

Accessibility Awareness Ambassador Program Proposal

Prepared for: the Brockton Accessibility Advisory Committee

Date: May 30 2025

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1. Program Overview

The **Accessibility Awareness Ambassador Program** is a community-led initiative aimed at promoting inclusivity, raising awareness of accessibility challenges, and encouraging local engagement on accessibility improvements within the Municipality of Brockton. This program seeks to involve key stakeholders, including municipal representatives, service clubs, and youth, in outreach and education initiatives that benefit the entire community.

2. Membership Structure

The Ambassador Program will consist of the following members:

- **Municipal Committee Member:** A representative from the municipality's accessibility advisory committee (or equivalent).
- **Service Club Representative:** At least one representative from a local service club (e.g., Lions Club, Rotary Club, etc.).
- **Youth Ambassador:** A student or young adult (age 15–25) selected for their interest or lived experience related to accessibility.

This small, focused group will represent a cross-section of the community and serve as liaisons to their respective organizations and age groups.

3. Role of Accessibility Awareness Ambassadors

Ambassadors will act as local champions for accessibility by:

- **Conducting Outreach:** Engaging with downtown businesses, event organizers, and community groups to discuss accessibility concerns and solutions.
 - **Providing Education:** Distributing resources, offering basic training materials, and sharing accessibility best practices with the public and business owners.
 - **Promoting Awareness:** Participating in local events such as Accessibility Awareness Week and public information campaigns.
 - **Encouraging Inclusion:** Advising groups and clubs on how to create more inclusive environments and reduce physical, informational, and attitudinal barriers.
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4. Specific Actions

Downtown Business Outreach:

- Visit businesses to discuss how minor adjustments (e.g., doorway ramps, clear signage, accessible washrooms) can improve customer access.
- Encourage participation in the “Map Mission Day” to improve information about accessibility in Brockton.

Service Club Involvement:

- Encourage service clubs to:
 - Integrate accessibility considerations into fundraising and community events (e.g., venue access, sensory-friendly options, inclusive signage).
 - Support local infrastructure improvements such as benches, accessible picnic areas, or mobility-friendly pathways.

Youth Engagement:

- Empower the Youth Ambassador to promote accessibility topics in schools and youth organizations.
 - Use social media platforms to share stories, facts, and tips about accessibility from a youth perspective.
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5. Meetings and Coordination

- Ambassadors will meet **bi-yearly (twice per year)** to:
 - Review outreach efforts and progress.
 - Plan upcoming initiatives and events.
 - Share updates from their respective networks and organizations.

Coordination support will be provided by a designated municipal staff member to ensure continuity and alignment with municipal accessibility goals.

6. Benefits to the Community

- Increased awareness and understanding of accessibility needs.
- More inclusive public spaces, events, and services.
- Stronger community collaboration and civic engagement.
- Greater visibility of the municipality’s commitment to equity and inclusion.

7. Next Steps

- Finalize program approval through council endorsement.
- Recruit initial Ambassador members through an open call and nominations from service clubs and schools.
- Develop a toolkit of outreach and educational materials.
- Schedule the inaugural meeting and orientation session.

Conclusion

The Accessibility Awareness Ambassador Program provides a meaningful and practical way to promote inclusion and foster a culture of accessibility throughout the Municipality of Brockton. By leveraging the passion and networks of local volunteers and organizations, the municipality can take measurable steps toward a more accessible future for all.