

2023 Progress Report for the Rogers Accessibility Plan

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About Rogers

At Rogers, our diverse and highly skilled employees across Canada work to deliver reliable and easy-to-use services that connect and entertain millions of Canadians. We will continue to work towards our action outlined in our Accessibility Plan, with the goal of being the first choice for all Canadians.

This progress report applies to those subsidiaries and divisions of Rogers Communications Inc. (collectively referred to as Rogers) that have legal obligations under the Accessible Canada Act (the ACA) and its regulations, as amended from time to time. This progress report reflects Rogers and its operations from April 1, 2023-March 31, 2024. In this report we use 2023 to indicate this timeline.

“At Rogers, we are committed to delivering accessible experiences for customers and employees. We will continue to make meaningful progress on our journey to deliver industry-leading innovation to all Canadians.”
- Marisa Fabiano, Chief Human Resources Officer, Rogers.

Executive Summary

The ACA aims to create a barrier-free Canada by 2040. The ACA applies to federally regulated organizations such as Rogers.

Rogers strives to be the first choice for Canadians as a service provider, broadcaster, and employer. This involves creating an inclusive environment that benefits everyone, especially individuals with accessibility needs. The 2022 Canadian Survey on Disability published by Statistics Canada showed that 27% of Canadians aged 15 and over, or 8 million people, had at least one disability. This is an increase of 4.7% from 2017. This increase is mainly due to the aging population and mental-health related disabilities. This highlights the importance of considering accessibility in all that we do to meet the needs of the changing demographics.

We recognize that there are individuals who may not identify as having an accessibility need. This could include an individual who is colourblind, has a temporary difference like a broken leg or has difficulty listening because they are in a noisy environment. This is why we embrace the social model of disability at Rogers, to help ensure that human differences are reflected in the design of products, services, or environments, guided by consultations with individuals with accessibility needs and accessibility experts. It is a shared responsibility to remove and prevent barriers by learning/unlearning to shift attitudes and behaviours.

In June 2022 Rogers launched the accessibility feedback process which helped to shape the Accessibility Plan. In June 2023 we launched our first Accessibility Plan communicating how Rogers will increase accessibility from 2023-2025. This year we are excited to share progress made in 2023 on the actions outlined in the plan.

Before launching the Accessibility Plan, we created accessibility working groups to help build the Accessibility Plan and fulfill actions mentioned in the plan. As we came together with Shaw in 2023, welcoming it to our group of companies, we refreshed the accessibility governance council and the accessibility working groups. As a combined company, we recommunicated the accessibility strategy with leaders and continued to find

new ways to increase accessibility across the organization during a time of significant transformation at Rogers.

This was our first year of actioning items from the Accessibility Plan. We appreciated the opportunity to learn about the barriers individuals faced and then put a plan in place to prevent and remove these barriers. We acknowledge this is an ongoing journey and there is more to do. However, we have made important progress and want to celebrate the team effort that had a significant impact on individuals with accessibility needs and allies.

The following are the key accomplishments to date:

- Launched a large-button voice remote to make it easier for individuals with accessibility needs to access Ignite TV™. Features include, press and release voice control, large high contrast buttons, is easy to grip, has haptics and tactile details.
- We launched mandatory Accessibility Awareness Training for employees. Our frontline employees received additional training based on their job functions ranging from customer experience to technical support, supplemented with knowledge articles.
- We developed an accessibility hub for employees, which included articles about the accessibility features available in operating systems, applications (Windows and Microsoft Office), and hardware (mobile phones). Employees can self-serve by selecting built-in accessibility features that meet their needs and preferences.
- Improved efficiencies for medical accommodations by implementing an Accommodation Passport to document accommodations to help with communication between employees and managers as they work together or when employees change roles within Rogers.

Meaningful progress on the actions described in the Accessibility Plan was the main focus of 2023, as was laying the foundation to support actions that are planned in 2024 and 2025.

At the time of this report, Rogers has completed all actions described for 2023 in the Accessibility Plan, conducted consultations with employees and the public to gather feedback on how we are doing, and assessed and responded to accessibility-related feedback we received.

Internal consultations showed that employees with accessibility needs were sometimes unaware of the accessibility improvements made in the employee experience. They also said they would appreciate hearing more from our leaders on accessibility and accommodations.

External consultations told us that individuals with accessibility needs face barriers to accessing our websites or applications and interacting with frontline employees. Customers are also unsure or unaware of special accessibility offers. We recognize an opportunity to continue communicating the resources available to frontline employees in ways that can be easily accessed and understood to best serve individuals with accessibility needs.

General

How to Provide Feedback or Request an Alternate Format

We value your feedback in helping us create a more accessible Rogers. The Manager for Accessibility is responsible for receiving accessibility-related feedback.

Please visit [Rogers Accessibility](#) to provide feedback about accessibility and to request an alternate format of a description of the Feedback Process, Accessibility Plan or Annual Progress Report. Alternate formats include print, large print, braille, audio, or electronic.

Contact methods are:

Online form:

[Accessibility Feedback Form](#)

Phone:

Accessibility Feedback Line: 1-866-247-0000

Email:

accessibilityfeedback@rci.rogers.com

(Include "Accessibility Feedback" in the subject line)

Mail:

Manager for Accessibility

Rogers Communications, Accessibility Feedback

333 Bloor Street East

Toronto, ON M4W 1G9

Accessibility Commitment and Principles

At Rogers, we are committed to improving accessibility across our organization to provide a better experience for our team members and customers. We are taking a meaningful approach to removing and preventing barriers to accessibility across our products, services, retail locations, and virtual and physical workspaces. At the same time, we are evolving attitudes and behaviours to build a more inclusive experience for all.

We respect the principles outlined in section 6 of the ACA. In addition, these are the principles that will guide the work we do every day:

- We will engage with persons with disabilities (PWD) and disability groups to help shape and inform our services, products, offerings, and connectivity efforts.
- We will identify, remove, and prevent barriers to accessibility on an ongoing basis.
- We will respect and value the dignity, independence, and lived experiences of PWD.

- We will promote integration, equal opportunity, and positive experiences for everyone.

Consultations

In keeping with the principles outlined in section 6 of the ACA, Rogers conducted internal consultations with employees and external consultations with members of the public to gather feedback on progress made in 2023 in regard to our Accessibility Plan.

Internal Consultations

Gathering feedback from employees who experience disabilities is a valuable part of our journey to measure our progress. In January 2024, we sent a survey to employees who self-identified as experiencing a disability and to members of our employee group, the Rogers AccessAbility Network. The purpose of the survey was to reflect on the progress we made in 2023 and share their views. We have included themes from what we heard.

What worked well:

- Employees are thankful that we have an Accessibility Plan and are optimistic that continuous improvements will be made.
- They liked that we launched mandatory Accessibility Awareness Training.

Opportunities:

- Better communication on accessibility improvements made in the employee experience. For example, employees said they did not know about some of the initiatives we launched.
- Despite the launch of guidelines on hosting inclusive meetings, employees continued to face challenges in participating fully.
- Leadership could be more active in communicating Rogers' commitment to accessibility. Some employees found the accommodation process lengthy, and leaders could be better equipped to support individuals with invisible disabilities in having accommodation discussions.
- Employees would like to see further improvements made to the medical accommodation process.

In 2023, we launched a resource on how to ask for and respond to accommodation requests. There are actions in 2024 and 2025 to improve the accommodation process, which highlights how important this work is to employees.

External Consultations

In November 2023, we worked with a third-party expert to gather feedback from customers and members of the public with accessibility needs. The expert conducted a focus group with individuals who have differences

in vision, hearing, neurodiversity, and mobility. They were asked to read our Accessibility Plan and reflect on their interactions with Rogers.

This is what they told us worked well:

- They liked that we communicated the social model of disability in the plan.
- Rogers is perceived as innovative in implementing solutions to the most common accessibility barriers.
- The plan was written in plain language, which made it easy for many to read and understand.

Opportunities:

- Building features at some retail locations can be a barrier for those with accessibility needs. For example, a person who uses a wheelchair was unable to reach the doorbell outside a retail location whose front door was locked.
- Individuals who are neurodiverse face barriers to authenticating themselves when communicating with our frontline employees because they have trouble recalling their account security PIN and other account information.

The valuable feedback we received gave insights into areas where we can enhance the customer experience.

In November 2023, Rogers participated in two consultations with 16 organizations that represent people with accessibility needs. The consultations were organized by the Canadian Telecommunications Association (CTA) on behalf of wireless service providers. The purpose was to get feedback on our accessibility plan offerings, how well our offers are promoted to customers, how providers can verify eligibility for plans and other related topics.

The valuable feedback we received will be used to ensure the plans we offer are meeting the needs of people with accessibility needs.

Accessibility Feedback

For 2023, Rogers received 203 pieces of accessibility-related feedback. Most of the feedback was submitted by email or using our online form. We acknowledged all feedback in the same way it was submitted, except for feedback that was shared anonymously. The individuals who faced accessibility barriers and had provided their contact information were contacted so we could provide support. Other accessibility related feedback was shared with the relevant areas of the business for their consideration for future enhancements or to support our existing Accessibility Plan actions.

Opportunities:

- What we heard: Some individuals with accessibility needs cannot use existing service delivery methods due to barriers in the service design. These customers found it difficult to receive appropriate technical / account support.

What we did: Some of these scenarios were described in the mandatory Accessibility Awareness Training to increase awareness for our frontline employees. Other individuals were contacted so we could provide support.

- What we heard: There were questions about how to access special accessibility offers we make available for our customers.

What we did: Updated content on our webpages, which describe the accessibility offers to be easier to understand.

We thank the individuals who have provided feedback using the feedback process on barriers they faced interacting with Rogers, as this provided the opportunity to address barriers.

Progress to Date

This section lists the progress on the 2023 actions mentioned in the Accessibility Plan. The progress descriptions are organized by the priority areas mentioned in section 5 of the ACA.

Priority Area 1: Employment

Increasing accessibility in the employee experience helps us attract, retain, and support the career advancement of employees. The focus for 2023 was to enhance the candidate experience and provide support for individuals with accessibility needs to empower them to work most effectively.

- We evaluated and enhanced our recruitment process by providing training on responding to accommodation requests during the recruitment cycle, adding accessibility commitments in job postings, and launched an accessibility feedback mechanism on our career site. Quarterly reviews of recruiter and manager expectations during the recruitment cycle and candidate feedback will guide ongoing recruitment accessibility improvements in 2024.
- We developed an accessibility hub for employees, which included articles about the accessibility features available in operating systems, applications (Windows and Microsoft Office), and hardware (mobile phones). Employees can self-serve by selecting built-in accessibility features that meet their needs and preferences.
- Improved efficiencies for medical accommodations by implementing an Accommodation Passport to document accommodations to help with communication between employees and managers as they work together or when employees change roles within Rogers.
- Conducted a pilot project to reduce the wait time for ergonomic equipment by pre-ordering and storing commonly requested items.

Priority Area 2: Built Environment

Increasing accessibility in the built environment in our workplaces and retail locations helps individuals navigate physical space with ease and independence. The focus for 2023 was to address accessibility barriers mentioned in employee consultations and workplace accessibility audits conducted in 2022. Retail locations will be analyzed in future years.

- Communicated with employees about the location of quiet spaces to make it easier for them to find them.
- Assessed the largest populated Shaw locations for future accessibility audits. A budget was allocated for accessibility audits for Vancouver, Calgary & Winnipeg headquarters.
- In response to the audit findings conducted in 2022, completed the installation of Tactile Attention Indicators (TAI) and colour contrast strips at all internal stairs and ramps at the Toronto headquarters.

Priority Area 3: Information and Communication Technologies

Increasing accessibility to information and communication technology ensures that our employees, customers, and viewers/listeners have equal access. The focus of 2023 was to provide resources and tools to employees to start creating communications with accessibility in mind. We are promoting these tools and resources, and also acknowledge that our employee consultation findings show that there remains more work to do to increase awareness.

- Provided training and job aids to communications teams so they can design internal and external communications with accessibility in mind.
- Created articles for employees on how to design emails with accessibility in mind.
- Created guidelines and a PowerPoint Template that employees can use.
- Shared accessibility standards for social media with the teams who create posts from the Rogers-branded accounts. They strive to meet accessibility requirements within each social media platform's accessibility capabilities.
- Completed accessibility audits of the Sportsnet and CityNews websites.
- Onboarded digital teams to our new accessibility monitoring platform, which allows us to monitor and track our accessibility health across Rogers, Chatr, and Fido websites.
- Redesigned resources on the internal Diversity, Equity, Inclusion and Belonging hub with accessibility in mind, ensuring employees have equal access to this information.

Priority Area 4: Communication, other than Information and Communication Technologies

Increasing accessibility in communications helps ensure that individuals with accessibility needs and our commitment to accessibility are considered in how and when we communicate. The focus for 2023 was to create inclusive environments where individuals can interact and communicate in diverse ways.

- Rogers brand guidelines have been developed with accessibility in mind to assist in creating more consistency in accessibility standards.
- Included people with accessibility needs in advertising guidelines to show representation in advertising campaigns.
- Each quarter, our advertising agency conducted an accessibility audit of creative campaigns to identify areas for improvement and implemented any findings to future work developed.
- Shared accessibility best practices for hosting town halls with communication teams across the organization.
- Shared resources on how to host inclusive meetings and have accommodation discussions with employees.
- Launched resources on how to interact with individuals who have accessibility needs.

Priority Area 5: Procurement of Goods, Services and Facilities

Increasing accessibility in the procurement of goods, services and facilities ensures that customers and employees have equal access to these items. The focus for 2023 was to improve procurement processes and procedures to include accessibility to support better expectations and communication between individuals involved in the procurement process and vendors who do business with Rogers.

- Made it easier for employees by creating an online resource to look-up suppliers who offer accessibility related products and services.
- Included accessibility in procurement policies, processes, practices, and guidelines for compliance. This was communicated to employees in information sessions, emphasizing the importance of considering accessibility when working with vendors.
- The general Terms and Conditions in new contracts and agreements were updated to reflect Web Content Accessibility Guidelines 2.1 Level AA compliance for vendors who do business with Rogers.
- Accessibility requirements and Web Content Accessibility Guidelines 2.1 Level AA compliance were added to the Supplier Code of Conduct, signed by new Rogers Suppliers and Third-Party Subcontractors.

Priority Area 6: Design and Delivery of Programs and Services

Designing with accessibility in mind improves the quality of programs and services, as human differences are considered. The focus for 2023 was to provide employees with resources and training on accessibility to help design programs and services or serve individuals with accessibility needs. We have progressed; and there is more work to be done to ensure members of the public experience fewer barriers when communicating with frontline employees. We have started work on items related to the design and delivery of programs and services for employees. These items will be communicated in future progress reports.

- Rogers Bank customer service team completed annual Accessibility Training. The training focused on meeting the needs of older users (aged 60+).
- Rogers employees completed mandatory Accessibility Awareness Training. This training focused on adopting an accessibility mindset to identify and remove accessibility barriers and how to have accommodation discussions with employees.
- Provided training to frontline employees to ensure they have the necessary skills and empathy for effective interactions with customers.
- Sensitivity Training for older adults was provided to technicians who visit customers in their homes.
- Six hundred troubleshooting articles were updated to include clearer instructions for frontline employees to better support customers with accessibility needs.
- Updated the tool used by the Rogers Bank customer service team to make it easier to locate information to serve customers with accessibility needs better.
- Centralized and improved accessibility resources and processes for our frontline employees by creating an accessibility hub on the tool they use.
- Launched a large-button voice remote to make it easier for individuals with accessibility needs to access Ignite TV™. Features include, press and release voice control, large high contrast buttons, is easy to grip, has haptics and tactile details.
- Initiated a review of eligibility criteria and accessibility offers for wireless services to ensure they meet the needs of individuals with accessibility needs.

Priority Area 7: Transportation

The Accessibility Plan did not identify barriers related to accessibility nor create actions in this area.

Regulatory Requirements Made under the Broadcasting Act and the Telecommunications Act

The Canadian Radio-Television and Telecommunications Commission (CRTC) regulates and supervises broadcasting and telecommunications in Canada. The CRTC has created a wide range of requirements under the Broadcasting Act and the Telecommunications Act that relate to identifying and removing barriers and preventing new barriers. Rogers complies with the applicable conditions of licence, regulations, orders, and conditions of service.

[In the Appendix of our initial Accessibility Plan](#), we identify these by providing reference to the relevant CRTC regulations, policies, orders, and decisions.

What We Learned

2023 was a year of growth and learning, which we will apply to 2024 activities. This includes:

- Improving how we communicate accessibility improvements to individuals with accessibility needs and allies so they can benefit from these changes.
- Creating avenues for cross-collaboration on accessibility improvements this year so the organization can work more efficiently.

Conclusion

We are excited to be on this inclusion journey to create a barrier-free Canada. We will continue to get feedback and consult with the disability community to support the motto “nothing about us without us.” Rogers will take a thoughtful approach by listening, learning, and then acting to create positive change.

We are thankful to the disability community and allies for supporting us on this journey to making Rogers more inclusive, which benefits everyone and is essential to individuals with accessibility needs. We look forward to sharing on our 2024 actions next year.