



Thunder Bay Electronics Limited

2024-2027

Multi-Year Accessibility Plan

May 2024

Version 1.0

The plan will be reviewed at least annually to ensure compliance and may be updated more frequently, if necessary.

Document Owner: Accessibility Coordinator (Leanne Chedore)

Document Sponsor: President (Hector Dougall) / SVP Corporate Development (Derrek Lennox)

GENERAL

CONTACT INFORMATION

The individual at Thunder Bay Electronics Limited responsible for receiving feedback about accessibility is the Accessibility Coordinator.

Feedback can be submitted by:

MAIL Accessibility Coordinator
 Thunder Bay Electronics Limited
 87 Hill Street N, Thunder Bay, ON P7A 5V6

TELEPHONE 1-807-346-2600
 Monday to Friday, 8:30 am to 5:00 pm (EST); voicemail can be left after hours

EMAIL accessible@dougallmedia.com

TABLE OF CONTENTS

General.....	1
Contact Information.....	1
Accessibility Summary.....	3
Areas of Accessibility.....	4
Employment.....	4
The Built Environment	4
Information and Communication Technologies (ICT)	5
Communications other than ICT	5
The Procurement of Goods, Services, and Facilities	5
The Design and Delivery of Program and Services	5
Transportation	5
Consultations	6

ACCESSIBILITY SUMMARY

Thunder Bay Electronics Limited is committed to the achievement of a Canada without barriers by 2040, where practicable. Our organization aspires to be a multimedia broadcast entity that is inclusive to all, and continuously seeks guidance from those with disabilities, allowing us to meet our goal.

The [Accessible Canada Act](#) (ACA) defines a barrier as:

“...anything physical, architectural, technological or attitudinal, anything that is based on information, or communications or anything that is a result of a policy or practice – that hinders the full and equal participation in society of persons with an impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment or a functional limitation.”

Accessibility is important to Thunder Bay Electronics Limited because it increases access to content, reduces barriers to participation, improves performance, productivity, and profitability.

Under the Accessible Canada Act (ACA), Thunder Bay Electronics Limited is required to create, implement, uphold and document a multi-year accessibility plan. The plan outlines Thunder Bay Electronics Limited’s strategy to identify, remove and prevent accessibility barriers, and meet its requirements under the ACA.

While developing the accessibility plan, Thunder Bay Electronics Limited took the principles set out in the ACA which include:

- All persons must be treated with dignity regardless of their disabilities;
- All persons must have the same opportunity to make for themselves the lives that they are able and wish to have regardless of their disabilities;
- All persons must have barrier-free access to full and equal participation in society, regardless of their disabilities;
- All persons must have meaningful options and be free to make their own choices, with support if they desire, regardless of their disabilities;
- Laws, policies, programs, services and structures must take into account the disabilities of persons, the different ways that persons interact with their environments and the multiple and intersecting forms of marginalization and discrimination faced by persons;
- Persons with disabilities must be involved in the development and design of laws, policies, programs, services and structures; and
- The development and revision of accessibility standards and the making of regulations must be done with the objective of achieving the highest level of accessibility for persons with disabilities.

AREAS OF ACCESSIBILITY

According to the 2017 census, 26.2% of the population in Thunder Bay identified as disabled. The definition was clarified in 2022 to better account for degrees of disability in a wide variety of areas. The types of disabilities are varied, and what is considered to be a disability is reviewed from time to time.

The following areas of accessibility have been included in the 2024 to 2027 plan.

EMPLOYMENT

The following policy elements have been incorporated to ensure compliance. Employment elements are addressed in the Employee Manual and in the HR Department Policies.

Thunder Bay Electronics Limited aims to incorporate accessibility in every stage of employment from recruitment to offboarding.

In the recruitment process, postings and recruitment will be presented in a variety of ways to ensure that people with disabilities will not feel excluded. Where practicable, jobs descriptions will be written to ensure that people with disabilities will not be discouraged from applying. Jobs will be posted through a number of means and methods to ensure people with disabilities can apply. This list of means and methods will be reviewed on a regular basis, at least once a year.

Employees, once hired, outline any disability needs when requesting equipment, furniture, etc. Engineering, IT and Facilities are expected to comply where practicable. If accommodations cannot be made with existing equipment, furniture, other avenues are to be examined.

Employees who can no longer fulfill the requirements of their job due to a new or worsening existing disability will be addressed on a case-by-case basis. Where practicable, employees will not be terminated on the basis of a disability but instead offered other opportunities within the organization.

Thunder Bay Electronics Limited uses an outcome-based process for performance management and promotions. This process has been developed to ensure that non-relevant abilities are excluded from scrutiny.

THE BUILT ENVIRONMENT

Thunder Bay Electronics Limited is located in Thunder Bay. The physical space allows the organization to be effective and production ready, allowing the capacity to be inclusive and accessible.

There are identified barriers in our built environment, and are clearly top of mind should any major renovation to the space occur.

Prevention of barriers is a fundamental goal for newly leased or purchased locations. The following are examples of some of the accommodations taken or offered while in the current environment:

- Work remote policy
- Office location accommodations, such as main floor office allocation
- Accessibility and customer service standards training for employees
- Website development policy / specifications
- Joint health & safety inspections
- Incident reporting and escalation process
- Employee input and engagement sessions

INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT)

Information and communication technologies (ICT) at Thunder Bay Electronics Limited include our digital environment, software and resources we use to do our work, and the technologies used to deliver content. As the digital environment progresses and new technologies develop, Thunder Bay Electronics Limited wants to ensure that people with disabilities can rely on us to provide accessible services and workplaces.

As we continue to grow along with our technology, Thunder Bay Electronics Limited will look to improve access to assistive technology, develop digital accessibility training in our workforce, and conduct digital accessibility content audits on websites and social media platforms.

COMMUNICATIONS OTHER THAN ICT

This area of accessibility allows Thunder Bay Electronics Limited to reach a wider audience through social media platforms, which can be modified by individual users. Social media sites remove some of the barriers faced by persons with disabilities in that each user can access content and information based on the individual user settings, such as language translation, enlarging images, or visual enhancements.

During the recruitment process, candidates are notified to request accommodation at any time to allow them to fully and equally participate in the recruitment. During the employment stage, employees are reminded that they can request accommodation at any point in their career if required.

Thunder Bay Electronics Limited is in the process of developing policies, processes, and workflows (PPWs), for each position or process within the organization. Once these are developed, they will be easily accessible in various formats including digital, print, and available on internal applications. Accessibility is taken into account and work arounds will be prepared as barriers are identified.

During engagement sessions, Thunder Bay Electronics Limited has identified the importance of communication in breaking down attitudinal barriers within the workplace. The development of guidelines for communications in order to improve the accessibility of the audio, visual and print-based content produced will be incorporated into internal PPWs (Processes, Procedures and Workflows).

THE PROCUREMENT OF GOODS, SERVICES, AND FACILITIES

The procurement of goods, services and facilities must align with Thunder Bay Electronics Limited's equity, diversity and inclusion objectives, which also include accessibility objectives.

Thunder Bay Electronics Limited is committed to ensure that new technology projects keep accessibility at the forefront, by adding accessibility requirements to existing checklists or approval processes.

THE DESIGN AND DELIVERY OF PROGRAM AND SERVICES

Where accessibility technology exists as a condition of license, for example Closed Captioning or Described Video, policies, PPWs and reporting has been designed and adopted by Thunder Bay Electronics Limited to ensure compliance within acceptable variances.

TRANSPORTATION

Thunder Bay Electronics Limited does not offer transportation services.

CONSULTATIONS

Thunder Bay Electronics Limited consults with employees who have identified as having a disability, and provides follow up consultations to ensure that the individual needs have been met. When a disability is identified, assistive tools are provided or remote work options are explored, to allow those to contribute and remain active employees. Individual meetings have been held when required, as well as employee input and engagement sessions that take place twice per year.

The opportunity to participate fully and provide feedback on Thunder Bay Electronics Limited's accessibility policy, is available to employees as well as to the public through the company's accessibility feedback process. The organization endorses a company culture that allows employees to feel supported and fosters a corporate culture of inclusivity. Feedback is sought on an ongoing basis, which enables the organization to eliminate barriers as they are exposed, or provide accommodations as applicable. Feedback can be provided by mail, telephone, email, in person, or anonymously, and each submission is acknowledged.

Thunder Bay Electronics Limited is committed to providing a welcoming, inclusive and accessible organization for everyone. This commitment applies for employees, clients, audiences, and the general public, because the organization strives to be accessible and as barrier-free as possible for all.