

**Subject:** Accessible Customer Service Policy

**Policy:** 5065

**Covers:** All City Employees

**Effective:**

**Purpose:** The City of Brandon, Manitoba, is committed to providing excellent customer service that is accessible, inclusive, and barrier-free to all employees and visitors, in accordance with the Accessibility for Manitobans Act (AMA), the Customer Service Standard Regulation, and the Manitoba Human Rights Code.

The City recognizes that disabilities can be visible or non-visible and is dedicated to treating all individuals with dignity, respect, autonomy, and equal opportunity, regardless of ability.

The City will make every reasonable effort to identify, remove, and prevent barriers and provide accommodation in a sustainable and responsible manner.

**Scope:** This policy applies to:

- All employees of the City of Brandon (permanent and non-permanent)
- Members of City Council and Council-appointed committees
- Volunteers
- Third-party contractors, consultants, and agencies providing services or acting on behalf of the City when they interact with the public
- Anyone who participates in developing City policies, practices, or procedures related to customer service

*Where there is any conflict or inconsistency between this policy and the terms of a Collective Agreement entered into and adopted by the City of Brandon, and/or the provisions contained within a statute or regulation of the Government of Canada and/or the Province of Manitoba and/or a by-law of the City of Brandon, the Collective Agreement or the Federal or Provincial statute or regulation or by-law of the City of Brandon shall supersede this policy.*

## **1. Accessible Customer Service Principles**

The City is committed to providing services that uphold the following principles:

### **Dignity:**

Delivering services that preserve and respect individual self-worth.

### **Autonomy:**

Supporting individuals in making their own choices and accessing services on their own terms, within reason and in accordance with City policies and resources.

### **Integration:**

Ensuring services are offered in a comparable manner to all.

### **Equality of Opportunity:**

Guaranteeing fair and reasonable access to benefit from City services.

## **2. Use of Assistive Devices**

Customers may use their own assistive devices (e.g., wheelchairs, walkers, canes, oxygen tanks, communication devices, hearing aids) when accessing City goods, services, or facilities.

The City supports and accommodates assistive devices to promote independence and equal access, provided they are used safely for the individual and others nearby. Some accessibility equipment (ramps, lifts, securement systems) may have specific size, weight, or securement limitations.

Temporary assistive devices may also be provided on City premises when needed.

## **3. Support Persons**

The City welcomes individuals who are disabled by barriers to attend city facilities and events with their support person and ensures they always have access to that person at all times while on City premises.

- Consent will be obtained before confidential information is discussed in the presence of the support person.
- The City will not charge admission or other fees to a support person when their presence is required for the individual to access services.

#### **4. Service Animals**

Service animals are permitted in all areas of City premises open to the public, except where excluded by law (e.g., food-preparation areas governed by the Public Health Act).

Staff may only ask two questions to confirm the animal is a service animal:

- Is the animal required because of a disability?
- What task or work has the animal been trained to perform?  
(No certification, vest, or ID card is required.)

#### **5. Accessible Communication and Formats**

Upon request, the City will provide information in accessible formats or with communication support (e.g., large print, Braille, audio, plain language, captioning, or sign-language interpretation) at no additional cost and in a timely manner.

The City's digital and web content will conform to Web Content Accessibility Guidelines (WCAG) 2.1 Level AA, as required under the Accessibility for Manitobans Act (AMA).

The City makes reasonable efforts to ensure that when communicating with a person who self-identifies as being disabled by a barrier, the communication is done in a manner that takes the barrier into account.

#### **6. Temporary Disruptions**

When planned or unexpected disruptions affect accessible services or facilities (e.g., elevator out of service), the City will provide notice as soon as possible through multiple channels (website, signage, social media, phone) and include alternative access options when feasible.

#### **7. Feedback Process**

The City welcomes feedback on accessibility.

Submit feedback by:

Email: [acs@brandon.ca](mailto:acs@brandon.ca)

Phone: 204-729-2186

In person or Mail: Accessibility Coordinator, City Hall, 410-9th Street, Brandon, MB R7A 6A2

All feedback will receive an acknowledgment within three (3) business days and will be available in accessible formats upon request. The city documents the actions it takes in response to feedback received and makes that documentation available upon request, and in a manner suitable for persons disabled by barriers.

## **8. Training**

Mandatory training on accessible customer service will be provided to employees, volunteers, contractors, and other applicable individuals, and will be refreshed whenever legislation or City policy changes.

Records of training will be maintained. Training includes:

- Requirements of The Accessibility for Manitobans Act (AMA), its applicable standards, and The Manitoba Human Rights Code
- How to interact respectfully with people with different abilities
- The use of assistive devices, service animals, and support persons
- What to do when a person is having difficulty accessing services
- Instruction on the use of any accessibility-related equipment or assistive devices available on site

## **9. Public Events and Facilities**

All City-hosted or sponsored public events will be held in accessible venues with accessible washrooms, parking, pathways, entrances, and seating. Accommodation requests will be reviewed on a case-by-case basis within a reasonable time.

The City maintains accessibility features, including elevators, automatic doors, and lifts, to ensure they are available for intended use. Notices of disruption will include the reason for the disruption, expected duration, and any alternate means of accessing goods and services, if any.

When holding a public event, The City takes reasonable measures to ensure that:

- Notices of the event are provided in an accessible format
- The event is held in an accessible space
- Physical and communication needs are met upon request
- Relevant support is made available to individuals who request them

## **10. Documentation and Availability**

The City's accessibility-related documents, including this policy and the multi-year Accessibility Plan, will be posted on [www.brandon.ca](http://www.brandon.ca) in accessible formats and are available upon request in alternative formats at no cost.

The Accessibility Plan will be reviewed at least every two years, or more frequently if legislated requirements change.

The City documents actions taken in response to feedback and makes such documentation available upon request in an accessible format suitable for individuals with disabilities.

## **11. Confidentiality**

Personal information disclosed for accommodation purposes is protected under The Freedom of Information and Protection of Privacy Act (FIPPA) and The Personal Health Information Act (PHIA).

## **12. Administration and Monitoring**

The Accessibility Coordinator, under the direction of the City Manager, is responsible for implementing and monitoring accessibility initiatives and providing annual reports on accessibility compliance and actions taken under this policy.

Originally adopted by Brandon City Council: 2018

Effective: January 26, 2026

For more information, contact:

Accessibility Coordinator City of  
Brandon  
410 – 9th Street, Brandon, Manitoba R7A 6A2  
Email: [acs@brandon.ca](mailto:acs@brandon.ca) | [www.brandon.ca/accessibility](http://www.brandon.ca/accessibility)

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Issued By:

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Date:

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