

**The Corporation  
of the  
Municipality of Brighton**

**Accessible Customer Service Policy**



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Person Responsible: Director of Planning &  
Development Services

**The Corporation of the Municipality of Brighton**

**ACCESSIBLE CUSTOMER SERVICE  
TRAINING MANUAL & POLICY**

In compliance with the  
Accessibility for Ontarians with Disabilities Act, 2005

Ontario Regulation 429/07  
Accessibility Standards for Customer Service

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Association of Municipal Managers Clerks and Treasurers Ontario

Ontario Ministry of Community and Social Services

Township of Cramahe

Canadian National Institute for the Blind

Canadian Hearing Society

Canadian Mental Health Association

Community Living Campbellford/Brighton

Microsoft Clip Art

# **The Corporation of the Municipality of Brighton**

## **Accessible Customer Service Policy**

### **1. Our mission**

Brighton will continue to grow responsibly, respecting our unique rural and urban heritage. We will maintain our community charm and provide friendly services to all residents and visitors.

### **2. Our commitment**

In fulfilling our mission, **The Corporation of the Municipality of Brighton** 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.

### **3. Providing goods and service to people with disabilities**

**The Corporation of the Municipality of Brighton** 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:

#### **3.1 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.

### **3.2 Telephone Service**

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 or written text** if telephone communication is not suitable to their communication needs or is not available.

### **3.3 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 is trained and familiar with various assistive devices that may be used by customers with disabilities while accessing our goods or services. We will also ensure that staff knows how to use the following assistive devices available on our premises for customers:

- Public address system in the Council Chambers
- Hearing assist system in the Council Chambers
- Public address system in the Community Centre
- Automatic door openers at 35 Alice Street Municipal Office
- Access ramp at Alice Street Municipal Office
- Automatic door openers at the Community Centre

### **3.4 Billing**

We are committed to providing accessible invoices to all of our customers. For this reason, invoices will be provided in the following formats upon request: **hard copy, large print, or by e-mail.**

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

### **3.5 Standard Practices (See Schedule A)**

**The Corporation of the Municipality of Brighton** will establish standard practices to assist in providing accessible Customer Service. These Standard Practices will form part of the mandatory training requirement.

#### **4. Use of service animals**

We are committed to welcoming people with disabilities who are accompanied by a service animal (unless excluded by other law, then an alternative means of assistance will be provided) 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.

#### **5. Support persons**

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 **The Corporation of the Municipality of Brighton's** 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.

##### **5.1 Fees**

Fees will not be charged for support persons for admission to **The Corporation of the Municipality of Brighton** premises for any events where a fee is required.

##### **5.2 Request for support**

**The Corporation of the Municipality of Brighton** may require a person with a disability to be accompanied by a support person when on **The Corporation of the Municipality of Brighton's** premises, but only if a support person is necessary to protect the health and safety of the person with a disability or the health and safety of others on the premises.

#### **6. Notice of temporary disruption (See Schedules B1 & B2)**

**The Corporation of the Municipality of Brighton** will provide customers with notice in the 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.

#### 4.

The notice will be placed at all public entrances and service counters on our premises. The notice will also be posted on our sign board outside our premises, announced in our telephone voice messaging and be published on our web site.

#### **7. Training for staff**

The Corporation of the Municipality of Brighton 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. Individuals in the following positions will be trained:

Parks and Recreation Staff, Roads & Public Works Department Staff, Library Staff, Municipal Office Staff, and Volunteers

This training will be provided **within 60 days** after staff commences 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 assistive devices 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 **The Corporation of the Municipality of Brighton's** goods and services **The Corporation of the Municipality of Brighton's** policies, practices and procedures relating to the customer service standard.

Applicable 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.

## **8. Feedback invitation & availability of documents (See Schedule C)**

The ultimate goal of **The Corporation of the Municipality of Brighton** 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. An Invitation for Feedback and availability of our Accessible Customer Service Policy will be posted at **on our website, in our Customer Service Pamphlet, in our building lobbies and at our service counters.**

### **8.1 Feedback process (See Schedule D)**

Feedback regarding the way **The Corporation of the Municipality of Brighton** provides goods and services to people with disabilities can be made by **e-mail, verbally, written or by using the Feedback Form available on our website in our building lobbies and at our service counters.**

### **8.2 Addressing feedback (See Schedule E)**

All feedback will be directed to **Ken Hurford, the Accessibility Coordinator.** Customers can expect to hear back in **5 days.**

## **9. 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 **The Corporation of the Municipality of Brighton** that does not respect and promote the dignity and independence of people with disabilities will be modified or removed.

## **10. 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, an explanation should be provided by, or referred to the **Municipal Chief Administrative Officer of The Corporation of the Municipality of Brighton.**

## STANDARD PRACTICES Barriers and Solutions

<b>Possible Barriers</b>	<b>Possible Solutions</b>
<b>Vision loss</b>	
Staff are not aware of the need to describe goods or services when a person cannot read a sign.	It is The Corporation of the Municipality of Brighton's standard practice to describe to customers the goods or services offered if they are unable to view them due to vision loss.
<b>Deaf, deafened, oral deaf or hard of hearing</b>	
Staff are not aware of the need to paraphrase or repeat more slowly what is said to customers when the customer has not understood the message.	It is The Corporation of the Municipality of Brighton's standard practice to paraphrase and repeat communications more clearly to customers upon request or using other means such as passing notes back and forth.
Speaking to customers with hands covering the mouth which does not allow for lip reading.	It is The Corporation of the Municipality of Brighton's standard practice to speak clearly and making sure that nothing is covering the mouth when communicating with customers who lip read.
Loud music and poor acoustics, making hearing difficult for people using hearing aids.	It is The Corporation of the Municipality of Brighton's standard practice to have a pen and paper available and communicate through note-writing.

Possible Barriers	Possible Solutions
<b>Intellectual/Developmental disability</b>	
Use of complicated or technical language in customer service.	It is The Corporation of the Municipality of Brighton's standard practice to use plain language and avoid technical language when communicating.
Ignoring customers who are more reserved or afraid to ask for help.	It is The Corporation of the Municipality of Brighton's standard practice of building in extra time to deal with customers who need it and adjust the availability of other staff to help out as needed.
<b>Learning disability</b>	
Providing complicated documents to customers without explanation or opportunity to discuss or ask questions.	It is The Corporation of the Municipality of Brighton's standard practice to discuss and explain any documentation provided to customers.
Employees who are not flexible in offering alternative communication strategies or adequate time in providing service.	It is The Corporation of the Municipality of Brighton's standard practice to break up lengthy conversations into a series of shorter ones. This may assist customers who need additional time to process certain types of information.
<b>Mental health disability</b>	
Negative stereotypes about people with mental health disabilities resulting in disrespectful or impatient treatment.	It is The Corporation of the Municipality of Brighton's standard practice to add a training component to the regular training that staff receive on the needs of people with mental health disabilities. It is standard procedure to break up lengthy conversations into a series of shorter ones and speak more slowly so that some customers will not feel overwhelmed with the information. This may help to prevent anxiety in some customers.

Possible Barriers	Possible Solutions
<b>Physical disability</b>	
Failure of staff to offer assistance when some services require particular agility and/or motor skills.	It is The Corporation of the Municipality of Brighton's standard practice to assist customers in handling or reaching goods when requested.
Failure of staff to set aside convenient seating (close to rest rooms or exits).	It is The Corporation of the Municipality of Brighton's standard practice of setting aside convenient seating for people with physical disabilities.
<b>Speech impairment</b>	
Verbal speech is the only form of communication used to interact with customers.	It is The Corporation of the Municipality of Brighton's standard practice to have pen and paper on hand and communicate through note-writing when requested to do so.

## **NOTICE OF SERVICE DISRUPTION**

There will be a scheduled service disruption at the (name of municipal facility).

The disruption will be from \_\_\_\_\_ until \_\_\_\_\_.

The disruption includes:

(add details of the specifics and service alternatives if available)

On Behalf of the Municipality of Brighton we would like to thank you for your patience in this matter.

Gayle Frost  
C.A.O. / Clerk  
613-475-0670

## **NOTICE OF SERVICE DISRUPTION**

There is currently an unexpected service disruption at the  
(name of municipal facility).

The estimated time of the service disruption will be from  
\_\_\_\_\_ until \_\_\_\_\_.

The disruption includes:

(add details of the specifics and service alternatives if  
available)

On Behalf of the Municipality of Brighton we would like to  
thank you for your patience in this matter.

Gayle Frost  
C.A.O. / Clerk  
613-475-0670

## **Invitation for Feedback on the Provision of Goods or Services to people with Disabilities**

We want to hear from you!

We strive to improve accessibility for our customers with disabilities.

We welcome your comments and your feedback!

To share your comments, request a feedback form or request a copy of our accessibility policy, please stop by the Municipal office or contact our Accessibility Co-ordinator, Ken Hurford at 613-475-1162 or e-mail at: [khurford@brighton.ca](mailto:khurford@brighton.ca)

Thank you,

The Corporation of the Municipality of Brighton

## Accessibility Customer Feedback Form

Thank you for visiting the Corporation of the Municipality of Brighton. We value all of our customers and strive to meet everyone's needs. If you are a person with a disability, or provide support for a person with a disability, please:

- Let us know how we can help. We are open to discussing your ideas on service options available.
- Help our staff understand your needs.

Did we respond to your customer service needs today?    Yes    No

Was our customer service provided to you in an accessible Manner?

YES                      SOMEWHAT                      NO (please provide details)

Did you have any problems accessing our services and goods?    NO

YES (please provide details)              SOMEWHAT (please provide details)

Please add any other comments you may have. (Additional comments can be added on the reserve side)

Contact information (optional)

Schedule E

## **Document for Addressing Customer Feedback**

Date feedback received: \_\_\_\_\_

Name of customer (optional): \_\_\_\_\_

Contact information (optional): \_\_\_\_\_

Details of Comments submitted:

Follow-up:

Action to be taken:

Staff member:

Date:

What has been done?