

Providing Accessible Customer Service

People with disabilities

1 in 7 people in Ontario has a disability. That's almost 2 million Ontarians. By 2036, that number will rise to 1 in 5 as people age.

Over the next 20 years, aging Ontarians and people with disabilities will represent 40% of total income in Ontario. That's \$536 billion.

People with disabilities are a growing market that businesses can't afford to overlook.

Ontario has laws to ensure all Ontarians can access your organization's goods, services or facilities.

Barriers to accessibility

Barriers to accessibility are obstacles that make it difficult — sometimes impossible — for people with disabilities to do the things most of us take for granted, like shopping, working or taking public transit.

The law

The law requires that McGrail Farm Equipment Limited Partnership identify those barriers and remove them, to provide customer service that is more accessible to people who have disabilities.

Guiding principles

McGrail Farm Equipment Limited Partnership's policies are guided by these principles:

- **Dignity** – provide service in a way that allows the person with a disability to maintain self-respect and the respect of other people.
- **Independence** – a person with a disability is allowed to do things on their own without unnecessary help or interference from others.
- **Integration** – provide service in a way that allows the person with a disability to benefit from the same services, in the same place, and in the same or similar way as other customers, unless a different way is necessary to enable them to access goods, services or facilities.
- **Equal opportunity** – provide service to a person with a disability in such a way that they have an equal opportunity to access your goods, services or facilities as what is given to others.

Providing goods, services or facilities to people with disabilities

McGrail Farm Equipment Limited Partnership is committed to meeting its current and ongoing obligations under the Ontario Human Rights Code respecting non-discrimination.

McGrail Farm Equipment Limited Partnership understands that obligations under the *Accessibility for Ontarians with Disabilities Act, 2005 (AODA)* and its accessibility standards do not substitute or limit its obligations under the Ontario Human Rights Code or obligations to people with disabilities under any other law.

McGrail Farm Equipment Limited Partnership is committed to complying with both the *Ontario Human Rights Code* and the *AODA*.

McGrail Farm Equipment Limited Partnership is committed to excellence in serving all customers including people with disabilities.

Our accessible customer service policies are consistent with the principles of independence, dignity, integration and equality of opportunity for people with disabilities.

Assistive devices

People with disabilities may use their personal assistive devices when accessing our goods, services or facilities.

In cases where the assistive device presents a significant and unavoidable health or safety concern or may not be permitted for other reasons, other measures will be used to ensure the person with a disability can access our goods, services or facilities.

We will ensure that our staff are trained and familiar with various assistive devices we have on site or that we provide that may be used by customers with disabilities while accessing our goods, services or facilities.

Communication

We will communicate with people with disabilities in ways that take into account their disability. This may include the following:

- Verbal communication
- Written communication
- Visual aids such as video consoles

We will work with the person with a disability to determine what method of communication works for them.

Service animals

We welcome people with disabilities and their service animals. Service animals are allowed on the parts of our premises that are open to the public.

When we cannot easily identify that an animal is a service animal, our staff may ask a person to provide documentation (template, letter or form) from a regulated health professional that confirms the person needs the service animal for reasons relating to their disability.

A service animal can be easily identified through visual indicators, such as when it wears a harness or a vest, or when it helps the person perform certain tasks.

A regulated health professional is defined as a member of one of the following colleges:

- College of Audiologists and Speech-Language Pathologists of Ontario
- College of Chiropractors of Ontario
- College of Nurses of Ontario
- College of Occupational Therapists of Ontario
- College of Optometrists of Ontario
- College of Physicians and Surgeons of Ontario
- College of Physiotherapists of Ontario
- College of Psychologists of Ontario
- College of Registered Psychotherapists and Registered Mental Health Therapists of Ontario

If service animals are prohibited by another law, we will do the following to ensure people with disabilities can access our goods, services or facilities:

- explain why the animal is excluded
- discuss with the customer another way of providing goods, services or facilities

Service animals are not prohibited from any areas that customers are allowed.

Support persons

A person with a disability who is accompanied by a support person will be allowed to have that person accompany them on our premises.

In certain cases, McGrail Farm Equipment Limited Partnership might require a person with a disability to be accompanied by a support person for the health or safety reasons of:

- the person with a disability
- others on the premises

Before making a decision, McGrail Farm Equipment Limited Partnership will:

- consult with the person with a disability to understand their needs
- consider health or safety reasons based on available evidence
- determine if there is no other reasonable way to protect the health or safety of the person or others on the premises

Notice of temporary disruption

In the event of a planned or unexpected disruption to services or facilities for customers with disabilities McGrail Farm Equipment Limited Partnership will notify customers promptly. This clearly posted notice will include information about the reason for the disruption, its anticipated length of time, and a description of alternative facilities or services, if available.

Services/Facilities include:

- Dealership showroom
- Dealership outdoor display area

The notice will be made publicly available in the following ways:

- Signage on the front door of the store location
- Message on company website
- Message on phone line

Training

McGrail Farm Equipment Limited Partnership will provide accessible customer service training to:

- all employees and volunteers
- anyone involved in developing our policies
- anyone who provides goods, services or facilities to customers on our behalf.

Staff will be trained on accessible customer service within one month after being hired.

Training will include:

- purpose of the Accessibility for Ontarians with Disabilities Act, 2005 and the requirements of the customer service standard
- McGrail Farm Equipment Limited Partnership policies related to 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 equipment or devices available on-site or otherwise that may help with providing goods, services or facilities to people with disabilities.

- what to do if a person with a disability is having difficulty in accessing McGrail Farm Equipment Limited Partnership's goods, services or facilities

Staff will also be trained when changes are made to our accessible customer service policies.

Feedback process

McGrail Farm Equipment Limited Partnership welcomes feedback on how we provide accessible customer service. Customer feedback will help us identify barriers and respond to concerns.

Customers will be notified of how to provide feedback in the following ways:

- Notices posted in visible areas within customer area
- Website

Customers who wish to provide feedback on the way McGrail Farm Equipment Limited Partnership provides goods, services or facilities to people with disabilities can provide feedback in the following way(s):

- Contact company management by telephone, fax, or email
- Complete feedback card

All feedback, including complaints, will be handled in the following manner:

- Response in best manner possible, depending upon the circumstances. This may include telephone call or written letter.

Customers can expect to hear back in three days.

McGrail Farm Equipment Limited Partnership will make sure our feedback process is accessible to people with disabilities by providing or arranging for accessible formats and communication supports, on request.

Notice of availability of documents

McGrail Farm Equipment Limited Partnership will notify the public that documents related to accessible customer service, are available upon request by posting a notice in the following location(s)/way(s):

- Notices posted in visible areas within customer area
- Website

McGrail Farm Equipment Limited Partnership will provide this document in an accessible format or with communication support, on request. We will consult with the person making the request to determine the suitability of the format or communication support. We will provide the accessible format in a timely manner and, at no additional cost.

Modifications to this or other policies

Any policies of McGrail Farm Equipment Limited Partnership that do not respect and promote the principles of dignity, independence, integration and equal opportunity for people with disabilities will be modified or removed.