

Measuring Up Edmonton helps businesses open their doors to diversity

Local businesses looking to welcome a wider range of patrons can now use the [Measuring Up toolkit](#) to evaluate how accessible their environment is, and glean tips on how to become more inclusive to people with a range of abilities.

The new toolkit is part of The City of Edmonton's *Measuring Up* initiative, which aims to shift attitudes around the needs of persons with disabilities, and consider inclusion in design and decision making.



"While we're making great strides with municipal bylaws and new legislation, there's still more that we can do, as a community, to make Edmonton the most welcoming city in Canada," said Mayor Don Iveson. "Sometimes, making small changes can make a big difference to the life and happiness of someone with a disability, and I urge local businesses to use this resource to assess how they're measuring up in terms of accessibility."

Divided into five sections, the Measuring Up toolkit covers a range of topics to help enhance inclusion. From access to information, to safety procedures and employment sensitivity training, it is designed to educate about the full scope of becoming accessible.

"We tend to think that automating a door or lowering a counter to suit a customer in a wheelchair is enough to be considered accessible, but the range of needs is much larger than that," said Heather Crowe, Advisory Board on Services for Persons with Disabilities coordinator. "Seniors, parents with strollers and people with hearing or visual impairments all have unique needs, and this resource will help people understand how best to accommodate them."

Businesses who use the toolkit and share how they measure up can request a window decal from the City to display to the community.

"Fostering a dialog about inclusion and universal design in the community is an important goal of Measuring Up," said Elaine Betchinski of the City of Edmonton's Community Strategies and Development Branch. "We hope that by publically displaying their support for an accessible Edmonton, businesses will show that they are open to suggestions and feedback from those who benefit."

Measuring Up toolkits and are available to download from measuringupedmonton.ca or one can be mailed upon request by calling 311.

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