

The Corporation of the Town of South Bruce Peninsula

By-Law Number 72-2013

**Being a By-Law to Amend By-Law Number 44-2009
Being a By-Law to Adopt the Manual Governing the
Policies and Procedures for the Corporation of the
Town of South Bruce Peninsula (Accessible
Communications Policy)**

Whereas Section 8 of the Municipal Act, 2001, c.25, as amended, provides that the powers of a municipality has the capacity, rights, powers and privileges of a natural person for the purpose of exercising its authority under this or any other Act;

And whereas Section 11 of the Municipal Act, 2001, c.25, as amended authorizes municipalities to pass by-laws regarding the accountability and transparency of the municipality and its operations;


And whereas Section 270 (1) 5 of the Municipal Act, 2001, c.25, as amended authorizes the municipality to adopt and maintain policies with respect to the manner in which the municipality will try to ensure that it is accountable to the public for its actions, and the manner in which the municipality will try to ensure that its actions are transparent to the public;

And whereas the Council of the Corporation of the Town of South Bruce Peninsula adopted a Municipal Policy Manual and desires to amend said by-law by adopting a policy regarding accessible communications;

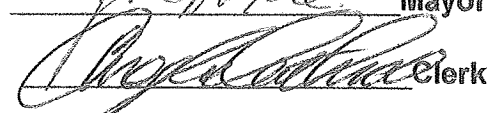
Now therefore the Council of the Corporation of the Town of South Bruce Peninsula enact as follows:

- 1) That Policy AD.7.4 Accessible Communications be adopted as attached hereto and shall form part of the Municipal Policy Manual.
- 2) That all by-laws and policies inconsistent with this by-law are hereby repealed and replaced with this by-law.
- 3) That this by-law shall come into full force and effect upon the final passing thereof.

Read a First and Second time this 16th day of July, 2013.




Mayor




Clerk

Read a Third time and Finally Passed this 16th day of July, 2013.



Mayor



Clerk

Section: Administration	Policy Number: AD.7.4
Sub-section: Accessibility Standards	Effective Date: July 16, 2013
Subject: Accessible Communications Policy for Internal Communications	Revision Date:

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Accessible Communications Policy

Purpose:

Under the *Accessibility for Ontarians with Disabilities Act, 2005*, all public and private sector organizations must provide and communicate information in accessible formats. This policy establishes standards and guidelines for providing communications in accessible formats.

Application:

This policy applies to communications with respect to correspondence, emails, reports, by-laws and other written information for both external and internal communications.

Standards and Procedures

Principles

Accessible formats and communication supports can be provided by:

1. Ensuring **electronic versions** of information is accessible (headings and styles; and alternative text for pictures and links);
2. Following **clear writing** principles;
3. Following **clear print** guidelines; and
4. Using **good colour contrast**.

Standards and Procedures

1. Ensure Electronic Version is Accessible

a. Headings and Styles

Where possible use “headings” and “styles” in the styles ribbon icon which will allow individuals with a screen reader to navigate easier through the document and ensure consistency throughout the document.

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If inserting headings manually, use bold print and larger print (such as 14 pt) which makes it easier to differentiate headings and provides a greater distinction for persons with visibility issues. Example:

Standards and Procedures

The following standards and procedures are...

b. Alternative Text for pictures and links

Where possible include text with pictures and graphs¹, and differentiate email and website links with bold and/or colour² contrasting as noted in the following examples:



¹ Boy writing report at desk

² tsbpadministrator@bmts.com or tsbpadministrator@bmts.com

2. Use Clear Writing Principles

The following clear writing principles helps persons with different abilities:

- Short sentences
- Simple rather than complex (*See example of contrasting writing styles)
- Familiar words
- Avoid unnecessary words
- Use action verbs
- Write as you would talk
- Use descriptive terms
- Use variety (reference a thesaurus)
- Keep in mind your audience (write with the reader's experience in mind)
- Write to express rather than writing to impress

<p>* Complex Writing Style This overview summarizes the themes in this brief, the numerous problems we have identified with the proposed standard, and the recommendations we propose to improve that standard.</p>	<p>* Simple Writing Style This overview will talk about the many problems with the proposed standard and needed changes.</p>
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3. Use Clear Print Guidelines

It is important to keep the following clear print guidelines in mind when designing any products (letters, emails, memos, flyers, signage, documents, forms, business cards, agendas, minutes and websites):

- Black and white is most readable.
- Keep text large, between 12 and 18 pt.
- Use Bold – with filled boxes: very good contrast not so good contrast
- Use a sans serif font such as Arial or Verdana.
- Do not use all caps: Assisted reading devices read “US” as United States instead of ‘us’.
- Do not use “*italics*” (more difficult to read – bold could be substituted).
- Use appropriate white space (1 inch margins are best if possible).
- Try to keep one or two lines with the respective paragraph if possible (readjust margins slightly to accommodate keeping paragraph together).

4. Use Colour Contrast and Limit Watermarks or Background Designs

- Use high contrast colours for text and background; e.g. - Colours.
- Do not use colours as your only means of communication.
- Printed material is most readable in black and white (colours will copy in various shades, resulting in reduced readability).
- Reduce distractions by not using watermarks or complicated background designs (can interfere with legibility of words and can become more pronounced when copied).

Procedures which can assist in accommodating accessible communications:

1. Use the ‘Arial’ font as the default for Microsoft Outlook and Word.
2. Standardize Staff Reports in which headers are distinguished by using a larger font, and bold lettering (See attached Staff Report format).