

14:22:29 Okay, given that we don't have a lot of time today, we're going to go ahead and get started. So I'd like to introduce our panelists for this session which is the business case for accessibility so today with us we have reached Donovan and Michael Simon,

14:22:45 and Michael I've known for a few years, which I don't know so I'm looking forward to hearing what what you have to say.

14:22:52 So we'll start with Michael So Michael Seaman is an urban planner by profession with a master's in heritage conservation from Dalhousie University for nine years he served as Ontario's member of the board of governors and two years as the chair of the

14:23:06 National Trust for Canada, where he brought knowledge and experience and enthusiasm for conserving heritage resources.

14:23:21 Sorry for conserving heritage resources from his quarter century experience in the urban and heritage planning field is received national work national awards for his work and heritage conservation, and he's the current Senior Project Manager with the

14:23:28 city of St. Catherine's, where he.

14:23:33 Sorry, where he works on long range city building and planning initiatives for the misspelling including heritage conservation and urban revitalization.

14:23:42 Our other speaker today who's going to actually speak first is Rich Donovan rich is the CEO of the return on disability group, he advises businesses and governments on how to unlock the economic value within the global disability market, a former proprietary

14:23:59 trader from Merrill Lynch, which we created the Barclays return on disability etn listed on the New York Stock Exchange under the ticker rodi ratios his vision for people with disabilities as a powerful force in the global economy and his book unleash

14:24:12 different, he found in line connect in 2006 which was a new approach to recruiting people with disabilities, and holds an MBA from Columbia Business School.

14:24:22 Rich if you want to, I understand you have some slides if you want to go ahead and share your screen, I will turn it over to you. Thanks.

14:24:36 vvb now.

14:24:36 Yes, we can see it if you just want to make it full screen will be good

14:24:48 to go

14:24:48 back and forth. Thank you, Vinay claiming to be you do today when you click

14:25:00 like it take you.

14:25:05 No

14:25:11 time.

14:25:23 own word. We think all says no front doors. This isn't a bridge. You will never see, because the video because it over.

14:25:31 few fun dumb little warmer, because the doors may go a long way.

14:25:47 Great, tough, low prices. They simply put, This would be silly.

14:25:48 Yet, in the accessibility will.
14:25:52 This is what they focus on.
14:25:56 They focus on the basics. They focus on the fact that somebody is good.
14:26:04 The reality is, this is dealt with because we want.
14:26:22 Because we want to focus and see the feeling is not just about goods, which are people eating, eating digging it.
14:26:24 I didn't pose for my people. These are key fields that the existence of a door
14:26:47 fella thing is dead back here with second one this ability of big is it, what does it mean.
14:26:46 what do you believe this represents anyone between 22 and 33 for the stench Kennedy said, We need you to Eus CDC says, Only 5.7%.
14:27:16 That's the number we use, because we think it's a nice conservative know that you just happen to be daily living. This set him beggars. And we think it makes sense.
14:27:43 It, although we hire his fight in a village, but it took us immediately decks that decided that the GTA
14:27:43 filming is far.
14:27:48 Further, when we get down into the AI to segment Asians.
14:27:56 We disability.
14:28:00 And when we look at it as a market.
14:28:05 The market supply and demand.
14:28:10 We demand, what we feel is demand for it. Thank you. How do we do that domain to place an amazing place in very generic sense, it could be anything wrong.
14:28:20 How you strategy things fitting to the video is the fill in that domain the couple of badges. If people with disabilities themselves, their friends and family.
14:28:39 And then there's your
14:28:44 mood people think you will do like King is so when you think your disability. But the reality is that we say that we enjoyed you discover all those categories, we died two people with disabilities, motivated by which is the average agent cognitive disability
14:29:22 sensory disabilities. I think this was easy. You would never know unless somebody is always more to the physical access with the reality, the basic conversation that he will drive.
14:29:31 Because we get that way, you had it. It's really sacred do that you got things in them, we did it we do we do with disability as one please
14:29:47 fill as we do beat that blue to help, just take my word for that will be 73.
14:30:12 We call them the vandals finally get disability in your back, you will get the change the value.
14:30:25 They gleaned from disability to this is and guys to go boogie man.
14:30:34 Building wide your doors and Billy can do.
14:30:40 This is a basic conversation.
14:30:42 He carries with it a lot more.
14:30:50 That's

14:30:58 my stop there. Me, the one with the big good this is the but.
14:31:01 But the reality is the Michael Bay Ridge disability report.
14:31:07 And while we won't get did you do today.
14:31:14 The phone with critical them in building code legal requirement regulation you.
14:31:23 The good news is the age of every day.
14:31:28 drivers drive that specifically meet.
14:31:37 Physically, as we feel has to be with the big bed with the world.
14:31:42 They have to provide the best experience.
14:31:48 We needed to do because really
14:31:53 the big thing is they're leveraging all week to really dive deeper with people with disabilities point, the visa v the specific dizzy.
14:32:09 And what it mode is it, Alec is the function.
14:32:14 Heidi.
14:32:18 Heidi.
14:32:21 Heidi interact with people, have you process, they didn't mention how you get them quickly go in the store to get
14:32:31 into the things that we drive which means necessary. Physical.
14:32:42 So do you remember one side, they would you remember this. This is this side because I didn't do it. This is the slide, nobody died Tiger ADA. When I tell you it and you will building code you were feeling to the individual classroom.
14:33:05 We take you to the individual classroom. Is it to its ability to differentiate you maybe was five years ago.
14:33:17 But I think we that basic
14:33:19 Wayne's World is kind of like we're getting the fact that you're referring to people in India. We don't burn door.
14:33:32 It's just not for the become evil, they, they quickly and determine on the back.
14:33:46 When we do reconstituted with disabilities. I have yet to have any class who is only, they would drove date with the fact that they
14:33:56 would infinitely dries it in the service that they tell us this service is the number one factor that will drive.
14:34:11 Specifically region.
14:34:13 the tipping point is, this is the idea of making these Kelly De De De De De is making the view that that's what you guys do it.
14:34:34 I say, he does.
14:34:36 Because he is very simple.
14:34:44 In fact, get you the right is where they come visit.
14:35:04 But that makes
14:34:54 a mind file. Wait, I thought we put the pictures up here to talk about a couple reality.
14:35:03 Hey, Bill.
14:35:17 We know that there was a bank on Main Street.
14:35:32 This is a reality that we pitch in buildings. The can they were redoing build forth, and leveraging that we are busy with

funding, their choices.

14:35:50 Like the NHL.

14:35:58 Not only the NHL but like, I'm delayed today, we see a mean she dragged through the Grand National Ida us idea, because they are a national chain.

14:36:15 I feel gene banks will no longer see. We'll see

14:36:24 their region vividly regulation.

14:36:29 The new ACA required. It says ability of every day doing manually.

14:36:39 Thankfully banks thing with telecom thing Bell guide you to tell us which is typically mean three client.

14:36:50 And that includes international Rico.

14:37:11 Show booze.

14:37:01 London drug exon. More, more, they will claiming new facilities to be accessible.

14:37:05 I know that.

14:37:11 So, he has the.

14:37:19 Be back you went as you can. You going to need to just

14:37:25 the reality is that demand is shifting shifting.

14:37:37 Thank you.

14:37:44 Thank you so much rich, that was extremely interesting I mean I think you've given lots of fodder for questions here today I think that the statistic of one quarter of the population basically is quite staggering I think and I don't think people generally

14:38:04 realize that.

14:38:07 And I wonder if I mean I know you've done a lot of work in this area but I wonder if.

14:38:12 How do you see sort of how we could help, how the disability community could better make businesses aware of the size of the population and then also sort of the spin off of those evangelists you're talking about

14:38:33 disability.

14:38:36 Yeah, the way you would do this is a Google guide to this, which I did disability.

14:38:55 With this domain to the, to the very gifted.

14:39:10 Historically we've always focused on what you call it. And that doesn't represent in UDVHUI to

14:39:20 The domain is different than the typical video we read over.

14:39:34 This is because

14:39:52 I feel part of my job is to help this a connect with debate directly.

14:39:41 And you closely. Do the design,

14:40:10 But service does not mean, and you say the wicked understanding how to innovate for new devices. They also include the new.

14:40:10 Yeah.

14:40:12 I mean, it's, I mean I think your point there at the beginning that it's not up to the disability community is is a good one and my bad in terms of even, you know, suggesting that, I think, you know, maybe there's a role for big as here as kind of the

14:40:30 organizing group to help to get that word out to their members and and help people realize the, the economic and the potential economic impact of providing better service essentially.

14:40:45 Yeah.

14:40:48 I'm going to share with you is that simple.

14:40:50 Yeah, when the issue to where the issue is complex.

14:41:16 If we can do simple, right. So, we realize we like stage ability.

14:41:21 Take you to figure out what I was shopping Baby, baby, When shopping that.

14:41:22 That's a very difficult region, then the one will be having decades, we've been having the conversation, but not the shopping very good some visited the retreat conversation to visit.

14:41:41 They have we have to ship.

14:41:45 Well, that's the thing about there.

14:41:46 I see that we now have your co co panelists here. Michael Seaman.

14:41:52 So I'm going to pass it over to him and I understand, welcome Michael. I think you have some slides to share so I'm just going to ask you to share your slides yourself from your screen if that works and it's nice to see you virtually it's it's been a

14:42:11 long time to land and probably tell you, there we go. There you go.

14:42:16 Okay, so now I'm sharing my screen. I see you Leslie and thank you, rich that was a terrific presentation and really hits home hits home for all of us.

14:42:34 I'm going to be talking very briefly here about accessible heritage open doors for all the doors open festivals have been a big part of my, my life and.

14:42:38 And I think it's I think doors all the time, need to be open to to everyone and the heritage world.

14:42:47 The picture I've got here is one from a, a tour operator operator which specializes in accessible heritage tourism and this is in this case is, is Quebec City, and it really shows that there is a, an interest in the market, and a demand for that so I'm

14:43:04 going to click again.

14:43:07 Second, So I've got a slide here which shows a quote by renowned Canadian book triathlete and advocate for accessibility Rick Hansen and the Great Wall of China during his men motion tour.

14:43:19 The quote is if you believe in the dream and have the courage to try great things can be accomplished.

14:43:22 And I'm sure like many of us, the more I work with heritage buildings and implementing accessibility.

14:43:27 The more I believe that this causes Justin, the more successful we are as a saying that popular TV series at the moment Ted last I believe is the key word here.

14:43:45 This is just my own note really that that's the slide nuts accessibility is a human right and universal need that touches everyone that you truly Look around you to friends, family, colleagues, people you see every day it's not hard to find someone who

14:43:57 needs accessible places in their lives.

14:44:01 and no one can tell us tell what tomorrow will bring that I for one kind of nation.

14:44:18 The day when I'm being denied access to beautiful places and spaces that heritage affords and no one should slide title heritage sites belong to everyone. They must be accessible to everyone.

14:44:24 They must be accessible to everyone. And it's a chosen photo of a museum showing an elderly couple using a walking stick and a woman in a wheelchair visiting exhibits, the quote is from UNESCO which says that our heritage is our legacy from the past, what we live with today and

14:44:40 we live with today and what we pass on to future generations, a cultural and National Heritage about the irreplaceable sources of life and inspiration.

14:44:53 World Heritage Sites belongs to all the people in the world irrespective of their territory, it was there like hate it. And now it's not just World Heritage Sites but it also applies to all publicly accessible heritage sites in all of our communities

14:44:59 as well.

14:45:02 I'm going to focus here on one domain.

14:45:05 I'm going to focus here on one domain, just so we can have some chance to, to discuss today and I, I had a few that I was looking at I would love to have more success in the downtown area but this is one in downtown Grimsby, which is the Grimsby Carnegie

14:45:18 Library.

14:45:20 The photo shows that, as it was in 1912 Classic bus arts building with a temple like staircase at the front, which clearly back in 1912 there really wasn't a lot of concern for accessibility is beautiful.

14:45:40 This is only once.

14:45:39 This photo, titled new library and gallery built in 2004, the former library retained but was not accessible.

14:45:48 And so yeah in 2004 they built a new library in gallery complex in Grimsby. The old Carnegie Library was preserved, perhaps, somewhat by default not really by intention.

14:46:01 It was either integrated into the art library Art Gallery complex nor was it made accessible, and why it was a victory of sorts perfect preservation.

14:46:10 Because the building was not accessible, the voting proved impossible to use for public events and gatherings, because of its lack of accessibility and being right in the center of the downtown we had a lot of need for community meetings and it was, it

14:46:24 was just impossible. On an ethical basis and practical basis to use this for anything.

14:46:33 When I arrived at Grimsby this slide here shows talks about our success, and I'll get to a description about that but when I arrived at Grimsby the current you building was a major concern of the Heritage Committee.

14:46:47 And so, tackling both the, the need to invest in the building and that that real linchpin, which is the accessibility aspect. Why

would anyone want to invest in it.

14:46:57 If no one could access it.

14:46:59 And so we put together a plan working with the parks and rec department and the VA applied for identified the needs and then made a number of grant applications to federal government and regional government.

14:47:14 So the photo shows a newspaper article from Niagara this week from 2016 announcing the awarding of the federal grants to achieve the restoration and accessibility of the groom's of Carnegie Library building.

14:47:30 It knows how shovel ready, being shovel ready and ready to go with the accessibility plan was really a key aspect of us getting these grants because there was a city with a federal grant there was a timeline and.

14:47:44 And that really helps in terms of getting the grant from the federal government and the other from the region total \$240,000.

14:47:52 And these are matching grants, and they're really influential in allowing us to do what we need to do with this building to get it back into the 21st century.

14:48:07 And

14:48:07 it shows the building stores, as it was the. It was originally some people asking you know are you going to restore the staircase but that proved impossible but wherever proof, restore all the windows and the roof and, and the doorway and really bring

14:48:24 the building back but aesthetically and physically and into the public realm of downtown Grimsby if accessible doors and it's just some of the other elements in the elevator inside that allowed for access to, to both floors of the building and accessible

14:48:44 washroom as well which is also an essential part of the, of the plan in terms of making building fully accessible it isn't just a case of building around for an elevator this whole range of considerations which you obviously discussing this part of this

14:48:59 of this conference.

14:49:01 And this is the picture on opening day and

14:49:08 just showing that accessibility brings to light to the Grimsby kind of you building.

14:49:16 And it's, it's definitely true since the reopening as fully accessible facility there's been no barrier to issues, community gatherings public events presentations.

14:49:25 As we know, use equals revenue use equals sustainability and equals long term preservation and an investment, and this is just one building that it shows that you believe it can be done.

14:49:38 Thank you.

14:49:45 Thank you, Michael. That's really interesting.

14:49:48 I think it's you know it's interesting to see these sort of city projects or municipal projects where you're able to leverage federal funding, whether it's you know this this scares heritage funding that sometimes exists or types of investment for accessibility

14:50:04 reasons.

14:50:06 I'm wondering your experience, I know you've, you've worn

many hats in your career.

14:50:13 Have you, how do you think that this works more from a private sector approach I think you know there's

14:50:21 there's a whole sort of piece about the public sector and doing this work because it's sort of, you know, required for lack of a better way of saying it but but how do we encourage the private sector to start status on more frequently and.

14:50:37 And how do we incentivize it Have you had Have you had any success on that front and your work.

14:50:42 Yeah, it's certainly this a number of this policies that have what's called downtown's what's the community improvement plans which allows for funding and investment in the private sector and then in grocery we invested over almost a quarter of million

14:51:00 dollars in various upgrade projects in the downtown. And it's, it's in downtown's are places where I think particularly one for Grimsby where we started, which was on the decline.

14:51:17 It was really tough to get any sort of investment matching investment out of, out of building owners but you know I think one of the things where the CIP is that you need to sort of adapt it and over time and I think early on we really focused on what

14:51:52 on the cosmetic which equals investment in the, in the, in the, in the economic viability of it, but, but certainly if I could go back today. I think I would probably put at least the category in in accessibility.

14:51:45 It really is. It really is K to to use to, you know, all sorts of just convenient access, whether full accessibility or even mother's installers and that sort of thing it's, it's, it's just just a practical thing to do, and.

14:52:11 And the more that

14:52:14 in it so I think using those tools can maybe be improved or plants are certainly there I think certainly working with your public works department and the design of complete streets to ensure that you can remove those barriers and public works and help

14:52:28 across the board in terms of the those access points but it really does take a partnership I think it really does take a commitment and I think it takes events like this and make an awareness of the need to do this sort of thing so it's not just you know

14:52:44 an afterthought. It's something which is is really fundamental for what we need to do to make our, our buildings, accessible and sustainable for the long term.

14:52:54 And I mean, I think, you know, rich and his in his presentation basically spoke about the idea that like the disability, the number of people with disabilities is much higher than than necessarily the people who might need to use a ramp or or whatever,

14:53:12 and that there's a real economic impact a potential economic impact of providing that better service for our private sector sector perspective so you know i mean i think you know there's a lot there's there's, there's a saying there, there's an intersection

14:53:27 there between sort of leveraging the funding programs and incentivizing it, and also business owners starting to realize the

advantages to them, of one making a heritage plays more viable and to providing for better access and better service.

14:53:44 I see there's a question here in the chat somebody Karen is wondering what grant or funding program was leveraged for the library.

14:53:52 It was a public realm improvement scrapped designate a property grant Southern proven grant and there was a Canada 150 grand from the federal government and the tip and Niagara is had really extensive use for this community improvement plan thing, and

14:54:17 taken advantage of this through facade improvement Brownfield remediation millions and millions of dollars are spent, and you know I interested in going through researching this presentation I can't recall anything on accessibility and as good as a program

14:54:35 program is it really shows that if you're going to reinvent the program which you have to do with the community improvement plan, you've got to renew it every so often that this is something that really needs to be added to the next to the next week,

14:54:50 you can achieve it through other means. And, you know, as we did here.

14:54:55 It was.

14:54:57 I think the town would have invested in the building, its own money, had it not been accessible, because if it's not usable white for money into it, and that's was the case with this particular building.

14:55:10 That's great. I'm rich maybe another question for you is, and Michael or for either of you I think in terms of this as a panel discussion I think the one of the comments you talked about was sort of the Amazons the Walmart's the.

14:55:28 And then at a smaller scale sort of like the idea is or banks and like that they won't basically take on buildings that are not accessible today.

14:55:36 So I guess the question I would pose is like, do we just need to have businesses with deep pockets or how do we get the smaller.

14:55:46 People with not deep pockets I mean ik said at the beginning of the session that, you know, this tension between the landlord and the tenant of the small business owner trying to who maybe realizes that they want to provide better service, and better

14:56:00 accessibility to their building, but that they're being, you know, it's being directed by their landlord.

14:56:08 What I mean like anything in life, if you've got a customer, and you can hold on to them that's a customer they don't have to go and get, and if you can, you know, I think we all have people in our lives, my grandmother, for example, he was fully well

14:56:22 well, active when I in my early days but towards the end of her life into her 90s required accessibility and she was able to because of accessibility in the shops, she visited was able to go in and still be active, whereas had not been possible they would

14:56:40 have lost her they would have lost that revenue. And, and it's so I think making those business cases is certainly important you know downtown's are the, the incubators of the of the you know the Amazons and that tomorrow that as well and and you know

14:56:58 job is a job for communities, it's not.
14:57:03 Not everyone's going to go and land a big hunk of plant but if you can fill your downtown with really thriving businesses, then that's that's a really solid thing and you know what, when when Honda and then all these other companies come to town and look
14:57:16 at your downtime they look at the health of it. Yeah, we're going to locate here so it all spends all.
14:57:22 Yeah, rich any thoughts on that issue.
14:57:33 We need wrote the book that will go and play a role. He had it just not going the way.
14:57:45 And in the end the day this becomes if this is if you decide you want you to try. Everybody, are you still in domain boutique that eventually people decide.
14:58:03 I don't would you go to business.
14:58:08 Do XYZ.
14:58:28 Many people who had because we can play a role in a very small situation, which is viable to retrofit beta in the rain. However, I think that would be beach vacation, dig the realities you.
14:58:36 What kind of a mean.
14:58:40 That's the ultimate question, UYVVZ.
14:58:44 They include studio Digi vigil.
14:59:04 We would you want to send them this elbow,
14:58:55 people meet other times they just do.
14:58:59 If I want to forecast.
14:59:03 Enjoy landlord you go do this
14:59:08 with you because you're doing less attractive.
14:59:11 Yeah.
14:59:13 I mean I think that's a great place to end this right is where do we want our main streets to go.