

CAIP Innovative Attitude Change Project Proposal - Advancing Access and Inclusion

Project Title: Accessible Cities Award
Submitted by: Rick Hansen Foundation
Sector Targeted for Attitude Change: Communities, employers, municipalities
Specific Audience To Be Reached: Civic leaders, municipal accessibility teams/planners, corporations. Both large cities and smaller municipalities to be targeted (potentially with recognition in different categories).
Specific Attitude To Be Established: To raise awareness and demonstrate that accessibility for people with disabilities is achievable, affordable, and makes good business sense by sharing the best practices of municipalities and the organizations within our cities.
Geographic Reach: Across Canada
<p>Project Description Summary:</p> <p>An annual award to celebrate the good work both large and small municipalities are doing to improve access, showcase community innovations, and establish benchmarks for progress. The Accessible Cities Award is a national competition open to any municipality in Canada, regardless of population size. Components include:</p> <ul style="list-style-type: none"> • A competition amongst municipalities, recognizing three winners. Municipalities will be evaluated on their demonstrated vision and planning, program implementation and delivery, and their efforts to build awareness and continuous improvement. • Recognition as Circle of Excellence winners for specific buildings/sites that demonstrate best practices in universal design and accessibility. • Incentive for winner/s, such as accessibility grants. <p>Encourage efforts to create universal access and recognize and promote both Canadian municipalities' as well as the private sectors' efforts to improve accessibility in the built environment. Winners to be showcased nationally at the Federation of Canadian Municipalities (FCM) annual conference. Community awareness will be raised through PR efforts to generate unpaid media coverage of the initiative and also winning cities/buildings.</p>
<p>Project Outcomes:</p> <ul style="list-style-type: none"> - Increased awareness of the importance of accessibility and the feasibility of improving access for people with disabilities among civic leaders and the communities they serve. - Create positive attitudes among municipal leaders, planners and corporations toward accessibility. By celebrating and showcasing best practices, it is anticipated that accessibility legislation will be more easily adopted.
Project Lead and Partners: The Rick Hansen Foundation in partnership with members of FCM, other disability organizations, and corporations with an interest in showcasing their leadership across Canada (e.g. financial institutions).