



Corporate Communications Services' 2005 Accessibility Plan

Environmental Scan

Departments will continue to be looking for Corporate Communications' guidance in the production of publications and information posted on the Web site

Our Customers

Corporate Communications is a corporate service that serves all departments as well as the media, public, and a wide range of external clients.

Corporate Communications has the responsibility for the corporation's visual identity, including setting graphic standards for corporate publications, signage, advertisements, correspondence and the Web.

The branch does not provide specific services that are targeted at persons with disabilities. It does provide a corporate service. Communication policies and/or standards it sets will have an effect on departments, programs and services that may be targeted to people with disabilities. The Web site was designed, however, with those with visual impairments in mind.

Accessibility Statement

Having incorporated many accessibility features to the web to better serve those with visual impairments, Corporate Communications will keep abreast of new technologies as well as maintain and fine tune the Region's web site as required. Staff responsible for posting/updating department web pages will continue to be trained on accessibility web features as technology changes and new staff are hired.

Corporate Communications will also continually review its graphic standards for publications to ensure they are user-friendly for people with disabilities.



Accessibility Achievements – 2003 / 2004

Barrier Identified¹	Barrier Type²	Disability Type³	How the barrier was addressed⁴
Ongoing maintenance and training to ensure York Region's Web site continues to be accessible for people with visual impairments	Informational and technological	Physical and sensory	Staff responsible for posting information on the web were trained to ensure accessibility features were added to all existing pages on the York Region web site and that they are included when adding new pages of information. As of August 2004, training was completed and most web pages were fully accessible. An online training program about the Region's accessibility was developed and posted on the intranet for easy access and reference by staff. A focus group of people with visual impairments reviewed the site and completed an online survey. Feedback and suggestions for change to be incorporated 2004/2005 as feasible. An addendum to the Region's visual identity standards was completed which includes graphic standards that take into consideration people with disabilities, particularly visual impairments.
Some written references in the Region's reports and publications to persons with disabilities were not politically correct.	attitudinal	all	Adopted the Accessibility Directorate of Ontario's <i>Word Choices, A Lexicon of Preferred Terms for Disability Issues</i> and Social Development Canada's <i>A Way with Words and Images, Suggestions for the portrayal of persons with disabilities</i> as resources and reference for York Region staff. <i>Word Choices</i> and <i>A Way with Words</i> and Images have been incorporated in the Region's Corporate Writing Style Guide. These resources will also be referenced in the Human Resource Branch's pilot sensitivity training sessions for employees.

¹ Give a description of the barrier and indicate where the barrier was found. For example: was the barrier in a program, service, by-law, policy, practice or facility?

² Indicate the type(s) of barrier (physical, architectural, informational, communicational, attitudinal, technological, policy/practice).

³ Indicate the type(s) of disability affected by the barrier (physical, sensory, cognitive or other).

⁴ Describe the action taken to identify, remove or prevent the barrier.

Barrier Identification for 2005

By-laws, policies and practices to be reviewed	Methods to be used to identify the barrier	Timing ⁵ (When will this be completed)
Corporate Communications will continually review its web access to identify barriers for persons with disabilities.	Feedback and survey results from web site review by focus group of people with visual impairments.	2004/2005
Corporate Communications will investigate the feasibility of providing alternate formats for communications materials upon request.	Work with departments to explore options and feasibility.	2005

⁵The timing for addressing a barrier does not necessarily have to be set within 2005. The nature of the action may be *phased in* over a number of months or years depending on the resources and priorities of the Department.

Barriers That Will Be Addressed for 2005

Barrier identified ⁶	Barrier type ⁷	What will be gained by removing or preventing this barrier? ⁸	Means to prevent/remove the barrier ⁹	Indicators of success ¹⁰	Timing (When will this be completed?) ¹¹
Using findings from the 2004 focus group feedback, external accessibility services and the W3C Consortium (standard for the world wide web), Corporate Communications will further improve and maintain web access for persons with visual impairments.	Informational and technological	Further improved access to York Region information and services.	Align further strategies with new and ever evolving technologies.	Higher level of web access for people with visual impairments	tbd

⁶Indicate where the barrier was found. For example: was it in a program, service, by-law, policy, practice, or facility?

⁷Indicate the type(s) of barrier (physical, architectural, informational, communicational, attitudinal, technological, policy/practice).

⁸Indicate how accessibility will be enhanced by removing or preventing this barrier.

⁹Describe what action will be taken to remove and/or prevent the barrier.

¹⁰Indicate how customer service will be improved by removing or preventing this barrier. Also indicate any other

measure(s) that will be used to determine whether or not the department was successful in removing and/or preventing this barrier.

¹¹ The timing for addressing a barrier does not necessarily have to be set within 2005; the nature of the action may be *phased in* over a number of months or years depending on the resources and priorities of the Department.