / WORK PLAN ITEMS

(1) Measuring-Up Gold Star Program

The Recording Secretary confirmed a memorandum listing businesses that received recognition for achieving a level of excellence in accessibility in the Measuring-Up Gold Star program will be included on an upcoming Council agenda.

Councillor Brame noted she received very positive feedback and appreciation from award recipients that attended the ceremony. Councillor Brame further noted the audit process for the Measuring-Up Gold Star program will change somewhat with businesses being able to self-audit their business. The questionnaire is being revised to be more user-friendly and will be available on the municipal website. Business will submit their audit to the committee and awards will be presented from those self-audits.

Committee members discussed ideas to increase attendance by recipients for the awards presentation. It was suggested award recipients be contacted in advance. It was noted by Andy Katschor, Staff Liaison, that a letter of invitation under Mayor Desjardins' signature was mailed to recipients at the beginning of May and they were also contacted by telephone a week prior to the event.

It was also suggested the awards be presented at a Council meeting the week of Access Awareness Day. Mr. Katschor noted he received feedback that Saturday was not a good day to hold the awards presentation. Mr. Katschor further noted the measuring-up gold star program sub-committee will be reviewing improvements for both the program and awards presentation. Mr. Katschor requested suggestions and ideas be forwarded to him for discussion by the sub-committee who will report back to the committee.

(2) Access Awareness Day

Vice Chair Argyle and Barbara Amberstone each circulated reports outlining their feedback on the event. Councillor Brame noted the wheelchair rugby was very interesting and the committee may want to consider including additional sports demonstrations at future events.

Moved by Councillor Brame, seconded by Bob McKie, that the Access Awareness Advisory Committee provide an honorarium in the amount of \$ 150.00 to Victoria Wheelchair Rugby to recognize their contribution and participation at the 2010 Access Awareness Day event.

The motion **CARRIED**.

Committee members discussed the event and provided the following feedback:

- A substantial amount of effort and work was put in by committee members and staff to organize event and should be applauded.
- Need to create more interest and a draw to bring people to the event.
- Attendance was not what was expected.
- Disappointed for vendors and organizations for lack of attendance.
- Event was well organized.
- Media needs to be increased (it was noted that the media that did attend arrived late).
- Could not tell anything was going on inside the Sports Centre as no visible exterior signage on building to advertise event.

- Computers worked wonderful for accessible housing survey.
- Move the event to a week day evening, 3:00 – 7:00 p.m.
- Invite vendors / organizations to participate and encourage inviting their contacts.
- Advertise / promote event through vendors / organizations.
- Hard to compete with the first nice Saturday in a long time.
- Piggy back event with something that will create a draw – a home show type of event.
- Determine the target audience and promote the event – able bodied individuals will not attend if there is not something that will interest them.
- Host a more interactive event – more demonstration sports.

Andy Katschor, Staff Liaison noted the sub-committee will evaluate the event and consider new ideas. Mr. Katschor requested suggestions and ideas be forwarded to him for discussion by the sub-committee who will report back to the committee.

(3) Buccaneer Days

It was noted computers would not be available at the committee booth at Buccaneer Days to complete the accessible housing survey. Paper copies of the survey will be made available for individuals to complete.

Chair Gray noted he was able to acquire information about accessible housing for handouts at the table.

(4) Accessible Housing

Chair Gray noted the importance of the committee starting work on accessible housing in the fall.

The Recording Secretary noted SPARC BC has an extensive amount of information about accessible community bylaws. The information can be found at www.sparc.bc.ca/resources-and-publications/category/78-the-accessible-community-bylaws-guide.

(5) Bylaw Violation Education

Andy Katschor, Staff Liaison noted overhanging branches have been featured and snow removal education will be highlighted on the municipal website and in the municipal newsletter to assist with educating residents of requirements.

Chair Gray suggested an article be written for submission to the municipal newsletter highlighting accessible services offered in the community.

A committee member suggested the municipality work with the Esquimalt Chamber of Commerce to encourage local businesses to supply location information to GPS registries to enhance and encourage tourism.

(6) Update on Municipal Insurance Association Risk Management Grant Program Application **(Late Item)**

Jeff Miller, Staff Liaison reported a grant application has been submitted to the Municipal Insurance Association Risk Management Grant Program and if the municipality is

successful in receiving a grant it will be used to reduce liability within the Township. Mr. Miller noted the grant monies may be utilized to continue the grinding of sidewalk lips and replacement of sidewalk ramps.

A committee member enquired about the placement of signage for the sidewalk ramp located at the library. Mr. Miller noted he is currently reviewing this item.

6. REPORT FROM BC TRANSIT REPRESENTATIVE

Councillor Brame reported the late night bus service has been extended and will start again in September and run until April.

7. NEXT MEETING

The next meeting of the Access Awareness Advisory Committee will take place on Wednesday, September 8, 2010.

8. ADJOURNMENT

The meeting adjourned at 5:03 p.m.

Brian Gray, Chair

This 8th day of September, 2010



people. planning. positive change.

Mr. Andy Katschor
Manager of Parks Services
Corporation of the Township of Esquimalt
527 Fraser Street
Esquimalt, BC V9A 6H6

July 5th, 2010

Dear Mr. Katschor,

SPARC BC would like to congratulate the Township of Esquimalt for declaring Saturday June 5th as the 2010 Access Awareness Day! Thank you for being one of the many participating communities who took the steps, whether it was proclaiming the day or hosted an event, to generate awareness for accessibility in Esquimalt.

Promoting accessibility is ultimately about more than one day a year, it is a call to respond creatively and purposefully to build communities where barriers to inclusion are removed, and the independence, self-esteem, dignity, and security of all citizens is ensured.

It is wonderful to learn about the many BC communities who have joined SPARC BC and others to celebrate this important day. To assure that we continue to build barrier free and inclusive communities for all in BC, SPARC BC hopes that you will consider the newly introduced Accessible Community Bylaws, and will promote its adoption in Esquimalt. As our population ages and wants to age in place; and as people with disabilities want equitable opportunities where they live, it is more important than ever for communities to join and introduce real accessibility measures.

Is your community planning to take action for greater accessibility through the Accessible Community Bylaws as introduced by SPARC BC with the occasion of the 13th annual Access Awareness Day?

We are passionate about working with communities that are continually striving to become more accessible and inclusive. Should you require further information regarding accessibility and inclusion, please contact us. Let's continue working together to build communities that meet all of our needs!

Sincerely,
SPARC BC

A handwritten signature in black ink, appearing to read "Emese Sziucs".

Emese Sziucs
Manager of Accessibility Programs
604.718-7756 emeses@sparc.bc.ca

A handwritten signature in black ink, appearing to read "Karen Lai".

Karen Lai
Project Coordinator of Accessibility Programs
604.718-7749 klai@sparc.bc.ca

2. Accessible Tourism

There aren't many stones unturned in the tourism industry. One area being developed is accessible and inclusive travel opportunities for people with disabilities, seniors and others who can benefit from similar products and services.

- Accessible** free of barriers, open to all.
- Inclusive** welcoming and enabling participation from everyone.

This untapped market has vast potential, and BC communities involved in destination development activities should consider this while in the planning stages.

Take a moment to read the Self Check below: if you answer 'no' to any of the questions, consider the opportunities that come from including an accessible tourism strategy in your community tourism plans.

According to 2010 Legacies Now, people with disabilities (both mobility and otherwise) represent a growing population of travel. The numbers add up: 530,000 British Columbians (of which approximately 400,000 are working-age), 3.5 million Canadians, 55 million Americans, 60 million Europeans, and 700 million people worldwide have some form of disability.

Benefits of encouraging accessible and inclusive facilities and attractions can be extended to other markets such as the growing number of seniors looking for accessible products and services, people with injuries, pregnant women, families with strollers, and friends, family and caretakers of people who have accessibility needs.

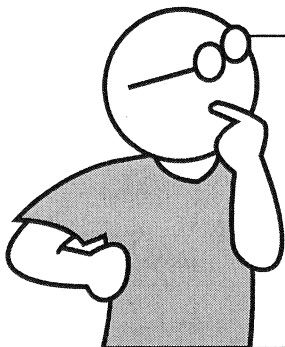
The benefits to your community go beyond tourism revenues. By making your community more accessible and inclusive to travelers, you are ensuring a more comfortable way of life for local citizens. You are also providing the opportunity for people with a disability to contribute to their local economy (through jobs).

Initial research suggests there are two keys to successfully incorporating accessible and inclusive tourism into your community:

1. Communicating accurate and reliable information on accessibility so that travellers can make good decisions.
2. Delivering on expectations!

Here are some helpful hints for getting started:

- If you don't know - ask!
- Engage those in the community with disabilities.
- Evaluate accessibility and inclusion in your community through 2010 Legacies Now's Measuring Up framework. Measuring Up is a guide and process that assists communities in assessing and improving how accessible and inclusive they are for people with disabilities and others. Visit www.2010legaciesnow.com/measuring_up/
- Celebrate and promote your successes.
- Promote those businesses that are demonstrating good 'accessible tourism practice'.



Self-Check: Do you know...

- ...what accessible public and visitor facilities exist within your community?
- ...if a visitor with a wheelchair can readily get into your hotels and shops?
- ...if a person with low vision can order from large print menus?
- ... if tourism and hospitality personnel received sensitivity training for providing service to someone with a developmental disability?



Wheelchair & Stick Curling

At

WestShore Curling Arena

Juan de Fuca Recreation Centre

**Sundays
September - March**

1-3pm

First Sunday is a "Have A Go Try Out"

Then
Registration Required

Contact
Llweyn (Lou-Wayne) Friars
250-652-2698