

2024-2027

ACCESSIBILITY PLAN

June 1 2024

R Δ L L Y

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1. General

1.1 Statement of Commitment

At Rally Enterprises & Communications Corp. (Rally), we are dedicated to providing an exceptional experience for our employees and our customers, including those with disabilities. As we continue to grow, we remain committed to learning and implementing ways to be more accessible and inclusive.

This Accessibility Plan has been prepared in accordance with the requirements of the Accessible Canada Act (S.C 2019, c. 10) and its regulations (ACA). This plan identifies barriers for people with disabilities and outlines solutions to remove or mitigate these barriers within our organization.

1.2 Contact Information & Feedback Process

If you wish to request a copy of Rally's Accessibility Plan, provide feedback, or request this information in an alternate format, please contact us:

By mail:

Human Resources Officer
111 Rainside Road, Suite 100
Toronto, ON
M3A 1B2

By telephone:

416 360 3000

By email:

accessibility@rally.ca

Through our feedback form:

Information about how to submit feedback to is also available on our public website at: <https://www.rally.ca/accessibility/>

The person responsible for receiving accessibility feedback at Rally Enterprises & Communications Corp. is the Human Resources Officer

1.3 Alternative Formats

You can request alternative formats of this plan, and a description of our feedback process by contacting our Human Resources Officer.

An electronic version (that is compatible with assistive technology) of this plan can be downloaded immediately from our website at: <https://www.rally.ca/accessibility/>

Rally will provide the following alternate formats of this plan upon request through email at accessibility@rally.ca or by phone at 416 360 3000.

- Print or Large Print – provided within 20 days of request
- Braille – provided within 45 days of request
- Audio (voice reading text out loud) – provided within 45 days of request

1.4 Definitions

The following definitions apply throughout this plan:

- Disability: Any impairment, or difference in physical, mental, intellectual, cognitive, learning, or communication ability. Disabilities can be permanent, temporary, or can change over time.
- Barrier: Anything that might hinder people with disabilities' full and equal participation. Barriers can be architectural, technological, attitudinal, based on information or communications or can be the result of a policy or procedure.
- Accessibility: The design of products, devices, services, environments, technologies, policies and rules in a way that allows all people, including people with a variety of disabilities, to access them.

2.0 Areas Described under Section 5 of the ACA

2.1 The Built Environment

Rally recognizes the importance of making our physical locations accessible for employees, customers, and the public. Many of our staff work remotely from home. Additionally, our offices are closed to public visitors. We have assessed our current office space and will continue to include accessibility upgrades as part of any renovations, retrofits and when considering new office spaces in the future.

Identified Barriers:

1. Employees may face barriers in physically accessing our office space.
2. Lack of elevator or ramps; access to our office for persons with mobility issues or in wheelchairs is only available from the rear loading entry.
3. Lack of signage for accessible routes outside and within the building.
4. Bathrooms are only accessible by stairs.

Actions and Opportunities:

1. Create a Statement of Procedure (SOP) document to be shared with all employees during the onboarding process by end of Q4 2024
2. Include a review in our quarterly Health & Safety meetings starting in Q3 2024.
3. Install clear and visible signage indicating accessible routes and facilities within the office by Q4 2024.
4. Work with building management to improve accessibility in the building, explore temporary solutions to provide better access until permanent changes can be made.
5. Employees who may require office access as part of their duties can request accommodations.
6. Assess any new potential spaces for accessibility.

2.2 Employment

Rally Enterprises & Communications Corp. is dedicated to offering fair, equal, and accessible employment practices. We have thoroughly reviewed our hiring practices, onboarding processes, and overall employee support to identify any barriers.

All job opportunities at Rally prominently state our commitment to being an equal opportunity employer fostering an inclusive and barrier-free environment. We encourage candidates to inform us if accommodation is required during the recruitment process.

Rally remains responsive to any changes in an employee's accessibility needs. Employees are encouraged to communicate with their supervisor to discuss any required accommodations. The supervisor, in collaboration with the employee and Human Resources, will assess and implement the necessary accommodations, such as physical adjustments or software.

Identified Barriers:

1. Lack of training regarding accessibility for persons with disabilities.
2. Need for improved documentation and processes for accommodation for both employees and the public.

Actions and Opportunities:

1. Source and implement workplace accessibility training for leadership (managers, executives) by Q4 2024.
2. Source and implement employee accessibility training target by Q4 2024.
3. Develop an SOP for workplace accommodation that is consistent with the principles of confidentiality, dignity, respect and shared responsibility.

2.3 Information and Communication Technologies (ICT)

Rally uses various technologies to support our customers and business, including our website, customer portal, social media platforms, email, online chat and SMS.

We have been making upgrades to our digital presence to enhance accessibility, but there is room for improvement and more consistency.

Identified Barriers:

1. Need for continued improvement on website compliance with WCAG.
2. Need for better ease of use in customer-facing tools.
3. Inconsistency using alt-text and captions on social media.

Actions and Opportunities:

1. Ongoing updates to website for WCAG (Level AA) compliance.
2. Ongoing staff training for standards and best practices in digital design for accessibility
3. Ongoing improvements to customer portal and communication channels.

2.4 Communication, other than ICT

Rally communicates through face-to-face interactions, physical mail, telephone, signage, videos, and print advertising. We aim for clarity and conciseness in all communications. We offer 24/7 customer support available by phone and in-person field technicians.

Additionally, we provide large-font and simplified resources to clients we serve in senior care and those aging in place and we see an opportunity to expand this practice to assist others.

Identified Barriers:

1. Inconsistencies in our visual standards.
2. Need for better internal communication practices for those with disabilities.
3. Remote support & troubleshooting with customers over the phone may be a barrier.
4. Difficulty in accessing assistive technology may be a barrier in getting technical support.

Actions and Opportunities:

1. Develop templates and internal communication standards by Q2 2025.
2. Work to improve accessibility in our external communications.
3. Training for staff to handle accessibility issues during troubleshooting and in-person technical visits.
4. Expand the provision of large font collateral more widely to support customers with visual impairments.

2.5 The Procurement of Goods, Services and Facilities

Rally relies on goods and services procured from external vendors to support its operations and deliver exceptional services to our customers. We recognize the importance of ensuring that our procurement practices align with our commitment to accessibility and inclusivity.

We are dedicated to partnering with vendors who share our values and meet our accessibility standards. By integrating accessibility criteria into our procurement process, we aim to source products and services that are accessible to everyone, including individuals with disabilities.

Identified Barriers:

1. Existing procurement practices may not consistently meet accessibility requirements.
2. Lack of clear accessibility criteria in vendor selection and evaluation processes.
3. Inconsistent communication with vendors regarding our accessibility standards and expectations.

Actions and Opportunities:

1. In 2024, Rally will consult with appropriate resources, including accessibility experts and industry standards, to better understand how we can support this area and develop applicable SOPs.
2. Develop and implement accessibility criteria for all procurement processes by Q3 2025.
3. Review and update vendor contracts to include specific accessibility requirements and compliance clauses by end of 2025.
4. Establish regular training sessions for our procurement team to ensure they are knowledgeable about accessibility standards and best practices.
5. Create a vendor evaluation framework that includes accessibility performance as a key metric by end of 2025.
6. Engage in continuous dialogue with our vendors to communicate our accessibility goals and collaborate on developing accessible products and services.

2.6 The Design and Delivery of Programs and Services

Rally aims to enhance the lifestyle of our customers. We currently provide accessible TV channels such as AMI tv and an accessibility filter on our TV platform to offer direct access to those channels, however we recognize the need to improve the design and delivery of our programs and services for persons with disabilities.

Identified Barriers:

1. Employees who enter customer homes require training in how to support people with disabilities through the installation and repair processes and to consult with customers regarding the accessible placement of equipment in their premises.
2. Closed captioning for our TV services requires improvement. While closed captioning is an available setting for our TV service, not all our channel providers have closed captioning enabled.
3. The user-interface of our television service can be difficult to navigate for some users.
4. In-market remote controls for TV are inadequate for persons with disabilities.

Actions and Opportunities:

1. Source training or work with consultants to develop training for our Installation and Repair technicians.
2. Work with our external vendors to seek to improve our Described Video and Closed Captions offerings.
3. Ongoing work with our TV vendor to improve the user interface and make it more accessible for those who find it difficult to use.
4. Continue to support customer needs by sourcing or developing more accessible remote controls with larger and more simplified buttons.

2.7 Transportation

Rally does not offer transportation services, so this area does not apply directly to our operations. However, we are committed to helping ensure our employees have easy, barrier-free access to transportation when needed for their work.

3. Consultations

3.1 Internal Consultations

Rally recognizes that consultations with persons with disabilities are essential for developing an Accessibility Plan that meets their needs. To gather meaningful feedback, we reached out to our employees to understand how we can better support accessibility within our organization.

Using recommended guidelines, Rally created an Employee Accessibility Survey. This survey, designed to be anonymous and confidential, was distributed to our employees. We received 20 responses, representing 50% of our employees.

High Level Results:

1. Many employees highlighted that our current office space is not accessible, specifically mentioning the stairs and lack of accessible bathrooms.
2. There is a need for training for staff on how to interact and support customers with disabilities.
3. Some employees noted the need for better communication practices and tools.

Additionally, we invited employees to participate in follow-up questions to gain deeper insights into the barriers they face, how these barriers have been addressed, and their suggestions for improvements. The valuable feedback gathered from this process has been incorporated into the development of this plan.

3.2 External Consultations

Rally is committed to source and engage with national and local community organizations that support individuals with disabilities in 2025. We sought feedback from the public as well as members of our customer base to enhance our Accessibility Plan and ensure it meets their diverse needs.

We have specifically reached out to our customers residing in senior care facilities and those aging in place to understand their preferences, dislikes, and desired features. Additionally, we have conducted focus groups and surveys to gather detailed feedback on their needs and accessibility requirements with our services. Regularly soliciting feedback from our customers on our services is a crucial part of our approach to continuous improvement.

To maintain compliance with the Accessible Canada Act and to further our commitment to accessibility, Rally will seek to partner with community organizations. We are dedicated to pursuing opportunities for engagement that will help us refine and enhance our accessibility initiatives.

4. Conclusion

Rally recognizes that removing barriers for people with disabilities ensures everyone receives the exceptional experience they deserve. We are committed to eliminating these barriers and actively seek feedback to make Rally more inclusive for all.

We will achieve this by continuously engaging with people with disabilities, organizations that support them, and consultants to understand and address our barriers. We look forward to sharing our progress in future annual reports in accordance with the Accessible Canada Act.