

Challenge Information Session



March 10 2016

Continuing the design process

At the beginning of this process, Minister Duguid challenged a third party organization, group of organizations, or association of individuals to take on the task of designing and implementing the accessibility certification model.

Since then:

- We have heard from over 200 individuals and organizations on the barriers and challenges to accessibility in Ontario, including:
 - Persons of all abilities
 - Members of the accessibility, not-for-profit, advocacy, education, design, business, municipal, health, and broader public sector communities
- Based on input from the community, over 75 individuals across five working groups and through our website have come up with recommendations on how a recognition-based model might address these challenges

Taking the input received and still coming in, you can take the next step towards designing an accessibility certification model.

Objectives for this phase

This phase is for organizations, individuals, or associations interested in further developing a potential model.

This is an opportunity to:

- Put forward your idea for the design and delivery of a certification model in response to working group recommendations and public feedback
- Collaborate with other organizations and individuals where your ideas align
- Have your idea posted publicly on certifiedforaccess.ca in order to gather feedback from a broad range of communities on your model prototype

This process will not:

- Result in a “winning” leader or certification model
- Require you to formulate a detailed or complete proposal
- Result in a single recommendation to government

Guiding principles for your model prototype

Based on the discussion to date, certain general and focus area-specific principles should be true across a range of potentially viable accessibility certification models

General Principles

- The model should be simple, understandable, and easy to use for businesses, organizations, and other members of the community
- The model will be inclusive of persons of all ages and abilities, as well as adaptable to businesses of diverse types and sizes
- The model will increase awareness among businesses and the general public on inclusive design and customer experience best practices
- The model will support businesses that seriously commit to the process of learning, improvement according to best practices, inclusion, and innovation in accessibility and user experience

Model design principles

- The model will be designed to perform four main functions: education, assessment, accreditation, and recognition
- The model will be a “hybrid” that combines grassroots, community feedback with an organizational structure that can establish benchmarks, marshal resources, award certification, and monitor the program’s effectiveness
- The model will evaluate businesses’ performance in serving the needs of the community rather than technical skills
- The model will feature public facing recognition, on tiered or graduated levels, to be re-evaluated on a periodic basis
- Any fees for service will be in proportion to the size and capacity of businesses, operating on a tiered system
- The model will start small by piloting in a community or specific sector and evolve to encompass other areas according to user feedback

Community participation principles

- The standard for performance worthy of recognition will be based in large part on lived experience, using community feedback and outcomes-based research in cooperation with participating businesses and municipalities
- Community feedback will be gathered and made publicly visible through diverse channels, and will include an option for businesses to provide feedback on their own challenges and progress in implementing accessibility
- Community feedback will be cycled back to businesses, organizations, and the certification leadership to inform, evaluate, and update standards of excellence on a continuous basis
- The certification program should feature a hub or platform of resources and initiatives to share knowledge, build community, and identify interdependencies
- The community or sector chosen for the pilot project will be selected based on the diversity of businesses and organizations, with as many types and sizes represented as possible

Legal principles

- Certification cannot and should not engage in or replace enforcement or compliance activities; that is the job of government and should remain so
- Obligated organizations are expected to be compliant with AODA and Ontario's Human Rights Code as a condition of achieving certification
- The model and all associated materials will be developed and delivered at the same time in both official languages and alternate accessible formats

Leadership principles

- The leadership model should be collaborative and feature more than one organization, with ties to a diverse range of communities and organizations representative of persons of all ages and abilities
- Leadership and governance of the model will be separate and distinct, with a collaborative, representative, and transparent accountability structure independent of leadership ensuring continuous evaluation of the model
- The program should engage with coordinating bodies, including chambers of commerce, boards of trade, and professional associations, to organize partnerships and mentorships that augment each organizations' capacity

Preparing a model prototype

Each interested organization will submit a two to four page model prototype with the following outcomes:

- A clear vision, design, and scope for a viable accessibility certification model
- Consideration for the risks and dependencies in implementing the model

The model prototype should take into account:

- Phase 1 discussion, as summarized in the Final Phase 1 Report
- Working Group Recommendations and Recommended Model Framework
- Ongoing feedback on the Final Phase 1 Report and the Working Group Recommendations, through certifiedforaccess.ca and other channels, if applicable
- Expertise, best practices, knowledge, and lived experience

The model prototypes will be posted to certifiedforaccess.ca for a two week period for the public to look over and provide comment.

Criteria for model prototypes

This model prototype will include:

- The name of proposed leader (or, if a consortium, partner leaders)
- An overview of your model
- Fit with working group recommendations and public feedback, including prioritized criteria and brief rationale
- Considerations for implementation, including proposed strategy for piloting and organizational capacity to deliver and sustain the model

The model prototype will not:

- Exceed four pages
- Provide detailed cost breakdowns
- Provide detailed timelines or logistics for implementation

Resources

We will provide:

- A model prototype template
- The final Phase 1 Report
- Working Group Recommendations and Recommended Model Framework
- Ongoing support and information if needed

Any questions, requests, or feedback should be submitted to Sarah Wilson at sawilson@Deloitte.ca, to be passed on to the appropriate person.

Timelines

Working group recommendations posted to certifiedforaccess.ca	Thurs. March 17
Public review of working group recommendations	Thurs. March 17 to Thurs., March 31
Deadline to submit model prototypes	Fri. April 1
Model prototypes posted to certifiedforaccess.ca	Thurs. April 7
Public review and comment on model prototypes	Thurs. April 7 to Thurs. April 21
Final report posted to certifiedforaccess.ca, summarizing process, model prototypes, and feedback received	Fri., April 29

Note: Please allow up to 4 working days for translation and posting to certifiedforaccess.ca

Next steps

For you:

- Review the Phase 1 Report and Working Group Recommendations
- Monitor online feedback to the Report and Recommendations
- Submit your model prototype by email to Sarah Wilson at sawilson@Deloitte.ca by **Friday, April 1 at 5:00 pm**

For the process:

- Deloitte will prepare a report, to be posted to certifiedforaccess.ca, that will summarize the model prototypes and feedback received
- This report will also be submitted to the Accessibility Directorate for their consideration in providing support for a certification model and leader going forward

Key Contacts

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Please continue to participate online at CertifiedForAccess.ca

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