

## **Transit Accessibility Campaign #AccessibleTransitMatters Launches Across Ontario**

*Provincial EnAbling Change Program helps transit agencies raise awareness and promote accessibility*

**January 24, 2022 (Toronto, ON)** – Starting this month, transit systems are launching a new campaign to raise awareness of transit accessibility features and encourage customers to consider the needs of others.

This campaign was developed by the Ontario Public Transit Association (OPTA) in partnership with local transit agencies who will use the campaign material throughout 2022 to promote compliance with Ontario's accessibility standards. Click [HERE](#) for the launch website with all campaign material.

The campaign uses clear and simple messaging in a friendly and non-judgmental way to educate transit riders about accessibility features, such as priority seating and service animals. It also reminds people that not all disabilities are visible. Advisory Committees on Accessibility across the province were consulted during the campaign design process to ensure that the messaging and visuals were appropriate and clear.

During the five-year review of the Transportation Standards, developed under the Accessibility for Ontarians with Disabilities Act, 2005 (AODA), enforcement and public education for the various standards was a major theme. The review committee recommended public education instead of additional regulations.

The EnAbling Change Program is administered by the Provincial Ministry for Seniors and Accessibility and provides funds for strategic partnerships with industry and sector leaders to significantly improve accessibility for people with disabilities and promote compliance with Ontario's accessibility standards. These projects raise awareness of barriers faced by people with disabilities to a large audience. The campaign material will be visible onboard buses, on billboards, on subway platforms, at terminals, on bus shelters, and on transit system websites and social media channels.

### **About OPTA**

The [Ontario Public Transit Association](#) (OPTA) is the collective voice of the transit industry in Ontario. Our member-driven trade association represents public transit systems, health and social service agency transportation providers, suppliers to the industry, consultants and government representatives. OPTA's objective is to raise awareness of the importance of public transit to Ontarians and their communities, to social inclusion and environmental sustainability, and to the provincial economy and competitiveness.

### **For further information**

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