



DRAFT 2006 Accessibility Plan

Corporate Communications

Environmental Scan

Corporate Communications continually supports other departments and provides guidance in accessible Web production, font usability and writing styles.

Our Customers

Corporate Communications customers include internal departments, residents, businesses, visitors, the media, and area municipal partners.

Our responsibility to our customers includes corporate identity and branding, graphic standards for all publications and signage, advertisements, and web Correspondence.

This department does not provide targeted services for persons with disabilities, rather sets standards and guidelines from a corporate perspective that guides its customers towards accessible alternatives when developing messaging for those persons with disabilities.

Our Web site (www.york.ca) was developed using these standards, keeping persons with visual disabilities in mind.

Accessibility Statement

Corporate Communications is dedicated to the continual quest of making Regional information accessible to persons with disabilities.

We are committed to stay current on the latest programs, technologies, and standards through Accessibility training and research.

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Progress Reports on Accessibility Achievements - 2005

Barrier Identified ¹	Barrier Type ²	Disability Type ³	How the barrier was addressed ⁴
Making Regional Services More Accessible			
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 Technological	Sensory	Continued access improvements to York Region's information and services
Making it Easier to Participate in Regional Government			
Corporate Communications will continually review its web access to identify barriers for persons with disabilities.	Informational Technological	Sensory	Communicated to ITS the need to research various CMS systems that will integrate accessibility features within the software itself
Corporate Communications will investigate the feasibility of providing alternate formats for communications materials and ways to disseminate upon request.	Informational	Sensory	The review of business cards and stationary is almost complete. We are underway in establishing standards in file keeping and saving documents to assist people with visual disabilities.

- 1 Gives a description of the barrier and indicates where the barrier was found. For example was the barrier in a program, service, by-law, policy, practice or facility
- 2 Indicates the type(s) of barrier (physical, architectural, informational, communicational, attitudinal, technological, policy/practice)
- 3 Indicates the type(s) of disability affected by the barrier (physical, sensory, cognitive or other)
- 4 Describes the action taken to identify, remove or prevent the barrier

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Barrier Identification for 2006

By-laws, policies and practices to be reviewed	Methods to be used to identify the barrier	Timing ⁵ (When will this be completed)
Making Regional Services More Accessible		
Corporate Communications will review the web publishing software that I.T. is suggesting for Accessibility components. They will also advise I.T. on the level of accessibility that will be achieved through the software and give recommendations.	The WC3 Consortium criteria will be used as a template for determining the CMS accessibility level	New software is anticipated to be introduced by the end of January 06
Corporate Communications will provide guidelines and standards that are geared towards accessible communications, for all departments in York Region as it relates to Web production and communications that are for the internal and external public	The Writing styles guide as well as archiving standards will be discussed for effectiveness and feasibility	Guides and standards are anticipated by the summer of 06 for archiving information in an accessible format.

⁵ The timing for addressing a barrier does not necessarily have to be set within 2006.
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.

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Barriers That Will Be Addressed for 2006

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 ¹¹ (When will this be completed)
Making Regional Services More Accessible					
Visual Barriers will be addressed in 2006 such as: Internet and Intranet redesign with a focus on Screen reading software compatibility and a standards guide developed to train the web co-ordinators on proper accessibility processes when developing web pages Implementation of Humanist 970 font and size as agreed upon by the York Region Accessibility Advisory Committee (AAC) for business cards and stationary to accommodate persons with visual disabilities.	Information Technical Visual	I.T. Corporate Communications and the e-solutions group will open a direct channel to York Region information and services to those persons with visual disabilities by conforming the Internet and Intranet to WC3 criteria. Using the Humanist 970 font to print business cards and stationary will make it easier for those persons with visual disabilities to be able to identify and access Regional staff communications and information	Pick Content Management software (CMS) that has built in accessibility features such as Web Sphere if feasible. If not, then standards and guides will be produced to train Regional staff on proper accessible web development and process on the new CMS that is geared to the new internet and intranet designs. For the stationary, all of the templates will be changed to reflect the new accessible design and the changes will be forwarded to the printers for implementation. Also the graphic standards will be updated to describe and direct the staff to the changes.	The web sites will meet the WC3 criteria and screen reading software will be able to read the content fluently. The stationary and business cards will be easier to read for those persons with visual disabilities.	The intranet is scheduled to be completed by the beginning of 2006. The internet is going to be reviewed and is estimated to start around February 2006. The business cards and stationary will start to be printed in 2005 and be grandfathered in gradually and should be in circulation by mid 2006.

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

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

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

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

¹⁰ Indicate 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 2006; 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.

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Changing Attitudes and Raising Awareness					
Increase awareness of staff to the needs of persons with disabilities through staff participation in inclusivity training	Attitudinal	Will provide staff with an introduction to the information and tools to effectively and respectfully serve persons with disabilities	2 to 3 employees in the Communications Department will participate in the inclusivity and accessibility training course being offered corporately	Staff awareness is raised and staff report having a better understanding of the needs of people with disabilities.	2006

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