

Cowbell Brewing Co.

Accessibility Plan

December 2016 To December 2021

January 2022 - December 2026

Multi-Year Accessibility Plan

Cowbell Brewing Co.
December 2016 – December 2021

Prepared by
Accessibility Planning Committee

In accordance with

Accessibility for Ontarians with Disabilities Act

Integrated Accessibility Standards Regulation

This publication is available through the Cowbell Brewing Co.

- website (<https://cowbellbrewing.com/>) (not yet available)
- In accessible formats to the public upon request

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1.0 Aim

This multi-year Accessibility Plan is developed in accordance with the Integrated Accessibility Standards Regulation under the Accessibility for Ontarians with Disabilities Act, 2005. It incorporates the intentions of the Company to meet its obligations under the Ontarians with Disabilities Act, 2001. The Plan describes the measures that the Company will take over the five-year period from 2016-2021 to identify, remove and prevent barriers to people with disabilities who work, learn and participate in the Cowbell community and environment including staff, volunteers and guests to the Cowbell Farm and events. The plan will be guided by the Company's Accessibility Standards, Accessibility Policy and Procedures.

2.0 Objectives

This Plan:

- 2.1** Describes the process by which Cowbell Brewing Co. will identify, remove and prevent barriers;
- 2.2** Reviews recent efforts of the Cowbell Brewing Co. to remove and prevent barriers;
- 2.3** Describes the measures that Cowbell Brewing Co. will take in the period of 2016 to 2021 to identify, remove and prevent barriers;
- 2.4** Makes a commitment to provide an annual status report on the Company's implementation of the multi-year accessibility plan;
- 2.5** Makes a commitment to review and update the multi-year accessibility plan at least once every 5 years;
- 2.6** Describes how Cowbell Brewing Co. will make this accessibility plan available to the public.

3.0 Commitment to Accessibility Planning

This plan will be established, reviewed and updated in consultation with persons with disabilities and with the Huron County Accessibility Advisory Committee. It will be presented to the Company's Senior Leadership Team for approval. Cowbell Brewing Co. is committed to:

- 3.1** Maintaining a Diversity, Accessibility & Inclusivity Committee;
- 3.2** Continuing the process of consulting with the Huron County Accessibility Advisory Committee and with persons with disabilities;
- 3.3** Ensuring, wherever practicable, that Company policies, procedures and practices are consistent with the principles of accessibility and inclusive/universal design. The Diversity, Accessibility & Inclusivity Committee will provide input re: accessibility issues, where appropriate, with regard to new policies and procedures and to those under review;
- 3.4** Improving access to facilities, policies, events, practices and services for staff, volunteers, guests and members of the community. Consideration of ongoing identification of barriers will be the responsibility of the Accessibility Committee and will, wherever practicable, be incorporated in the multi-year plan.

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The co-founders and executives of Cowbell Brewing Co. have authorized the Diversity, Accessibility & Inclusivity Committee to review and update the Multi-Year Accessibility Plan that will enable Cowbell Brewing Co. to meet these commitments.

4.0 Description of the Cowbell Brewing Co. Facility

Cowbell Brewing Co. is a unique Canadian destination craft brewery that features a state-of-the-art brewing facility, restaurant with indoor and outdoor seating, retail store, and entertainment spaces. Located on 111 acres south of the historic village of Blyth, Cowbell is committed to providing guests with a one-of-a-kind experience, highlighted by delicious craft beer. This includes a state-of-the-art 50HL closed-loop brewhouse with indoor and outdoor seating for over 400 and private dining and meeting spaces. The Company serves 170 employees distributed across the province.

Cowbell's leaders are resolute in the support of the values to which this company will aspire and honour: integrity, community, quality and social responsibility. Cowbell applies these four pillars to all that it does, including its commitment to accessibility and creating a welcoming and inclusive space for guests, visitors and employees.

2012 – 2017 Priorities:

5.0 Members of Accessibility Planning Committee

The Company's Accessibility Working Group was formally created in early 2017, with the team suggesting additional individual work group members to reflect their needs. Since the AODA has heightened the requirement that Accessibility plans be prepared in consultation with people with disabilities, the Working Group continues to expand the membership to include more individuals who may have disabilities.

The focus of the group will be developing and implementing a 5-year plan based on the new IASR requirements.

The Accessibility Planning Committee held 1 meeting between September, 2017 and November 2017 to develop the Company's first Multi-Year Accessibility Plan for 2017-21.

6.0 Strategy for prevention and removal of barriers

Beginning on September 1, 2017, the principles of inclusionary practice, freedom from barriers and accessible environments have informed all Cowbell Company policies, procedures and services. Through the annual accessibility plan status report process implemented under the Ontarians with Disabilities Act, 2001, Cowbell Brewing Co.'s programming, procedures and practices will be assessed to ensure continuous improvement in accessibility. This process will continue through the establishment of a multi-year accessibility plan which places particular emphasis on the provisions of the regulations made under the AODA with regard to customer service,

information and communications, employment, design of public spaces and transportation.

7.0 Barrier Identification Methodologies

With every methodology chosen to identify barriers, the Diversity, Accessibility & Inclusivity Committee considers it important to ensure that people with disabilities are, and will continue to be, a part of the ongoing process, to be consulted as part of this process of barrier identification. The Diversity, Accessibility & Inclusivity Committee uses the following barrier identification methodologies:

- Ongoing reference to the Integration Accessibility Standards Regulation (IASR) under the 2005 AODA legislation and related communications by the AODA Working Group members
- Brainstorming a list of known and suspected barriers to determine the extent of known and suspected barriers within the system
- Discussions with employees, guests as well as community members who have disabilities for information sharing and feedback
- Presentation at Company training for information and feedback
- Communication to stakeholders through the Company website, Facebook and twitter feeds
- Presentations at Diversity, Accessibility & Inclusion Committee meetings for information sharing and informal feedback

8.0 Barriers to be addressed under the Multi-Year Accessibility Plan

The Integrated Accessibility Standards Regulation 191/11 filed in June, 2011 pursuant to the Accessibility for Ontarians with Disabilities Act, 2005 identified specific requirements to achieve accessibility in the areas of:

- Information and Communications;
- Customer Service;
- Design of Public Spaces;
- Employment, and;
- Transportation

These requirements build on the Accessibility Standards for Customer Service which came into force in 2007. The Company intends, through this Multi-year Accessibility Plan for the period 2016-2021, to take action to address barriers to accessibility related to the Standards areas of current Regulations. This is in addition to ongoing work the Company is undertaking with regard to identification and removal of barriers in the Company's expanding projects.

2016-2017 Design and Building of Cowbell Brewing Co. – the Farm

Type of Barrier	Location	Action Taken
Design of Public Spaces	Building Entrances	Automatic door opener for accessible entrances
Design of Public Spaces	Washroom entrances on both floors	Two automatic door openers for accessible washrooms
Design of Public Spaces	Main Entrance	Installation of an elevator with mirror and tactile signage
Design of Public Spaces	Accessible Washrooms	Creation of accessible washrooms on both floors of the facility with child and adult change table with lift, transfer bars, coat hooks, appropriate lighting for visually impaired
Design of Public Spaces	Main Entrance/parking lot	Creation of bus lane and guest drop off area for guests with accessibility issues
Design of Public Spaces	Main Entrance/parking lot	Accessible parking spots with level ground
Design of Public Spaces	Main Entrance/parking lot	Hard landscaping for ease of mobility
Design of Public Spaces	Main Entrance/parking lot	Wide entrance with heated walkways at the entrance to provide for safety and clear pathways
Design of Public Spaces	Main Entrance	Contrasting colours and bandings for individuals with vision loss
Design of Public Spaces	Main Entrance	Contrasting colours and bandings for individuals with vision loss
Design of Public Spaces	Main Entrance	Accommodated service counter at reception desk with waiting area
Design of Public Spaces	Elevator	Elevator with tactile elevator symbols and mirror
Design of Public Spaces	Restaurant, first floor, second floor and outdoor patio	Accessible restaurant and patio spaces. Accommodated seating arrangements upon request (e.g., wider pathways for wheelchairs or sighted guide for person with vision loss)
Information & Communication	Websites	Company website, Facebook and twitter feeds beginning to be developed with attention to accessibility
Information & Communication	Along Catwalk	Installation of video monitors throughout the facility to share self-guided tours and other Company information in multiple formats to guests – multiple languages, ASL, closed captioning, audio, etc.
Customer Service	Training	Begin development of training modules on Accessible Customer Service for new employees, contract employees and volunteers

New construction has adhered to the current building code and includes level access to the brewery, automatic

door openers, elevator between floors, accessible washrooms, clear pathways to all event spaces.

2017-2018

Type of Barrier	Location	Action	Effective Date
Systemic	Company-wide Policy and Procedure	Develop an Accessibility Standards-Customer Service Procedure	July 1, 2017
Information and Communications	Company-wide	Develop a Procedure re Accessible Information and Communications and establish a staff training and implementation plan to meet the IASR requirements	July 1 –December 31, 2017
Employment	Company-wide Human Resources	Develop a Procedure re Accessible Employment and refine an Employee Emergency Support and Evacuation Plan form	July 1, 2017
Customer Service	Company-wide Purchasing	Review procurement practices to incorporate accessibility criteria for goods, services, facilities and when applicable, incorporate accessibility features when designing self-serve kiosks (ATM machines)	October – December 31, 2017
Customer Service	Company-wide Training	Provide accessibility awareness training for all employees Customer Service. Records are kept of the training	July 1 –December 31, 2017
Design of Physical Spaces	Parking lot	Creation of handicap bus drop off Creation of multiple parking spaces for people with disabilities vans with lifts	July 2017
Design of Physical Spaces	Elevator	Mirror in elevator for greater exiting ease for wheelchairs	October 2017
Systemic – Employment	Company-wide Human Resources Training	Provide training to all staff, volunteers on accessibility standards requirements and on Human Rights Code provisions re disabilities and ensure third-party providers have similar training	Ongoing 2017-2018

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Systemic – Employment	Company-wide Human Resources Policy and Procedure	Memo -AODA/IASR Compliance Requirements - Completion tracked by HR	August 2017 – ongoing for new hires
Information and Communications	websites	Develop process for receiving/ responding to feedback to ensure accessibility to persons with disabilities and readiness to provide accessible formats and communication supports upon request. Notify the public re: feedback process – e.g. AP 4 Monitoring and Feedback on Accessible Customer Service	October – December 2017
Information and Communication	Company-wide Training	Train administrative assistants, managers on the Communication Guideline resources to make memos compliant	ongoing
Information and Communication	Company-wide Accommodated Resources	Identify and have ready access to resources that enable the Company to provide information and communication supports upon request and in a timely manner to persons with disabilities. (e.g. Consider access to Company meetings/ special events, conferences) Shall consult with the person making the request in determining the suitability of an accessible format or communication support Shall notify the public about the availability of accessible formats and communication supports	

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Information and Communications	Company-wide Emergency Plans Notification of Disruption	Creation of Emergency Evacuation plans for Cowbell Farm Provide emergency procedures, plans or public safety information that is made available to the public, in an accessible format upon request AP 5 – Notification of Disruption of Service	Fall 2017
Information and Communication	Company-wide Policy Procedure	Create Procedures: AP 1 – Use of Assistive Devices by the General Public AP – Communications and Media Relations Guidelines –Cowbell AODA Communications Reference Guide AP –Volunteer Program (re training on accessibility standards)	July – November 2017
Information and Communication	All Event spaces and parking	Developing accessible signage throughout all event spaces outlining the use of all equipment e.g. adult change table, elevator, access to washrooms, emergency pulls, accessible parking spaces, etc.	July – October 2017
Information and Communication	Websites and in-house video monitors	Creating an accessibility video for social media and on in-house video monitors of all accessible features at Cowbell Brewing- the Farm. Community members who have disabilities will speak to the features available.	October 2017

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Information and Communication	Website Feedback	Development of Accessibility page outlining Multi-year plan, procedures and accessibility features Develop a fillable feedback form on Cowbell website Develop feedback cards for reception	November-December 2017
Information and Communication/Customer Service	Website, Restaurant, Tours	Development of large print menus, maps, tactile maps that can be available for guests on site or electronically - Development in consultation with a community member with a visual impairment	Fall 2017
Information and Communication	Websites	Begin to review Company websites to assess level of accessibility and meet WCAG 2.0, Level AA standards. check compliance: www.achecker.ca/checker Manager /staff training on creating Accessible Documents and Websites Begin to recruit community members using assistive technology to review the Company's website and provide feedback	Fall 2017 October 4, 2017 November 2017
Customer Service	Company wide	Create Procedures: AP 3 – Use of Support Person If a support person is required for Health and Safety Purposes, they will be admitted on tours or events free of charge AP 2 Use of Service Animal -certified service dogs welcome upon presentation of certificate -water dishes available for animals, instructions/signage on area to walk animal	July- October 2017

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Information and Communication Customer Service	Restaurant and Tours	Train Employees on accessibility features with Company iPads for use in tours and menu reading	Fall –Winter 2017-2018
Customer Service	Tours: Self- Guided and Guided Tours	Develop materials in alternate formats upon request to ensure tours are inclusive for all guests -e.g. 3D maps, 3D model of building, real props, closed caption, ASL, multiple languages, audio, provision of iPad for large print viewing, alternate formats and close up viewing	Fall –Winter 2017-2018
Customer Service	Tours: Self- Guided and Guided Tours	Ensure reservations ask for any required accommodations and if support person or service dog required. A reservation checklist was created to assist staff in gathering needed information to inform restaurant, events and tour staff of accommodations required by guests	September 2017
Customer Service	Restaurant and Event Spaces	Accommodated seating arrangements upon request (e.g., wider pathways for wheelchairs or sighted guide for person with vision loss)	ongoing
Systemic - Employment	Company-wide	Develop Human Resources procedures and practices with regard to recruitment, job accommodations, alternative accessible formats and communication supports, individual accommodation and emergency response plans for employees that require it, return to work, performance appraisal, career or professional development, redeployment	April-September 2017
Systemic - Employment	Company-wide Human Resources	Memo –Employee Accommodation Information Individualized Accommodation Plans and Emergency Response Plans are reviewed yearly	September 2017

Systemic – Policy and Procedure	Company-wide Purchasing	Procurement: Develop Guidelines Ensure and document third party providers comply with the requirements of the Accessibility for Ontarians with Disabilities Act, 2005 (AODA) Include in contracts with third party providers clear conditions about complying with AODA requirements and sole liability for any financial penalties that are imposed for non-compliance	2018
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2018-2019

Type of Barrier	Location	Action	Effective Date
Information and Communication –Transportation	Accommodated Transportation for Events (Cowbell Express)	Create AP - Transportation to align with AODA requirements for guests requiring accommodations	
Design of Physical Space		Renovate the Packaging Hall to be a fully accessible facility for employees and guests.	May 2019
Design of Physical Space	Restaurant garden, a working farm complete with barley, hops, and an orchard. We will also complete construction of a unique outdoor natural Amphitheatre for live music, culture, and athletic events, with space for 15,000 people	Accessible grounds – wheelchair accessible paths, paint or contrasting stone work highlighting different level changes, engineered woodfire in place of pea stone allowing wheelchairs and walkers to get to outdoor spaces, accessible ramps, key gardens allowing wheelchair accessibility, etc.	
Information and Communication	Company-wide AODA Committee Award Nomination	Application for David C. Onley Award for Leadership in Accessibility	August 2018
Information and Communication	Company-wide	Review accessibility features of all updates related to Company websites in anticipation of WCAG, 2.0, Level AA standards	Ongoing preparation for 2021 deadline

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Physical	Ontario Building Code (OBC)	Design of Public Spaces Standards: <ul style="list-style-type: none">- Outdoor spaces- amphitheater- the Farm- Exterior paths of travel in both spaces- Parking for these spaces- Maintenance	January 2018 - 2021
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2019-2020

Type of Barrier	Location	Action	Effective Date
Design of Physical Spaces	Ontario Building Code (OBC)	Once it is published, we will analyze and interpret the updates to the applicable sections of the Building Code and determine the implications to our school sites.	Ongoing preparation for 2021 deadline
Information and Communication –Transportation	Events - Transportation	Update APs Transportation to align with AODA requirements.	
Systemic - Employment	Company-wide Human Resources	Review and update Human Resources procedures and practices with regard to recruitment, job accommodations, alternative accessible formats and communication supports, individual accommodation and emergency response plans for employees that require it, return to work, performance appraisal, career or professional development, redeployment.	Ongoing
Systemic – Employment	Company-wide Policy and Procedure	Review status of Company accessibility policies and procedures and update as required.	2022
Design of Physical Spaces	2021 Review will also include: Outdoor Spaces Outdoor Public-Use Eating Areas Exterior Paths of Travel Recreational Trails Accessible Parking	Where new construction, we will work with architects and contractors to incorporate accessibility features for various people with different abilities. New construction will provide for accessible paths connecting the buildings and area to the north to the Brewery. We will systematically work at installing accessible Ramps if needed into our designs as part of planned exterior work. Cowbell has worked to ensure designated, signed, accessible parking spaces at all Company properties.	2021

2020-2021

In October 2021, Cowbell's Accessibility Planning Committee was expanded to include all matters of diversity and inclusion at Cowbell. In addition to eliminating accessibility barriers and reviewing the Company's Multi-Year Accessibility Plan, the Diversity, Accessibility & Inclusivity Committee will assist Cowbell in the implementation and on-going development of all diversity and inclusion initiatives. Cowbell's ultimate goal is to provide a welcoming, inclusive and accessible space for all employees, guests and visitors. The Committee will strive to have members from diverse backgrounds as well as from various working groups across the organization. This is to ensure a diversity of perspectives and lived experiences. The Diversity & Inclusion Committee meets on a monthly basis.

Type of Barrier	Location	Action	Effective Date
Design of Physical Spaces	40035 Blyth Rd. (Cowbell Brewery)	Updated restroom signage throughout the Cowbell Farm. Accessibility symbols on restrooms signs have been updated, replacing the traditional international symbol of access of a static person sitting in a wheelchair to a forward movement symbol.	November, 2020
Information & Communication Employment Customer Service	Company-wide	Julie Sawchuk is in the process of developing two informational accessibility videos for the Cowbell team. The first video will be customer service based. The second video will review all of Cowbell's accessibility features.	March, 2021
Customer Service Information & Communication	Company-wide, primarily for dining in guests	New menus now include a section where guests can request reading glasses, dental floss, pureed food, visual masks.	December, 2020
Customer Service Employment	40035 Blyth Rd. (Cowbell Brewery)	An emergency evacuation chair has been ordered to assist people with mobility issues to safely evacuate the Cowbell Farm in the event of an emergency.	February 2021
Design of Physical Spaces	40035 Blyth Rd. (Cowbell Brewery)	Guest restroom on second level of the Cowbell Farm will be renovated to be accessible, with push button.	2021

2021-2022

Type of Barrier	Location	Action	Effective Date
Customer Service Employment	40035 Blyth Rd. (Cowbell Brewery)	An emergency evacuation chair has been installed in the fire exit stair way on the east side of the building. Managers have been trained on the proper use of the equipment incase of an emergency	2021
Information and Communication	Company Wide	Educate employees on Diversity, Accessibility & Inclusivity by sending out memos and informing through monthly meetings	2021
Information and Communication Customer Service Inclusion	Company Wide	Educate employees on Accessibility by having Julie Sawchuk from Sawchuck Accessible Solutions speak to staff about how to properly engage with individuals with accommodations	2021
Customer Service Inclusion	40035 Blyth Rd. (Cowbell Brewery)	Alternated all washrooms upstairs from being gender specific to being universal	2021
Information and Communication Customer Service Inclusion	40035 Blyth Rd. (Cowbell Brewery)	Displaying all LGBTQ+ Pride flag stickers at main entrance to ensure both guests and employees that anyone and everyone are welcome in our building	2021
Information and Communication Customer Service Inclusion	40035 Blyth Rd. (Cowbell Brewery)	Displaying both the Pride flag and Every Child Matters flag to ensure both guests and employees that anyone and everyone are welcome in our facility	2022
Information and Communication	Website	Update the website with any accessibility, diversity, and inclusivity information that we are able to provide in order to inform guests about our brand	Ongoing

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2022-2023

Type of Barrier	Location	Action	Effective Date
Information and Communication Customer Service Inclusion	40035 Blyth Rd. (Cowbell Brewery)	Created and ordered a braille and large print menu of the core items	2023. Estimated delivery date into 2024
Customer Service Inclusion	40035 Blyth Rd. (Cowbell Brewery)	Updated coat rack to have an accessible rack in the middle for guests who are unable to reach the top	2023
Customer Service Inclusion Information	40035 Blyth Rd. (Cowbell Brewery)	Business verified on Access Now, an app that deems us accessible and can be used by patrons to see what standards we have in place	2023

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9. Review and Monitoring Process

The Diversity, Accessibility & Inclusivity Committee meets regularly during the year to review progress and evaluate the effectiveness of implementation of barrier-removal and prevention strategies and to plan for increased accessibility throughout the Company. The Diversity, Accessibility & Inclusion Committee will ensure that in respect of the Multi-Year Accessibility Plan the following steps take place:

- a. An annual status report on the progress of the measures taken to implement the plan is prepared.
- b. At least once every 5 years the plan is reviewed and updated in consultation with persons with disabilities, and other relevant committees.

10. Communication of the Plan

In addition to the public availability of the plan as referenced earlier on Page 2, Cowbell Brewing Co. will post an annual status report on the progress of the Multi-year Accessibility Plan on the Company's website. The Company will accommodate requests for accessible formats of the Plan.

Questions, comments or feedback regarding the Accessibility Plan may be directed to:

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Or

For general comments:

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