



## TRANSIT AND PARKING MEMORANDUM

Page: 1  
File:  
Pending #:

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**TO:** MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

**FROM:** B. FORSYTH, DIRECTOR OF TRANSIT AND PARKING

**NOTED:** R. JAMES-REID, EXECUTIVE DIRECTOR OF ACCESS BARRIE

**RE:** ENABLING CHANGE CAMPAIGN

**DATE:** JANUARY 24, 2022

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The purpose of this Memorandum is to update members of Council that on January 24<sup>th</sup>, 2022, transit agencies across the province will be launching the EnAbling Change Campaign. This campaign is a transfer payment program administered by the province that provides funds for strategic partnerships with industry and sector leaders to significantly improve accessibility for people with disabilities and promote compliance with Ontario's accessibility standards. These partnerships work to raise public awareness of barriers faced by people with disabilities.

Ontario Public Transit Association (OPTA) has led a collaborative initiative with many Ontario transit agencies on the campaign to raise awareness of transit accessibility features and encourage customers to consider the needs of others. The program is designed to deliver consistent messaging (examples in Appendix A) to educate and bring awareness to transit riders about topics such as Priority or Courtesy Seating, Priority Boarding, and Service Animals.

The designs include strong visuals and simple language to engage riders to take notice, understand the problem, and take action. The campaign is intended to be impactful and relatable. The messaging provides a clear understanding of the challenges riders with visible or non-visible disabilities face and provides a solution that is easy to understand and simple to apply. The designs encourage both compassion and a sense of community by asking individuals to consider others.

As the campaign launches next week, staff will be promoting this campaign through on bus signage, signage at hubs and terminal, through TWIB, and social media.

## APPENDIX A

