



Presentation to Lansdowne Retailers

Making accessibility part of everyday business



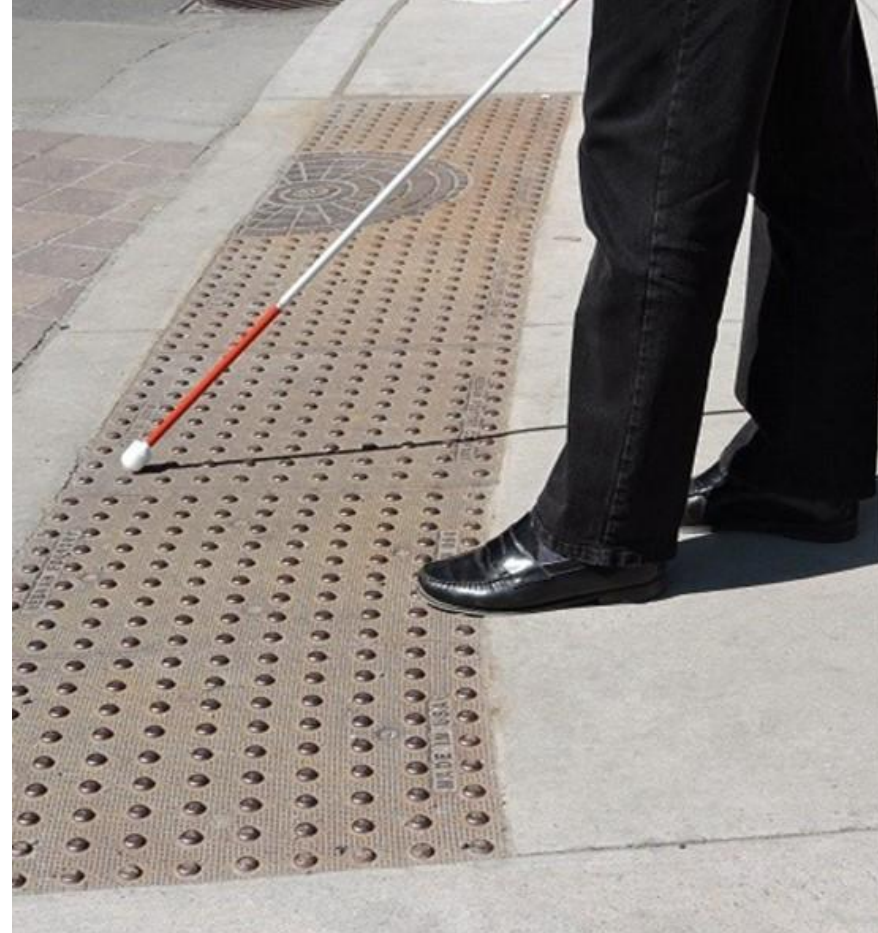
What is a disability?

- Impairments or functional limitations that, when interaction with barriers, prevent people from fully and equally participating in society.
- Types:
 - physical / mobility
 - sensory
 - intellectual / developmental
 - cognitive
 - learning
 - communication
 - mental health
- Visible or invisible, temporary or permanent, episodic or chronic.



Core Principles of the AODA

- Dignity
- Independence
- Integration
- Equality of Opportunity



Feedback

- What type of accessibility-related feedback have you received from your customers?
- Do your customers know how to submit accessibility-related feedback?
- Tracking
- Be responsive, even if you can't provide the solution right away



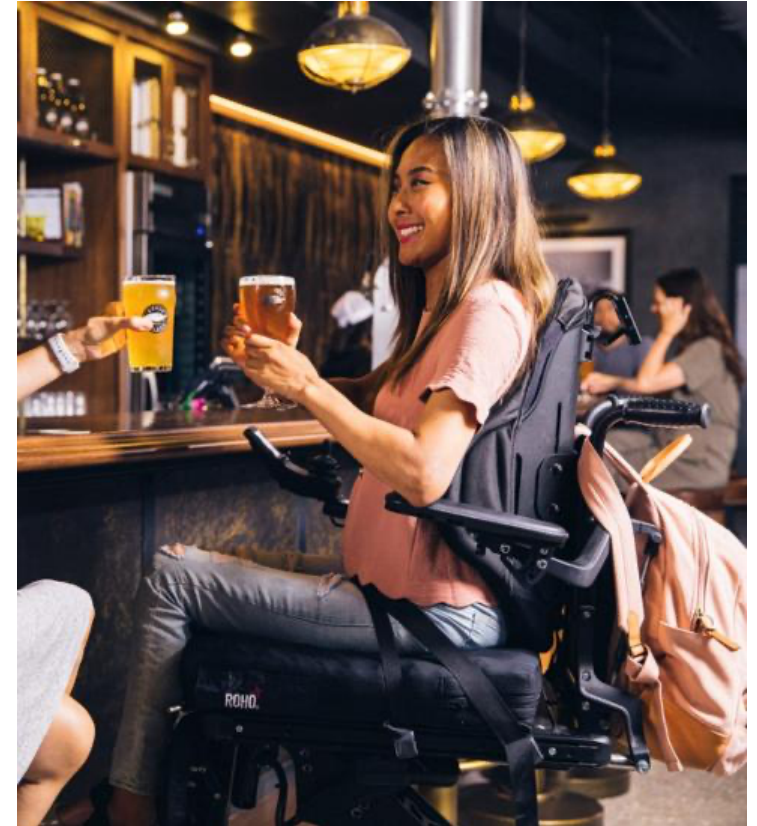
The Built Environment

- How do people move around your facility?
- Consider a walkthrough with people with disabilities
- Access to all parts of your facility: dining room, washrooms, patio, event rooms, live-music area
- Depressed curbs, ramps
- Automatic door openers
- Washrooms
- Elevators



Interior spaces and seating

- Accessible and adaptable seating throughout the space
- Barrier-free paths of travel
- Accessible tables, counters, and service desks
- Clear sightlines for events, screens, or stages
- Flexible furniture layouts to accommodate mobility devices (including waiting/rest areas)
- Quiet areas
- Water and relief stations for service animals
- Location(s) for mobility device charging



Exterior spaces

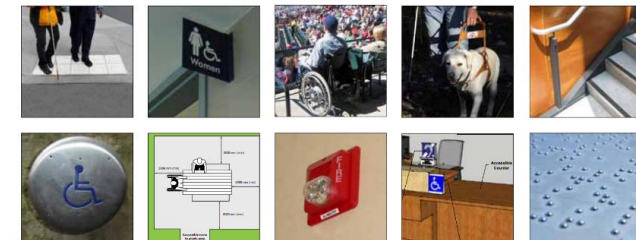
- Barrier-free paths of travel
 - Common barriers include: A-frame signs, planters, and waste receptacles)
- Watch for sufficient head clearance (planters/hanging baskets or signage)
- “Cane detectable” patio perimeter
 - (2m path of travel around)
- Shade
- Lighting



Resources

- [City of Ottawa's Accessibility Design Standards](#)
 - Seating, tables and work surfaces (Section 2.10, starts on page 49)
 - Overhanging and protruding objects (Section 2.5, starts on page 35)
 - Interior accessible routes (Section 4.3, starts on page 96)
 - Washrooms (Section 4.5, starts on page 103)
 - Cafeteria and dining facilities (Section 6.4, starts on page 161)
- [City of Ottawa's Patio Guidelines](#) and [Urban Design Guidelines for Commercial Patios](#)
- [City of Ottawa's A-frame signs guide](#)
- [StopGap Ottawa](#)

Accessibility Design Standards



Customer Service and training

- Ensure staff understand accessibility laws, services, features, and policies
- Train staff on disability awareness and respectful communication
- Avoid assumptions – always **ask** how you can assist, when appropriate
- Never touch a person with a disability and/or their assistive device before asking
- Service animals are welcome in all public spaces
 - Never touch, distract or feed a service animal. They are working!
- Empower employees to problem-solve accessibility challenges
- Consider communication supports (e.g. captioning on TV's/screens)



Training resources

- [Access Forward](#) (Customer Service Standard)
- [Tips to stay accessible for customers](#) (Government of Ontario)
- [A way with words and images: guide for communicating with and about persons with disabilities](#) (Government of Canada)
 - “[Good words to choose](#)” chart



Thank you

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TIPS FROM THE ADDRESSING ACCESSIBILITY TRAINING COHORTS



Ottawa Tourism

Destination Marketing and Management Organization

- Ottawa Tourism promotes the city to increase visitation and enhance economic impact for the industry and its 500+ membership.

Community Engagement Specialist



Phil Nowotny

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The value of accessible travel

“According to a recent report from MMGY Global, “Portrait of Travelers with Disabilities: Mobility and Accessibility,” approximately 12.5 million people with disabilities travelled in 2018-19. They took an average of 3.4 trips in the past 12 months and spent an average of \$3,546 on leisure travel during that time frame. **These travellers take leisure trips at the same frequency as those without accessibility needs** ([MMGY 2022](#)).

Factoring in the growth of baby boomers expected to acquire a disability as they age, MMGY estimates the number of travellers with disabilities to nearly **triple** to 33.4 million by 2028. The spending from this customer base is projected to grow globally from \$81bn in 2025 to \$135bn by 2032 ([Real Time Data Stats, 2025](#)).



Training program breakdown

PT 1: Evaluating Accessibility



PT 2: Effective Communication



Low/no cost changes

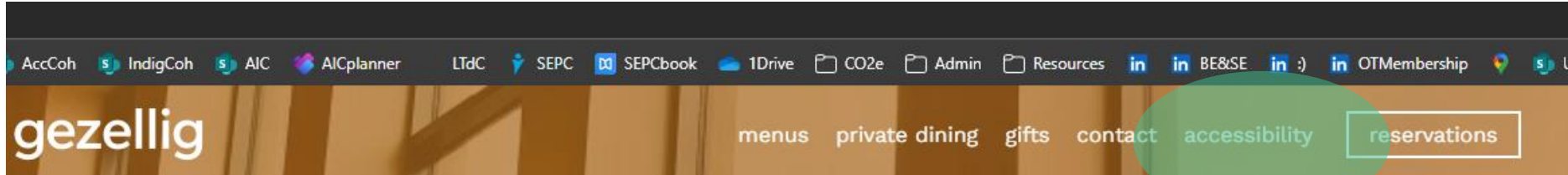
- Move items closer to the edge
- Move dispensers
- Foam-wrap sink piping
- Update your website
- Adjust power door times
- Checklists/processes



Better accessibility information

- ⚙ Describe what you offer
- ⚙ Describe what you do not offer
- ⚙ Supplementary resources
- ⚙ Enhance the clients' accessibility user experience

Describe what you offer: Restaurant



The screenshot shows the top navigation bar of the Gezellig website. The 'accessibility' link is highlighted with a green circle. Below the navigation bar, the website content area features a list of bullet points describing the restaurant's accessibility features.

- Gezellig's entrance is located at street level
- Our main dining room is equipped with automatic door openers, accessible facilities, low dining tables and all of our chairs and banquets are mobile to provide ample and comfortable options for table configurations

Parking and transportation

Good

- Accessible parking spaces are available in the main lot.

Better

- Two accessible parking spaces are available in the lot behind the restaurant.
- The pathway from the parking lot to the main entrance is approximately 50m and is barrier-free.

Best

- 2 accessible parking spaces behind the restaurant.
- Barrier-free pathway from the parking lot to the main entrance (50m).
- Designated drop-off and pick-up area for taxis, rideshares, and shuttles with a step-free pathway to the entrance.
- Closest LRT station: Rideau Station, 500m from the main entrance.

Our free membership entails:

- Visibility on ottawatourism.ca
- Access to paid marketing and promotion opportunities (featured listings, content collaborations and campaign partnerships)
- Market Readiness Programs
 - Travel Trade (group tours)
 - Business and Major Events
- Access to professional development and capacity-building programs
- Industry networking opportunities

