



# MINUTES

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## MISSISSAUGA ACCESSIBILITY ADVISORY COMMITTEE

THE CORPORATION OF THE CITY OF MISSISSAUGA  
[www.mississauga.ca](http://www.mississauga.ca)

**MONDAY, NOVEMBER 28, 2011 – 2 p.m.**

**PROGRAM ROOM 1, MISSISSAUGA VALLEY COMMUNITY CENTRE  
1275 Mississauga Valley Boulevard, Mississauga, Ontario, L5A 3R8**

MEMBERS PRESENT:

Rabia Khedr, Citizen Member (CHAIR)  
Councillor Katie Mahoney, Ward 8 (arrival at 2:41 p.m.)  
Councillor Pat Saito, Ward 9 (departure at 3:20 p.m.)  
Glenn Barnes, Citizen Member  
Carol-Ann Chafe, Citizen Member  
Melanie Taddeo, Citizen Member  
Clement R. Lowe, Citizen Member  
Darrin Ballard, Stakeholder Member  
Amy E. Wilkinson, Stakeholder Member

MEMBERS ABSENT:

Carol MacEachern, Citizen Member (VICE-CHAIR)  
Naz Husain, Citizen Member  
Mike Parris, Stakeholder Member

STAFF PRESENT:

Sonja Banic, Project Manager, Communications Master Plan  
Frank Buckley, Manager, Parks South District  
Jayne Culbert, Older Adult Coordinator  
Ivana Di Millo, Director, Communications  
Lawrence Franklin, Urban Designer  
Virginia Kalapaca, Project Coordinator Landscape Architect  
Ann Lehman-Allison, Public Affairs Specialist  
Suzanne Noga, Learning and Development Consultant  
Nigel Roberts, Manager Departmental Systems IT  
Farhad Shahla, Transportation Project Engineer  
Pamela Shanks, Corporate Policies Analyst  
Diana Simpson, Accessibility Coordinator  
Frank Spagnolo, Manager, Plan Examination Services  
Matt Thibodeau, Co-op Student  
Spencer Tomblin, Co-op Student  
Darlene Utarid, Project Coordinator, Facilities and Property Management

**CONTACT PERSON: Julie Lavertu, Legislative Coordinator**  
Legislative Services Division, Telephone: 905-615-3200, ext. 5471, Fax: 905-615-4181  
[Julie.Lavertu@mississauga.ca](mailto:Julie.Lavertu@mississauga.ca)

CALL TO ORDER – 2:03 p.m.

DECLARATIONS OF DIRECT (OR INDIRECT) PECUNIARY INTEREST – Nil

APPROVAL OF AGENDA

Ms. Lavertu noted that Item 6 had been revised last week, emailed to the Committee last week, and that copies of the revised Memorandum, dated November 24, 2011, were available at the meeting for Committee members.

Ms. Simpson requested to speak about the upcoming Accessible Transit event.

The Chair requested to speak about the upcoming International Day of Persons with Disabilities event in Toronto.

Approved (C.A.-Chafe)

DEPUTATIONS

- A. Item 2 Sonja Banic, Project Manager, Communications Master Plan, and Ivana Di Millo, Director, Communications, with respect to the City of Mississauga's Communications Master Plan – Interim Report.

Ms. Banic and Ms. Di Millo gave a Powerpoint presentation, dated November 28, 2011, entitled "Executive Summary of Research and Themes for City of Mississauga Communications Master Plan." They discussed the background, early findings, goals, methodology, key reports, stakeholder engagement, feedback, themes and trends, strategic framework, communications vision, standards, and next steps for the Communications Master Plan.

Ms. Di Millo noted that Ms. Banic had been seconded as Project Manager for the Communications Master Plan, which was expected to take six months, and that they wanted to share early stakeholder feedback and engage the Committee as a key stakeholder. Ms. Banic said that the three reports which were prepared by the consultant were comprehensive and available to the Committee, if desired. She added that a key trend was the importance of digital communications and making various data from governments available and accessible to everyone.

Ms. Banic noted that some stakeholders felt that the City's communications were corporate sounding, comprehensive, and factual, but not creative, user-friendly, and/or memorable. She stated that the City was at a media disadvantage, due to its proximity to Toronto, but that the City recently refaced its website, would soon

get another radio station, and was using social media. Ms. Banic said that the timing of meetings, ways to communicate to multicultural audiences and expand citizen engagement, and specializing communications were also being explored.

The Committee decided to deal with Item 2 at the same time as this delegation.

2. City of Mississauga's Communications Master Plan – Interim Report

Interim Report dated November 2011 prepared by Argyle Communications with respect to Executive Summary of Research and Recommendations for City of Mississauga's Communications Master Plan – Interim Report.

Committee members discussed ensuring that the Master Plan was focused on accessibility and guided by universal design and access principles, using plain language to meet the needs of residents who do not speak English well, shifting from generalists to specialists, the need to offer non-digital options for residents without access or the ability to use digital options, radio stations in Mississauga, the challenges of communications (e.g., many people do not read their mail), the possibility of using mass telephone message drop programs to disseminate local information, and the City's approach to alternative format/translation requests. Committee members also suggested that Ms. Simpson be used as the Subject Matter Expert on accessibility for communication matters.

Ms. Banic emphasized that the Communications Master Plan was a 10-year plan and would align with the City's other projects and Strategic Plan as much as possible. She noted that the City would work with local radio stations to provide them with broadcast information. Ms. Banic noted that using mass telephone message drop programs was costly and would only reach residents with listed numbers. She stated that the City's website was equipped with Google translate.

Ms. Di Millo discussed the importance of using a spectrum of communication channels and to identify which channels were effective with which audiences. She explained that the City wants to adopt effective, cost-effective, and practical approaches that will enable residents to access information in different formats.

Councillor Mahoney arrived at 2:41 p.m.

Councillor Saito discussed the telephone community alert system used in the United States during natural disasters and its overall usefulness. She also spoke about communication channels and the challenges of providing residents with information (e.g., even when letters are hand delivered, some residents will still claim that they did not know and/or were not aware about certain local issues).

Mr. Shahla discussed a recent public meeting in Ward 10 and noted that most residents had never received communications about the issue. He spoke about

the value of regularly updating websites to keep residents well-informed.

Ms. Banic said that the Interim Report was a draft that was being shared with the Committee to obtain feedback, that the Report was a work in progress, and that she would be presenting the document to General Committee in December 2011.

Recommendation

AAC-0039-2011

That the Interim Report dated November 2011 prepared by Argyle Communications with respect to Executive Summary of Research and Recommendations for City of Mississauga's Communications Master Plan – Interim Report be received.

Received (K. Mahoney)

MATTERS TO BE CONSIDERED

1. Minutes of the Previous Meeting – September 12, 2011

Approved (M. Taddeo)

3. Annual Progress Report on the Action Items in the 2011 Accessibility Plan

Memorandum dated November 18, 2011 from Diana Simpson, Accessibility Coordinator, with respect to the annual progress report on the action items in the 2011 Accessibility Plan.

Ms. Simpson gave an overview of her Memorandum and discussed various highlights. Mr. Franklin noted that the Historic Streetsville Urban Design Guidelines had incorporated the Accessibility Design Guidelines.

The Committee discussed MiWay's accessibility and Ms. Simpson said that bus stops have to be accessible, with pads, for routes to be deemed fully accessible.

The Chair discussed a recent positive trip on MiWay that involved a helpful bus driver. She noted that the automated stop announcement system did not work between Islington subway station and Mill Road in Mississauga and that it would be useful if MiWay developed a system and/or process for these stops to help persons with disabilities understand where they are and what is going on.

Recommendation

AAC-0040-2011

That the Memorandum dated November 18, 2011 from Diana Simpson, Accessibility Coordinator, with respect to the annual progress report on the action

items in the 2011 Accessibility Plan be received.

Received (K. Mahoney)

4. Accessibility Vision and Future Accessibility Planning

Memorandum dated November 18, 2011 from Diana Simpson, Accessibility Coordinator, with respect to the accessibility vision and future accessibility planning.

Ms. Simpson summarized the City's new Accessibility Vision and its context, requested the Committee's feedback and endorsement, and noted that the Vision should be revisited every five years to ensure that it is appropriate for the City.

Committee members expressed support and enthusiasm for the Vision and thanked Ms. Simpson for her work and leadership on this matter.

Recommendation

AAC-0041-2011

That the Memorandum dated November 18, 2011 from Diana Simpson, Accessibility Coordinator, with respect to the accessibility vision and future accessibility planning be received.

Received (M. Taddeo)

5. Corporate Policy and Procedure – Civic Recognition Program Policy (06-04-01)

Memorandum dated November 11, 2011 from Pamela Shanks, Corporate Policy Analyst, with respect to the Corporate Policy and Procedure – Civic Recognition Program Policy (06-04-01).

Ms. Shanks provided an overview of her Memorandum and the proposed new wording for the Civic Recognition Program Policy (06-04-01), as per the Committee's suggestions at its June 6, 2011 meeting.

Councillor Mahoney suggested that Citizen Members who pass away during their terms of office should be recognized posthumously, where appropriate. The Chair noted that her main concern was to ensure that individuals who pass away and/or resign from the Committee due to illness are recognized for their work.

Recommendation

AAC-0042-2011

That the Memorandum dated November 11, 2011 from Pamela Shanks, Corporate Policy Analyst, with respect to the Corporate Policy and Procedure – Civic Recognition Program Policy (06-04-01) be received.

Received (C.-A. Chafe)

6. Recommendation AAC-0038-2011, Part 1, Masjid Al-Farooq Mosque, 935 Eglinton Avenue West, Ward 6

Memorandum dated November 18, 2011 from Lawrence Franklin, Urban Designer, with respect to Recommendation AAC-0038-2011, Part 1, Masjid Al-Farooq Mosque located at 935 Eglinton Avenue West.

Mr. Franklin provided an overview of his revised Memorandum dated November 24, 2011. He noted that, as of November 24, 2011, there was no construction on the site and discussed the City's site plan concerns which will continue to be addressed through the Site Plan Development Application Review process.

Recommendation  
AAC-0043-2011

That the Memorandum dated November 24, 2011 from Lawrence Franklin, Urban Designer, with respect to Recommendation AAC-0038-2011, Part 1, Masjid Al-Farooq Mosque located at 935 Eglinton Avenue West be received.

Received (G. Barnes)

7. Name Tags for Mississauga Accessibility Advisory Committee Members

Memorandum dated November 21, 2011 from Carol-Ann Chafe, Mississauga Accessibility Advisory Committee Citizen Member, Julie Lavertu, Legislative Coordinator, Mississauga Accessibility Advisory Committee, and Diana Simpson, Accessibility Coordinator, with respect to name tags for Mississauga Accessibility Advisory Committee Members.

Ms. Chafe discussed the purpose of the name tags and noted that Committee members would need to return them to the Legislative Coordinator at the end of their terms. In response to a question from the Chair, Ms. Lavertu clarified that Citizen Members of other committees were required to return their identification cards at the end of their terms so a similar process was being implemented here.

Councillor Saito departed at 3:20 p.m.

Recommendation  
AAC-0044-2011

1. That the Memorandum dated November 21, 2011 from Carol-Ann Chafe, Mississauga Accessibility Advisory Committee Citizen Member, Julie Lavertu, Legislative Coordinator, Mississauga Accessibility Advisory Committee, and Diana Simpson, Accessibility Coordinator, with respect to name tags for Mississauga Accessibility Advisory Committee Members be

- received; and
2. That the request from the Mississauga Accessibility Advisory Committee for name tags for its ten Citizen and Stakeholder Members be approved and that approximately \$150 be allocated in the Mississauga Accessibility Advisory Committee's 2012 budget (Account #28610) for this expenditure.

Received/Direction (G. Barnes)

8. 2012 Mississauga Accessibility Advisory Committee and Facility Accessibility Design Subcommittee Meeting Dates

Memorandum dated November 15, 2011 from Julie Lavertu, Legislative Coordinator, Mississauga Accessibility Advisory Committee, with respect to 2012 Mississauga Accessibility Advisory Committee and Facility Accessibility Design Subcommittee meeting dates.

Recommendation

AAC-0045-2011

That the Memorandum dated November 15, 2011 from Julie Lavertu, Legislative Coordinator, Mississauga Accessibility Advisory Committee, with respect to 2012 Mississauga Accessibility Advisory Committee and Facility Accessibility Design Subcommittee meeting dates be received.

Received (C. R. Lowe)

ACCESSIBILITY FOR ONTARIANS WITH DISABILITIES ACT, 2005 (AODA)

(A) Integrated Accessibility Standards Regulation

Ms. Simpson provided a brief verbal update and noted that staff is continuing to work on this matter for the foreseeable future.

(B) Ontario Regulation 429/07, Accessible Customer Service Standard – No update

(C) Accessible Built Environment Standard – No update

(D) Accessibility Standards Advisory Council of Ontario

The Chair noted that her appointment to the Accessibility Standards Advisory Council of Ontario was for one year and that she was unsure about the Council's new members in the context of a new provincial government and Minister.

SUBCOMMITTEE REPORTS

9. Facility Accessibility Design Subcommittee (FADS) Report from the meeting on October 28, 2011

Ms. Simpson briefly discussed a recent site visit of the Fusion Centre (Bell Gairdner) property that she conducted with some Committee members.

RECOMMENDATION

AAC-0046-2011

1. That the drawings of the Fusion Centre (Bell Gairdner) redevelopment, located at 2700 Lakeshore Road East, as provided and presented by Mark J. Driedger, Associate, ATA Architects Inc., to the Facility Accessibility Design Subcommittee on October 28, 2011, be received;
2. That subject to the suggestions contained in the Facility Accessibility Design Subcommittee Report dated October 28, 2011 titled Fusion Centre (Bell Gairdner) redevelopment, located at 2700 Lakeshore Road East, the Facility Accessibility Design Subcommittee is satisfied with the Fusion Centre (Bell Gairdner) Redevelopment, as presented;
3. That the site works for the Fusion Centre (Bell Gairdner) redevelopment, located at 2700 Lakeshore Road East, be presented at a future Facility Accessibility Design Subcommittee meeting for information purposes; and
4. That Facility Accessibility Design Subcommittee members conduct a site visit of the Fusion Centre (Bell Gairdner) Redevelopment, located at 2700 Lakeshore Road East, before and after the proposed construction activities.

Received/Approved (C-A Chafe)

REGION OF PEEL ACCESSIBILITY ADVISORY COMMITTEE

Mr. Barnes provided a brief verbal update. He discussed the Committee's event to mark the International Day of Persons with Disabilities and the lack of specific provincial standards for those offering accessible customer service training.

PENDING WORK PLAN ITEMS

10. Pending Work Plan Items dated November 28, 2011

Recommendation

AAC-0047-2011

That the pending work plan items dated November 28, 2011 be received for information.

Received (K. Mahoney)



ITEMS FOR INFORMATION

11. Washroom Facilities at Totoredaca Leash Free Dog Park, 2715 Meadowvale Boulevard, Ward 9

Correspondence dated October 14, 2011 from Rabia Khedr, Chair and Citizen Member, Mississauga Accessibility Advisory Committee, with respect to washroom facilities at Totoredaca Leash Free Dog Park located at 2715 Meadowvale Boulevard.

Mr. Buckley noted that his manager recently advised him that the City would provide an accessible portable washroom at this park due to financial hardship by Leash-Free Mississauga which runs the Totoredaca Leash Free Dog Park.

Recommendation

AAC-0048-2011

That the correspondence dated October 14, 2011 from Rabia Khedr, Chair and Citizen Member, Mississauga Accessibility Advisory Committee, with respect to washroom facilities at Totoredaca Leash Free Dog Park located at 2715 Meadowvale Boulevard be received.

Received (D. Ballard)

12. The Riverwood Conservancy's Special Needs Garden Advisory Committee

Ms. Chafe provided a verbal update. She noted that the garden's new name was the Riverwood Conservancy Enabling Garden, that the grand opening would occur in the spring of 2012, that many accessible features and tools had been incorporated into the design, and that programs would be offered for a small fee.

OTHER BUSINESS

Accessible Transit Event

Ms. Simpson reminded Committee members about the Accessible Transit event on December 1, 2011 from 1:30-2:30 p.m. at the City Centre Bus Terminal.

City of Toronto's International Day of Persons with Disabilities Event

The Chair noted that the City of Toronto had cancelled its annual International Day of Persons with Disabilities event and that community members were organizing their own event on December 3, 2011 from 12:30-2 p.m.

Recent Campaign by the Canadian Association of Muslims with Disabilities

The Chair discussed a recent campaign by the Canadian Association of Muslims with Disabilities where mosques were requested to dedicate sermons to disability rights. She noted that the campaign had gone international, involved different communities and prominent imams, and had expanded its participation rates.

DATE OF NEXT MEETING(S)

Monday, February 6, 2012, 2 p.m. – Mississauga Accessibility Advisory Committee meeting, Program Room 1, Mississauga Valley Community Centre

Monday, February 13, 2012, 2 p.m. – Facility Accessibility Design Subcommittee meeting, Committee Room A, 2<sup>nd</sup> floor, Civic Centre

ADJOURNMENT – 3:38 p.m.