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Date September 27, 2022 **Report No.** 2022-612

To Chair and Members
Combined Committee of the Whole – Planning & Administration & Operations

From Brian Hutchings
Chief Administrative Officer

1.0 Type of Report

Consent Item ☐
Item For Consideration ☒

2.0 Topic Treat Accessibly – Making Trick or Treating Accessible in Brantford [Financial Impact - None]

3.0 Recommendation

- A. THAT the Report 2022-612 titled “ Treat Accessibly – Making Trick or Treating Accessible in Brantford” be RECEIVED; and
- B. THAT staff in the Office of the CAO and the Communications Departments BE DIRECTED to work with Treat Accessibly to promote awareness of the Treat Accessibly initiative, on an annual basis, on the appropriate communication channels.

4.0 Background

In early 2022, The Office of the CAO and Mayor was approached by community employer and leader, Ferrero, regarding the potential to partner with a non-profit organization focused on making treat-giving more accessible this Hallowe'en in the City of Brantford.

Treat Accessibly was founded in 2017, when the Padulo Family realized they had to change how they set up their trick-or-treating station at their own home to make it fully accessible to neighbourhood children in their community.

Treat Accessibly is a grassroots movement working to encourage residents, and their communities, to take steps to make their Hallowe'en celebrations more inclusive. Treat Accessibly provides tips and recommendations that households can follow to ensure the public can visit in a safe, and accessible manner. Treat Accessibly also launched a pilot program being delivered in 124 schools, in partnership with Rick Hansen Foundation.

In Canada and the USA, more than 22% of people identify with having a disability, nearly 400,000 children. Treat Accessibly's goal is to have 400, 000 households participating in the program – one household for every Canadian child with accessibility needs.

There are a number of other Municipalities across Ontario who are participating in the Treat Accessibly initiative, including: Toronto, Brampton, and Milton. Treat Accessibly is eager to launch this program in Brantford, and encourage residents to make their homes more accessible this Hallowe'en season.

This report was included as part of the Brantford Accessibility Advisory Committee agenda on September 8, 2022. That meeting was cancelled due to lack of quorum.

5.0 Analysis

The City of Brantford is dedicated to fostering an inclusive community, where people of all ages, abilities and backgrounds can enjoy all that The City has to offer – including on Hallowe'en. The partnership of The City, Ferrero and Treat Accessibly supports the Brantford Accessibility Advisory Committee's mandate of removing barriers in policies, programs and services to the meet the requirements of the *Accessibility for Ontarians with Disabilities Act*.

The Treat Accessibly program is aligned with the Council Priority of ensuring all neighbourhoods in the City are safe, vibrant, attractive and inclusive. This initiative identifies opportunities for residents to increase accessibility and a strong sense of belonging across the diverse community of Brantford.

Through a generous contribution from Ferrero and Remax, City of Brantford residents interested will be able to receive free lawn signs. Households wishing to participate can do so by putting a lawn sign in front of their home and making

modifications to ensure their homes are accessible. Solutions can include moving trick-or-treat stations to the end of the driveway, or eliminating the use of strobe lights.

Treat Accessibly's bright orange lawn signs will be available at various City facilities throughout October, including at the Wayne Gretzky Sports Centre, Community Centres and City Hall. Staff will also be distributing Ferrero treats, and lawn signs at Scare in the Square this October. The signs include logos from The City of Brantford and Ferrero, as well as a caped hero in a wheel chair and words "Treat Accessibly" (included as Appendix A).

There is a goal of handing out 250 lawn signs in the City of Brantford in 2022, with the intention of making Hallowe'en trick or treating more accessible, and growing the program through awareness in the future. This cross-departmental initiative will include consultation from the City's Accessibility Coordinator, Communications, and the Office of the CAO.


In addition to The City's efforts, Ferrero will also be encouraging their staff to promote accessible trick-or-treating by offer no-cost lawn signs at their Brantford facility.

6.0 Financial Implications

There is no financial impact on this program, thanks to generous community partners.

7.0 Conclusion

The City of Brantford has made developing, creating, and fostering accessible spaces and places a priority. Through this unique community partnership, The City of Brantford can encourage residents to make small modifications to their Hallowe'en celebrations to ensure *all* residents can enjoy.



Brian Hutchings, CAO

Prepared By:

Sasha Hill Smith
Manager, Government Relations & Corporate Initiatives

Attachments (if applicable)

Appendix A: Treat Accessibly Lawn Sign

Copy to:

Jenny Sawicki, Accessibility Coordinator, The City of Brantford

Rich Padulo, Founder, Treat Accessibility

Stephanie Cass, Manager, Government Relations, Ferrero Canada

In adopting this report, is a by-law or agreement required? If so, it should be referenced in the recommendation section.

By-law required ☐ yes ☒ no

Agreement(s) or other documents to be signed by Mayor and/or City Clerk ☐ yes ☒ no

Is the necessary by-law or agreement being sent concurrently to Council? ☐ yes ☒ no