



## **2025–2026 Interim Accessibility Progress Report**

*Prepared under the Accessible Canada Act (ACA)*

Reporting Period: September 30, 2024 – June 1, 2026

Published: May 19, 2026.

## 1. General

### 1.1 Statement of Commitment

Bruce Telecom is committed to providing a barrier-free environment for all stakeholders, including clients, employees, job applicants, suppliers, and any visitors who enter our premises, access information provided by the company, or use our goods and services.

This Interim Progress Report outlines the progress Bruce Telecom has made against the commitments set out in our 2024–2026 Accessibility Plan (published September 30, 2024), and the steps we are taking to continue identifying, removing, and preventing barriers for persons with disabilities.

### 1.2 About This Interim Progress Report

This report covers the 2025 and 2026 reporting periods together. During this cycle, Bruce Telecom experienced a change in the personnel responsible for accessibility accountability. As a result, the company regrouped and realigned internal ownership of the Accessibility Plan. To ensure accuracy and consistency, we have consolidated progress for both years into a single interim report covering the full period from September 30, 2024 to the publication date of this report.

Work against the original 2024–2026 Accessibility Plan continued during the transition. This report captures completed, in-progress, and outstanding commitments, and sets expectations for the remainder of the plan cycle.

### 1.3 Contact Information and Feedback Process

Bruce Telecom welcomes feedback from the general public, our customers, employees, and partners. Any feedback or questions regarding this report, the Accessibility Plan, or requests for copies in an alternative format can be addressed to the following designated company representative:

**Stephanie Brunato**, General Manager

3145 Highway 21, Tiverton, ON, N0G 2T0

Telephone: 519-368-1207

Email: [stephanie.brunato@brucetelecom.com](mailto:stephanie.brunato@brucetelecom.com)

Feedback can be provided anonymously. The following channels are available to receive feedback:

- Telephone: 1-519-368-2000 or 1-866-517-2000
- Email: [accessible@brucetelecom.com](mailto:accessible@brucetelecom.com)
- Mail: 3145 Highway 21, Tiverton, ON, N0G 2T0
- Website: <https://brucetelecom.com/accessibility-feedback/>

## 1.4 Alternative Formats

This Interim Progress Report is available in any of the following formats upon request:

- Regular Print: provided within 15 days of receiving the request.
- Large Print: a large font printed copy can be provided within 15 days of receiving the request.
- Braille: a Braille copy can be provided within 45 days of receiving the request.
- Audio: an audio copy (audio file with a person's voice reading the text) can be provided within 45 days of receiving the request.

## 1.5 Executive Summary

Over the 2024–2026 reporting period, Bruce Telecom has continued its work to remove barriers and prevent new ones across the seven areas identified in Section 5 of the Accessible Canada Act. Key progress includes the installation of an automatic door opener at our retail location, a review of entrances to confirm accessible pathways, updates to our recruitment process to offer accommodation, and a refresh of customer service procedures to incorporate accessible communication standards.

Several commitments remain in progress, including the sourcing and delivery of accessibility training for leadership and staff, a formal third-party review of our public website against the Web Content Accessibility Guidelines (WCAG), and continued work on customer-facing tools. These items will be prioritized through the remainder of the current plan cycle and carried forward into the next Accessibility Plan.

Bruce Telecom completed an anonymous employee consultation survey during this reporting period under the Accessible Canada Act. Seventeen employees from across the company participated. Respondents generally rated the physical workplace and customer service as accessible, while identifying training reach, point-of-sale equipment, and continued attention to specific store environments and customer support as priorities. The results of the consultation are summarized in Section 4 and have informed both this report and the priorities for the next Accessibility Plan.

The company's Joint Health and Safety Committee (JHSC) and management team continue to monitor accessibility issues and will address concerns raised through the feedback process as they arise.

## 1.6 Definitions

The following definitions apply throughout this report:

**Disability:** An impairment or difference in physical, mental, intellectual, cognitive, learning, or communication ability. Disabilities can be permanent, temporary, or can change over time.

**Barrier:** Anything that might prevent people with disabilities from full and equal participation. Barriers can be based on attitudes, the built environment, the communication of information, and procedures and policies.

**Accessibility:** The design of products, devices, services, environments, technologies, policies, and rules in a way that allows all people, including people with a variety of disabilities, to access them.

## 2. Progress on Commitments under Section 5 of the ACA

The following sections outline the commitments made in the 2024–2026 Accessibility Plan and Bruce Telecom’s progress against each commitment during this reporting period.

### 2.1 The Built Environment

Bruce Telecom’s built environment refers to our physical workspaces, including our offices and retail spaces. Making our locations accessible for employees, customers, and the public remains a core focus.

#### Progress in this reporting period:

- Automatic door opener has been installed and is operational at our retail location.
- A review of retail entrances has been completed. All entrances are either flush or served by an accessibility ramp.
- Customers continue to be offered the option to call prior to arrival so that an employee can assist them from their vehicle.
- The Joint Health and Safety Committee (JHSC) continues ongoing monitoring of all locations. No new physical accessibility barriers have been identified during the reporting period.

### 2.2 Employment

Bruce Telecom recognizes that improving workplace accessibility and ensuring an accessible recruitment and selection process contribute to a more diverse and welcoming workplace culture.

#### Progress in this reporting period:

- The recruitment process has been updated to notify candidates that accommodation is available during recruitment and selection.
- Training and development programs are now offered in multiple formats, including electronic, digital/e-learning, in-person, peer-to-peer on-the-job learning, job shadowing, and, on a limited basis, paper-based materials, to accommodate different learning needs and abilities.

### **Areas continuing into the next phase of work:**

- Fire alarm accessibility: Bruce Telecom’s head office is professionally monitored, and retail locations use smoke detectors monitored at the required frequency. Current alarms are audio-only. The company will continue to evaluate options to introduce a combined audio and visual solution.
- Leadership accessibility training: Sourcing of a leadership training course is underway. Delivery was targeted for Q3 2025 in the original plan; completion has been rescheduled and will be prioritized in the remainder of the plan cycle.
- Employee and JHSC accessibility training: Training for all employees and the JHSC was targeted for Q1 2026. Sourcing of a suitable program is continuing and training will be scheduled as soon as a program is confirmed.

## **2.3 Information and Communication Technologies (ICT)**

Bruce Telecom uses a range of technologies and tools to support our customers and our business, including our public website ([www.brucetelecom.com](http://www.brucetelecom.com)) and our social media platforms.

### **Progress in this reporting period:**

- Customer-facing tools, including our website and billing interface, are being regularly monitored for accessibility and ease-of-use concerns.

### **Areas continuing into the next phase of work:**

- External WCAG review: A thorough third-party review of our public website against the Web Content Accessibility Guidelines was targeted for Q4 2025 and has not yet been completed. Sourcing of an external consultant will be prioritized in the remainder of the plan cycle.
- Ongoing WCAG improvements: Improvements to the website will continue in parallel with the external review, with the goal of achieving and maintaining WCAG compliance.
- Customer-facing tools: Enhancements to customer-facing tools and channels, including ease-of-use improvements, will continue as an ongoing commitment.

## **2.4 Communication, Other Than ICT**

Bruce Telecom communicates with our customers, the public, our employees, and our suppliers and partners in a variety of ways, including one-on-one interactions, newsletters, email, social media, phone, chat, and video.

### **Progress in this reporting period:**

- Customer service procedures have been revised and updated to reflect accessibility standards, and our accessibility policy has been integrated into customer service practices.

- Internal templates and communication standards (SOPs) that support accessibility guidelines are in use.

#### **Areas continuing into the next phase of work:**

- External communications, including marketing and advertising materials, will continue to be improved to ensure accessibility standards are applied consistently.

## **2.5 The Procurement of Goods, Services and Facilities**

Bruce Telecom uses goods and services purchased from external vendors to support our operations and customer service.

#### **Progress and status:**

- Bruce Telecom continues to listen to customer issues related to procured equipment.
- Research into alternative accessible equipment options is ongoing. No formal procurement changes have been actioned during this reporting period; this commitment will be carried forward and prioritized in the next phase of work.

## **2.6 The Design and Delivery of Programs and Services**

Bruce Telecom is committed to ensuring that our programs and services are designed and delivered in a manner accessible to all individuals, including through installation and repair processes where employees interact directly with customers in their homes and premises.

#### **Progress in this reporting period:**

- Some training has been provided to customer-facing employees on supporting customers, including practical considerations such as consulting with customers on the accessible placement of equipment.

#### **Areas continuing into the next phase of work:**

- A dedicated accessibility training program for customer-facing employees was targeted for Q4 2025 and has not yet been sourced. Completion of this commitment will be prioritized in the remainder of the plan cycle and carried forward into the next Accessibility Plan.

## **2.7 Transportation**

Bruce Telecom does not offer transportation services. For this reason, there is nothing to report under this heading.

### 3. Feedback

Bruce Telecom received no significant accessibility-related feedback from the public during this reporting period that required formal action beyond the commitments captured in this report. The company continues to make the feedback channels described in Section 1.3 available, and welcomes feedback at any time.

All feedback received is reviewed by the designated accessibility contact and, where appropriate, shared with the Joint Health and Safety Committee and relevant operational leaders. Feedback is used to inform ongoing improvements and the development of the next Accessibility Plan.

### 4. Consultations

Bruce Telecom recognizes that persons with disabilities are equal participants in all areas of life and must be involved in the development and review of policies, programs, services, and structures. The company is guided by the principles of the Accessible Canada Act, including:

- All persons must be treated with dignity, regardless of their disabilities.
- All persons must have the same opportunity to make for themselves the lives they are able and wish to have, regardless of their disabilities.
- All persons must have barrier-free access to full and equal participation in society, regardless of their disabilities.
- All persons must have meaningful options and be free to make their own choices, with support if they desire, regardless of their disabilities.
- Policies, programs, services, and structures must take into account the disabilities of persons, the different ways that persons interact with their environments, and the multiple and intersecting forms of marginalization and discrimination persons face.
- Persons with disabilities must be involved in the development and design of policies, programs, services, and structures.
- The development and revision of accessibility standards and the making of regulations must be done with the objective of achieving the highest level of accessibility for persons with disabilities.

#### Consultation Method

Bruce Telecom conducted an anonymous online employee consultation survey to inform this Interim Progress Report. The survey was distributed to all employees and asked respondents about their role and lived experience, awareness of the Accessibility Plan, accessibility of the physical workplace and customer service, training received, and priorities for the next 1–2 years. Free-text questions allowed respondents to share specific barriers, ideas, and suggestions in their own words.

The survey was open to all employees, including persons with disabilities, and was promoted with a clear statement that responses were anonymous and would directly shape Bruce Telecom’s accessibility priorities.

## Who Participated

Seventeen employees completed the survey. Respondents represented a range of roles across the company, including technical and field staff, customer-facing and frontline staff, office and administrative staff, and supervisors and managers.

Three respondents identified as a person with a non-visible (invisible) disability. Thirteen respondents indicated they did not identify as a person with a disability, and one preferred not to say.

## What We Heard

**Physical workplace.** Respondents rated the physical workplace positively overall. Fifteen of seventeen respondents rated Bruce Telecom’s offices and retail locations as either very accessible or mostly accessible, two rated them as somewhat accessible, and none rated the physical workplace as not accessible. Two respondents shared specific observations: that wired point-of-sale (POS) machines in stores can be difficult for senior customers and customers using wheelchairs or with mobility needs to reach, and a comment about a men’s washroom.

**Customer service and communications.** Sixteen of seventeen respondents rated Bruce Telecom’s customer service and customer interactions as very or mostly accessible, and one indicated that this area needs improvement.

**Awareness of the Accessibility Plan.** Twelve respondents were aware that Bruce Telecom has an Accessibility Plan under the Accessible Canada Act. Three indicated this was new information, and two were unsure. This indicates a continued opportunity to raise internal awareness of the Plan and the feedback process.

**Training.** Three respondents indicated they had received formal accessibility-related training, and four had received informal on-the-job guidance. Seven indicated they had not received any accessibility training, and three were unsure. This reinforces the training commitments already identified in the 2024 Accessibility Plan and confirms that both leadership and staff training should remain priorities.

**Workplace support for employees with disabilities.** Thirteen of seventeen respondents indicated Bruce Telecom supports employees with disabilities very well or fairly well. One respondent indicated needs improvement, and three were unsure or felt the question did not apply to them.

**Suggested priorities for the next 1–2 years.** Specific suggestions raised by respondents included: replacing wired POS / Moneris machines with wireless or otherwise accessible options to support customers with mobility needs; accessible parking for employees at all locations;

reviewing accessibility supports for customers with hearing impairments; revisiting the entrance experience at the Kincardine retail store.

### **How This Feedback Has Informed the Report**

The themes raised in the consultation align closely with commitments already identified in the 2024 Accessibility Plan, particularly the training, ICT, and customer service items captured in Section 2 of this report. The consultation also surfaced several specific suggestions that were not explicitly named in the 2024 Plan, including accessible POS equipment, accessible parking, and customer-support practices for older customers and customers with hearing needs. Bruce Telecom will:

- Carry forward and accelerate the outstanding training commitments for leadership, JHSC, and customer-facing staff.
- Add accessible POS equipment, continue to evaluate opportunities to enhance accessibility within retail and customer service environments during the next Accessibility Plan cycle; and improved support for customers with hearing needs and older customers to the list of items to be evaluated for the next Accessibility Plan cycle.
- Conduct a follow-up review of the Kincardine retail store entrance as part of ongoing JHSC monitoring.
- Continue to raise internal awareness of the Accessibility Plan and the feedback channels described in Section 1.3.

Bruce Telecom remains committed to ensuring that persons with disabilities are involved in decision-making regarding our policies, programs, practices, and service delivery, and will continue to seek their input through the feedback channels described in Section 1.3 and through structured consultations during each plan cycle.

## **5. Conclusion**

Bruce Telecom recognizes that removing barriers for people with disabilities ensures that all individuals have the same opportunity to access our goods and services, and to participate fully as employees, customers, and community members. We remain committed to meeting the objectives and requirements of the Accessible Canada Act and its applicable regulations.

As we move into the next Accessibility Plan cycle, Bruce Telecom will carry forward the commitments that remain in progress, complete outstanding training and WCAG-related work, and integrate the results of our employee consultation survey into the next plan. We will continue to review and enhance our accessibility initiatives, seek feedback from stakeholders, and leverage emerging tools and resources to further improve accessibility across our operations.