



# Introduction to a first-of-its kind community of accessibility & real estate industry organizations

## ACCELERATING ACCESSIBILITY COALITION

C3  
Communication  
Accessibility Advisory  
Committee – December 12, 2023  
Item No. 1



# SITUATION

Canada has a **shortage** of housing that is accessible to people of all ages and abilities.

**Demand** is growing.

But **supply** isn't...

# BARRIERS

## WHAT

**Inadequate requirements** for accessibility in building codes

Lack of awareness of & empathy for **people's lived experience**

Lack of awareness of gap between **demand & supply**, & the **scope of the opportunity for home builders**

## WHY

Lack of understanding of how accessible housing **aligns with developer interests**

## HOW

Lack of awareness of **how to build more accessibly** in a cost-effective way

# RESPONSE

The **Accelerating Accessibility Coalition** (AAC) launched in November 2022 - a first-of-its-kind community of real estate development and accessibility leaders that is working to create an accessible Canada.

It is encouraging home builders to make physical accessibility a greater priority as they build the millions of new homes needed across Canada in the next decade.

# PURPOSE

## **VISION:**

That people of all ages & abilities in Canada have access to homes that are free of barriers, to support their ability to participate fully in society

## **MISSION:**

To support the building of a more accessible Canada by **significantly increasing the supply of new housing that is accessible & welcoming to people of all ages and abilities**

## WHO IS INVOLVED

### Inaugural Co-Chairs

**Luke Anderson** (2022-2024)

Executive Director, StopGap Foundation

**Heela Omarkhail** (2022-2023)

VP, Social Impact, The Daniels Corporation

### Membership & Secretariat

**37 members to date** from real estate, accessibility & civic organizations

**ULI (Urban Land Institute) Toronto**, a non-profit, serves as the secretariat



# What we've accomplished in Year 1

- Select **inaugural Co-Chairs**
- Confirm **37** members
- Add **22 tools** & resources to **Accessibility Toolbox**
- **12 news stories**: CBC (online, radio, TV), NRU, yorku.ca, Storeys, Remi Network
- Secure **\$173,800** for a **research project** with Sunnybrook Research Institute funded by Accessibility Standards Canada/the Government of Canada and a project to **produce a video** with The Daniels Corporation.



## What we've accomplished in Year 1, continued

- Host **Fundamentals of Accessibility** with AccessNow for **70** registrants with sponsors Cadillac Fairview and The Daniels Corporation at BLG LLP
  - 81% of attendees reported satisfied/very satisfied
  - 78% reported the session gave them ideas on what they can do differently to support Canadians of all ages and abilities
- Produce **marketing campaign** with Seneca College's Design for Social Change class
- Broaden network of accessibility & real estate organizations through meetings with City of Toronto, Ontario Minister of Municipal Affairs & Housing Office, Canada's Chief Accessibility Officer, BILD Chair's event, People & Culture Committee, UN-Habitat & South Korean NGO



# HOW TO SUPPORT EACH OTHER

## City of Vaughan

- Promote the Coalition with Vaughan home builders
- Contribute to and promote the Accessibility Toolbox

## Accelerating Accessibility Coalition

- Highlight measures the City is taking to encourage accessibility
- Invite Accessibility Advisory Committee members to participate in future Coalition programs and communications

# Questions/Discussion

## Contacts:

<https://toronto.uli.org/programs/the-accelerating-accessibility-coalition/>

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