

## TIPS FOR OPERATING AN ACCESSIBLE BUSINESS

### Benefits of Providing an Accessible Business or Service

- Strategic Benefit: increasing market with limitations due to an Aging Population
- Commercial Benefit: strong stakeholder relationship and enhanced reputation
- Societal Benefit: improved social cohesion equals economic competitiveness
- Ethical Benefits: disability is a rights issue not an issue for charity or doctors
- Professional Benefits: development of leadership skills in people & change management
- Legal Benefit: reduced legal risk as legislation develops

### Accessible Customer Service

- Accessible customer service includes access to your business, your Information, as well as providing accessible communications and accessible technology
- Accessible customer service involves effective disability awareness training to staff and providing appropriate accommodations to customers

### Accessible Place of Business

- An accessible place of business involves barrier free access to parking, walkways, entrances, main Facilities and washrooms
- Clearly identified and wider designated parking spaces, clear pathways, level or a 1" high to 12" long graded entrance, wider & automated door, spacious and clear main facility, easy open and wider washroom doors, soap dispensers and light switches lowered and larger stalls

### Accessible Information\Communication\Technology

- Accessible printed materials include clear, plain language 14 pt font size minimum and available in an alternate format (i.e. restaurant menu available on your website)
- Accessible websites meet the W3C's accessibility guidelines
- Accessible technology includes ATM's\Debits with alternate format capabilities & portability for lower level access