

## MEMORANDUM

**TO:** All Staff **DATE:** May 20, 2010  
**FROM:** Gerry Mitchell, Director for Health and Safety  
**SUBJECT:** Provision of Goods and Services to Persons with Disabilities  
Policies, Practices and Procedures

---

As you may know, the *Accessibility of Ontarians with Disabilities Act, 2005* (AODA) was passed in 2005. Its goal is to have a fully accessible Ontario by 2025. In order to achieve this objective, accessibility standards are being developed by the provincial government in the areas of:

- Customer Service
- Transportation
- Information and Communication
- Employment and
- The Built Environment

The *Accessibility Standards for Customer Service Regulation*, being O.Reg 429/07, is the first of the standards to become effective.

The regulation outlines what businesses and other organizations in Ontario must do to make their goods and services more accessible to people with disabilities. Providers of goods or services, having one or more employees in Ontario, are required to comply with this regulation as follows:

- Public Sector organizations must comply by January 1, 2010 and report their compliance to the government by March 31, 2010.
- Private Sector organizations must comply by January 1, 2012 and must report their compliance to the government by March 31, 2012.

Although we do not need to comply until January 1, 2012, some of our clients are Public Sector organizations, and we have been requested by them to comply with the Regulation sooner.

Please review the attached Policies, Practices and Procedures document and take the e-course 'Serve-Ability: Transforming Ontario's Customer Service,' at the following website:

<http://www.mcsc.gov.on.ca/mcss/serve-ability/splash.html>

The course will take about 40 minutes to complete (Managers should also complete the decision makers section which will take another 20 minutes).

After completion of the above training course, please complete the attached quiz, and associated sign off sheet, and return this information to your Branch Manager (or designate) by June 11, 2010.

If you have any questions, please speak to your Branch Manager.

**PROVISION OF GOODS AND SERVICES TO PERSONS WITH DISABILITIES  
POLICIES, PRACTICES AND PROCEDURES**

**Legislated Responsibilities**

The Accessibility of Ontarians with Disabilities Act, 2005 (AODA) is a Provincial law that was introduced in 2005. It establishes the requirement for the development and enforcement of accessibility standards.

The goal of the AODA is to make Ontario accessible by 2025 and requires the development of standards that relate to:

- Customer Service
- Transportation
- Information and Communication
- Employment and
- The Built Environment

The implementation of the standards will involve the creation of policies and procedures, training, a feedback process, and reports to the Provincial government. The standards have been developed by committees that include people with disabilities, the Provincial government, and representatives of various industries and sectors. The first of the standards, the Accessibility Standards for Customer Services, known as Ontario Regulation 429-07, came into force on January 1, 2008. This regulation is about making customer service accessible for people with disabilities.

The goal of the standard is for every business and organization to provide services to their customers in a way that is accessible to all people including people with disabilities.

There are a number of legal requirements under the standard. To comply, businesses and organizations must:

- Set up policies, practices and procedures on providing goods and services to people with disabilities, including a policy about the use of accessibility supports.
- Have a procedure in place to receive and process feedback and make details of the feedback process available to the public upon request.
- Have a procedure in place to let people know when facilities or services they use to access goods and services are temporarily not available; and
- Ensure that all staff receives training on how to serve people with disabilities.

**Our Commitment**

PML strives at all times to provide its goods and services in a way that respects the dignity and independence of people with disabilities. We are also committed to giving people with disabilities the same opportunity to access our goods and services and allowing them to benefit from the same services, in the same place and in a similar way as other customers.

**Providing Goods and Services to People with Disabilities**

PML is committed to excellence in serving all customers including people with disabilities and we will carry out our functions and responsibilities in the following areas:

**Communication**

We will communicate with people with disabilities in ways that take into account their disability.

We will train staff who communicate with customers on how to interact and communicate with people with various types of disabilities.

#### Telephone Services

We are committed to providing fully accessible telephone service to our customers. We will train staff to communicate with customers over the telephone in clear and plain language and to speak clearly and slowly.

We will offer to communicate with customers by email, fax or relay services (1-800-855-0511), if telephone communication is not suitable to their communication needs or is not available.

#### Assistive Devices

We are committed to serving people with disabilities who use assistive devices to obtain, use or benefit from our goods and services. We will ensure that our staff are trained and familiar with various assistive devices that may be used by customers with disabilities while assessing our goods and services.

We will ensure that staff know how to use any assistive devices available on our premises for our customers.

#### Reporting and Billing

We are committed to providing accessible reports and invoices to all of our customers. For this reason, in addition to hard copies, reports and invoices will also be provided in large print, or email, if requested.

We will answer any questions customers may have about the content of the report or invoice in person, by telephone or email.

#### **Use of Service Animals and Support Persons**

We are committed to welcoming people with disabilities who are accompanied by a service animal on the parts of our premises that are open to the public and other third parties. We will also ensure that all staff, volunteers and others dealing with the public are properly trained in how to interact with people with disabilities who are accompanied by a service animal.

We are committed to welcoming people with disabilities who are accompanied by a support person. Any person with a disability who is accompanied by a support person will be allowed to enter PML premises with his or her support person. At no time will a person with a disability who is accompanied by a support person be prevented from having access to his or her support person while on our premises.

#### **Notice of Temporary Disruption**

PML will provide customers with notice in event of a planned or unexpected disruption in the facilities or services usually used by people with disabilities. This notice will include information about the reason for the disruption, its anticipated duration, and a description of alternative facilities or services, if available.

The notice will be placed at all public entrances and service counters on our premises.

## **Training for Staff**

PML will provide training to all employees, volunteers and others who deal with the public or other third parties on their behalf, and all those who are involved in the development and approvals of customer service policies, practices and procedures. All individuals will be trained:

This training will be provided for new employees within one week after staff commence their duties.

Training will include the following:

- The purposes of the Accessibility for Ontarians with Disabilities Act, 2005 and the requirements of the customer service standard
- How to interact and communicate 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 a support person
- How to use the equipment available on our premises that may help with the provision of goods or services to people with disabilities
- What to do if a person with a disability is having difficulty in accessing PML goods and services
- PML's policies, practices and procedures relating to the customer service standard (this document)
- Training will be undertaken following an e-course ('Serve-Ability: Transforming Ontario's Customer Service' <http://www.mcass.gov.on.ca/mcass/serve-ability/splash.html>) followed by a quiz.

All staff will be trained on policies, practices and procedures that affect the way goods and services are provided to people with disabilities. Staff will also be trained on an ongoing basis when changes are made to these policies, practices and procedures.

## **Feedback Process**

The ultimate goal of PML is to meet and surpass customer expectations while serving customers with disabilities. Comments on our services regarding how well those expectations are being met are welcome and appreciated.

Feedback regarding the way PML provides goods and services to people with disabilities can be made either verbally, or by email. All feedback should be directed to the Director for Health and Safety ([gmitchell@petomacallum.com](mailto:gmitchell@petomacallum.com)). Customers can expect to hear back in 10 days.

Complaints will be addressed according to complaint categories already established in our company's complaint management procedures.

## **Modifications to this or Other Policies**

We are committed to developing customer service policies that respect and promote the dignity and independence of people with disabilities. Therefore, no changes will be made to this policy before considering the impact on people with disabilities. Any policy of PML that does not respect and promote the dignity and independence of people with disabilities will be modified or removed.

## **Questions about this Policy**

This policy exists to achieve service excellence to customers with disabilities. If anyone has a question about the policy, or if the purpose of a policy is not understood, questions should be referred to the Director of Health and Safety ([gmitchell@petomacallum.com](mailto:gmitchell@petomacallum.com)).

## Test Your Knowledge

Name: \_\_\_\_\_

Date: \_\_\_\_\_

1. Under the Accessibility for Ontarians with Disabilities Act, 2005, different standards on accessibility are being developed that will set requirements for the identification, removal, and prevention of barriers for people with disabilities in key areas of daily living.	True	False	See Unit 1
2. The customer service standard is a voluntary standard. Your business or organization can decide whether or not to put it into practice.	True	False	See Unit 2
3. The term “disability” only applies to people who use wheelchairs.	True	False	See Unit 1
4. Avoiding someone because of their disability is a barrier in attitude.	True	False	See Unit 1
5. Your organization must accept feedback about the way it provides goods or services to people with disabilities.	True	False	See Unit 11
6. You should not ask your customer to repeat himself if you don’t understand him the first time. It might offend him.	True	False	See Unit 3
7. If a person has vision loss they cannot see anything.	True	False	See Unit 3
8. It’s helpful for someone who uses a hearing aid if you reduce background noise.	True	False	See Unit 3
9. You should always speak directly to your customer, not to their support person or companion.	True	False	See Unit 7
10. If your customer uses a manual wheelchair, feel free to push them around your store.	True	False	See Unit 3
11. You can always tell when someone has a disability.	True	False	See Unit 3
12. Assistive devices enable a person with a disability to do everyday tasks and activities.	True	False	See Unit 4
13. Your organization must allow people with disabilities who use a support person to bring their support person with them while accessing goods or services on parts of the premises that are open to the public.	True	False	See Unit 7
14. Service animals should be treated as pets.	True	False	See Unit 6

**PROVISION OF GOODS AND SERVICES TO PERSONS WITH DISABILITIES  
POLICIES, PRACTICES AND PROCEDURES**

I \_\_\_\_\_ have reviewed the Peto MacCallum Ltd. "Provisions of Goods and Services to Persons with Disabilities Policies, Practices and Procedures" document dated May 2010 and have completed the E-Course 'Serve-Ability: Transforming Ontario's Customer Service' and acknowledge that I will abide by these Policies, Practices and Procedures when representing PML.

Signature \_\_\_\_\_

Date \_\_\_\_\_