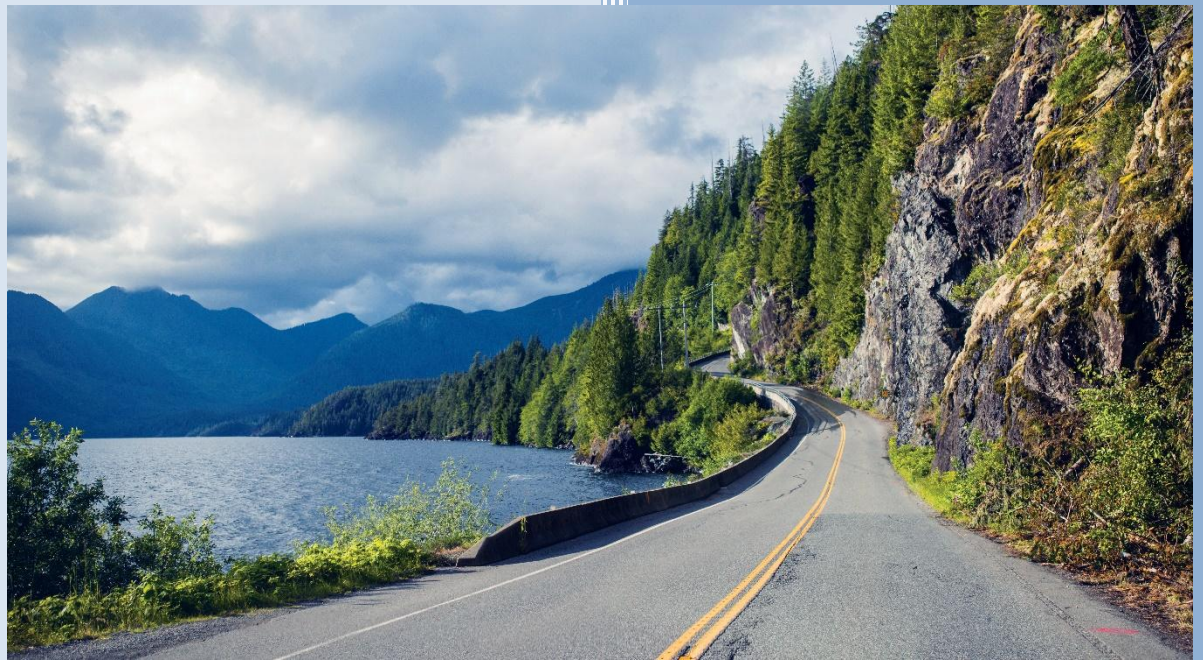




# 2025

## Accessibility Progress Report



*Figure 1: A winding coastal road curves alongside a deep blue lake, bordered by forested mountains and rocky cliffs. The scene is peaceful and scenic under a partly cloudy sky.*

Wilson's Transportation Ltd.

5/28/2025

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*Wilson's Transportation is grateful to be on the shared, unceded territory of the Lekwungen People, known in their language as Lək̓ʷəŋən represented by the Songhees and Esquimalt Nations and the W̱SÁNEĆ peoples represented by the Tsartlip, Pauquachin, Tsawout, Tseycum and Malahat Nations. We respect and commit to a deep consideration of their history, culture, stewardship, and voice.*

## General

### Executive Summary

At Wilson's Transportation Ltd., our commitment to accessibility is rooted in our values, which guide us to include everyone. We will contribute to a barrier-free Canada for everyone by developing an accessibility framework that supports employees and the public we serve in having the best possible experience with our services, products, and facilities.

Our efforts to achieve accessibility are deeply connected to and mutually reinforced by:

Wilson's priorities include ongoing work in support of equity, diversity, and inclusion legislation, such as the *Canadian Human Rights Act*, the *Canadian Charter of Rights and Freedoms*, the *Canadian Labour Code*, the *Employment Equity Act*, and the *Accessible Canada Act*.

We recognize that accessibility is a central and ongoing element of being an inclusive organization. That's why the plan we've

developed to continue improving our accessibility builds on our inclusive mindset and practices.

Through the development of the initial Accessibility Plan published in 2024, we identified barriers and actions to improve accessibility in the priority areas under the *Accessible Canada Act*.

This progress report outlines progress made on the barriers identified in the Accessibility Plan and the steps taken to progress accessibility practices thus far. This Progress Report also outlines how feedback and consultation have shaped initiatives and priorities.

Change takes time, and our Accessibility Plan and Progress Report will guide us in our efforts to improve accessibility over the next few years.

### Your Input and Feedback

Wilson's Transportation Ltd. welcomes feedback on our Accessibility Plan and Progress Report from the public, employees, clients, and all stakeholders. This feedback is valuable to us as it helps break down accessibility barriers and build on our commitment to accessibility and inclusion.

If you have any inquiries or feedback, please use one of the contact methods below. We will respond to all feedback promptly. If you require support while providing feedback, let us know, and we will do our best to accommodate your needs.

Email: [HR@gowilsonsgroup.com](mailto:HR@gowilsonsgroup.com)

Mail: 1925 Blanshard St, Victoria, BC V8T 4J2

Telephone: 778-405-0231



Figure 2: Two people stand near the entrance of the Victoria Conference Centre, beside a sign that reads "Capital City Station." The area is surrounded by trees, modern buildings, and glass-fronted shops.

An alternate format of the Accessibility Plan and Progress Report can be requested through any of the above methods.

### Public Communication Channels

Wilson's participates in multiple forms of formal and informal communications, including websites, social media, face-to-face, phone, chat (website and social media), surveys, and newsletters. In all forms of communication, we strive to prevent and remove barriers to accessibility and can provide alternative formats upon request.

For a full list of public communications channels, see Appendix A.

### The Accessibility Team

The accessibility leadership team includes managers and executives who play a key role in communicating with employees and the public regarding accessibility. This team is responsible for the oversight of accessibility in all aspects of the business and ensuring the execution of the Accessibility Plan and the prevention of new barriers when possible.

**Ali Spillette, VP People and Culture** (receives/distributes feedback and primary accessibility contact)

**Samantha Wilson, VP Business Development**

**Jeremy Vu and Chelsea Crowther, Operations Management**

### Our Accessibility Statement

At Wilson's Transportation Ltd., we are committed to making our organization and the services we provide accessible to all, including persons with disabilities. All individuals have the right to benefit from our services equally, and those who work with us have the right to perform their jobs free of barriers.

### Acknowledgements

We want to thank everyone who participated in our consultations. Without learning about those lived experiences, we wouldn't be able to reach our goal of being barrier-free by 2040.

### Reporting Our Plan and Progress

As required by the *Accessible Canada Act*, we will publish a status report annually that measures our progress against our commitments. We will also review and update our Accessibility Plan every three years.



*Figure 3: A large white coach bus drives past a green lawn with historic buildings in the background. The sky is dramatic with clouds, and the scene is framed by modern geometric cutouts.*

## Addressing Areas Identified in the Accessibility Canada Act (ACA)

### Employment

Accessibility should be integrated into every stage of the employment process. This includes providing accommodations upon request whenever reasonably possible. It also means that accessibility must be a central consideration when developing or reviewing employment-related policies, procedures, and practices.

During the 2025 consultation process, we learned that accommodations available or easily implemented during recruitment are not always clearly communicated or understood. The consultation also helped us better identify and understand barriers that can be removed to support both current and future employees.

#### **Our Desired Outcome:**

- Wilson's attracts qualified candidates with disabilities according to their availability on the labour market for our occupations.
- Create an environment where employees with disabilities feel treated with the same level of respect as those without accessibility challenges.
- Ensure employees and job seekers are aware of accommodation and face minimal barriers during the employee lifecycle with no stigma or trepidation present when asking for accommodation.

#### **Barrier Identified in Accessibility Plan:**

- Broaden our understanding of the diverse range of accommodation options available to persons with disabilities.



- Our current number of job applicants and employees hired with disabilities is lower than labour market availability.

#### **What We've Achieved:**

- We have participated in ongoing communication with agencies that support persons with disabilities and barriers to employment. These relationships support understanding and prevent new barriers from forming, as well as ensure increased knowledge among Wilson's HR team.
- In 2024, we began including direct communication with agencies that support persons with disabilities and other accessibility barriers in finding employment during the recruitment process.
- In mid-2024, we implemented recruitment policies to ensure all job advertisements include communication to individual candidates, allowing them to request accommodation during the recruitment process.
- We have increased ease of access to our job postings through the implementation of applicant tracking software and enhancements to the careers page on our website (completed between February 2024 and April 2025).
- In May 2024, we introduced a *Hybrid and Remote Work Policy* allowing remote and/or hybrid work for some roles.

#### **Next Steps:**

- Work with employment agencies and hiring managers within our company to identify accommodations that can be made to decrease barriers to employment.
- Promote ergonomic accommodations that are already available to current and incoming employees.
- Implement the use of white noise machines, quiet workspaces, changes in office lighting, and other environmental aids to office and administrative roles.
- Promote open conversation about the benefits of utilizing different working arrangements and physical workspace set up to ensure everyone is aware of the accommodation availability and comfortable asking for them.

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## **The Built Environment**

The built environment comprises human-made structures, features, and facilities—the physical environment where people interact with services and work.

Wilson's leases and conducts business in various locations; however, Capital City Station and Wilson's Head Office were found to have identifiable accessibility barriers in the Accessibility Report published in 2024.

Using a phased approach, we focused first on high-impact renovations and changes.

### **Our Desired Outcomes:**

- All Wilson Transportation buildings and other components of the built environment that we lease or own are easy for employees, visitors, and customers to access and pose limited barriers.

### **Barrier Identified in Accessibility Plan:**

- The 2<sup>nd</sup> floor of the administrative office space located at 1925 Blanshard St, Victoria BC is not fully accessible or equipped with an elevator lift or an equivalent mobility device.
- There are no electric swing automatic door operators installed at Capital City Station, and metal transition floor strips placed by the property landlord have been identified as a hazard for individuals with mobility issues.
- Lack of accessibility features in the Capital City Station bathroom.

### **What We Have Achieved:**

- We have established clear communication protocols for all employees, vendors, and other stakeholders who will be present at our administrative office to ensure 2nd-floor accessibility issues are communicated ahead of time. There is accessible space on the 1<sup>st</sup> floor for meetings and employee workspaces. This space is a short-term lease; therefore, large construction projects to increase accessibility are not an option.
- In collaboration with the landlord (City of Victoria), metal transition stripping has been put in place to reduce mobility issues for members of the public and employees in Capital City Station.
- Working in tandem with the landlord (City of Victoria), a renovation of the Capital City Station washroom was completed in 2024. Renovation included the installation of a gender-neutral facility equipped with mobility grab rails and space for mobility aids.

### **Next Steps:**

- When evaluating new office space for leasing or purchasing, an accessibility evaluation will occur as part of the procurement process.
- Work with the landlord at Capital City Station (the City of Victoria) to install an automatic swing door.

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

Information and communication technologies refer to the various technological tools and resources used to transmit, store, create, share, or exchange information.

As society relies more and more on sharing and communicating information digitally, we'll work to make sure that accessibility is considered from the start of every business development project. We want to make sure that our information and communications technology products, services, and digital content can be accessed and used by all. We recognize the importance that everyone, including people with disabilities, can access information through our websites, communications, software, and hardware.



**Our Desired Outcomes:**

- An increase in available self-serve technology and accessibility features enhances employee independence and participation.
- Persons with a disability have full access to using our technology, as reasonably possible.
- An increase in accessibility features for both employees and customers, including translation, visual aids, and more.

**Barriers Identified in the Accessibility Plan:**

- The booking software used by customers when booking our scheduled services has accessibility capabilities; however, they are not being used in an accessible way.
- No efficient or consistent way to ensure alternative formats of communication are issued to frontline employees who do not have company emails or MS Office are available, and provided in a convenient, timely and accessible manner.

**What We've Achieved:**

- In 2024, a new HRIS (human resources information system) was implemented, which allows employees consistent access to company information and policies, increasing the utilization of multiple forms of communication technologies. This increases the accessibility of documents for frontline staff who do not have company email or MS Office access. This also allows staff to use online translation functionality and review employment documents at their own pace in different languages.
- Employee newsletters are sent out quarterly in multiple formats, including online and hard copy.
- Promoted the features and access to the HRIS platform Rise People in quarterly newsletters, email, and on-site formats throughout 2024.
- New employees are onboarded using Rise People throughout the recruitment and onboarding process, which has promoted the use of this platform throughout the employee lifecycle.

**Next Steps:**

- Evaluation of the online environment, including websites and the booking system, is in progress at the time of the publication of this report.
- Ensure all features used by employees on Rise People are available in the app and web version.
- Implement the utilization of additional features available in HRIS Rise People.
- Add language features to all websites making website content available in: Afrikaans, Albanian, Amharic, Arabic, Armenian, Azerbaijani, Basque, Belarusian, Bengali, Bosnian, Bulgarian, Catalan, Cebuano, Chichewa, Chinese (Simplified), Chinese (Traditional), Corsican, Croatian, Czech, Danish, Dutch, English, Esperanto, Estonian, Filipino, Finnish, French, Frisian, Galician, Georgian, German, Greek, Gujarati, Haitian Creole, Hausa, Hawaiian, Hebrew, Hindi, Hmong, Hungarian, Icelandic, Igbo, Indonesian, Irish, Italian, Japanese, Javanese, Kannada, Kazakh, Khmer, Korean, Kurdish (Kurmanji), Kyrgyz, Lao,

Latin, Latvian, Lithuanian, Luxembourgish, Macedonian, Malagasy, Malay, Malayalam, Maltese, Maori, Marathi, Mongolian, Myanmar (Burmese), Nepali, Norwegian, Pashto, Persian, Polish, Portuguese, Punjabi, Romanian, Russian, Samoan, Scottish Gaelic, Serbian, Sesotho, Shona, Sindhi, Sinhala, Slovak, Slovenian, Somali, Spanish, Sudanese, Swahili, Swedish, Tajik, Tamil, Telugu, Thai, Turkish, Ukrainian, Urdu, Uzbek, Vietnamese, Welsh, Xhosa, Yiddish, Yoruba, Zulu.

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## **Communication, other than ICT**

This communication priority area recognizes that people give, receive, and understand communication in different ways. An organization should consider these differences and provide communications in various accessible formats for people who require them. Some examples of communication products include signs, wayfinding, documents, forms, bills, and receipts that are not technologically based.

### **Our Desired Outcomes:**

- Ensure the accessibility of key documents, internally and externally, for people who request them in an alternative format.
- Respond to requests for key resources or publicly available documents in an accessible format in the same amount of time as for other document requests, or as directed by applicable legislation.

### **Barriers Identified in the Accessibility Plan:**

- Wilson's does not have a uniform process to ensure alternate formats, such as braille or captioned audio, for the information and communications it issues to employees and customers.

### **What We Have Achieved:**

- Posting hard copies of employee communication and safety documents at operational sites. Including QR code and text format to allow employees to use translation apps as required.
- Updates to the company safety program in August 2024, including updates to Safety Operating Procedures, including infographics and pictures.

### **Next Steps:**

- Increase alternative formats available for internal and external documentation without the need for a special request.
  - Support the ability to make bookings in alternative languages for booking on the BC Ferries Connector.
  - Catalogue and store documents and materials requested in alternative formats.
-

## Procurement of Goods, Services, and Facilities

The *Accessible Canada Act* requires us to consider accessibility requirements for procurement and include accessibility as part of the provision of goods, services, and facilities, where appropriate (e.g., accessible technology, materials, and amenities).

As a small company, we evaluate our goals based on company priority and impact to ensure the capital investment in goods, services, and facilities will have the largest impact.

### Our Desired Outcome:

- Accessibility becomes a part of our procurement expectations, and the goods and services we purchase are accessible from the beginning.
- The procurement process allows us to reduce current barriers and prevent new barriers from forming.

### Barriers Identified in the Accessibility Plan:

- Accessibility requirements are not considered in Wilson's current procedures and practices.

### What We Have Achieved:

- Designed and implemented an Accessible Procurement Checklist that is used by operational teams responsible for procurement activities.

### Next Steps:

- Procure a new group booking and dispatching software. The current software is proprietary with limited updates. Implementing new software will decrease barriers to use for employees, vendors, and customers. Accessibility requirements will be considered during the procurement process through the Accessible Procurement Checklist and a discovery phase, which includes internal and external stakeholders.
- Due to current economic uncertainty and its potential effect within our industry, we will not be purchasing new buses or motor coaches this year. This will decrease our ability to increase the number of vehicles in our fleet with accessibility features.

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## The Design and Delivery of Programs and Services

Accessibility considerations must be a part of the design and delivery process for Wilson's external programs and services. For our [charter services](#), Wilson's has a wide range of fleet vehicles that can provide groups large and small with a variety of features that decrease accessibility barriers, such as audio narration, video screens, and wheelchair lifts. We initially implemented our scheduled transportation service, [the BC Ferries Connector](#), in 2016. We endeavored to align the policies and accessibility features with those of BC Ferries and other provincial programs. For example, matching the discounted fare offered to disabled passengers by BC Ferries, working with the Travel

Assistance Program operated by Health BC, and ensuring specific procedures are in place for mobility aids and guide dogs.

As our services and programs have not undergone significant updates since the creation of the initial Accessibility Plan, and no major changes or new services are expected in the near future, this section of the Progress Report focuses on changes in service delivery rather than the development of new services.

**Our Desired Outcomes:**

- Collaborating with staff to identify and implement the delivery of programs and services that go beyond our legislated requirements, are beneficial, user-friendly, and increase productivity.

**Barriers Identified in the Accessibility Plan:**

- Currently, there is a limited and outdated standard approach for ensuring all programs and services have taken accessibility into account.

**What We Have Achieved:**

- Due to staff turnover and leaves of key managers, limited progress has been made in this area.

**Next Steps:**

- Refresh older approaches and create a new accessibility checklist to help ensure key accessibility considerations are considered when services are reviewed or created.
- Increase awareness training to support frontline staff in promoting and providing accessible services.

---

## Transportation

As a leading transportation provider in Vancouver and Vancouver Island, Wilson's owes its ongoing success to the professional team of individuals who make up our team.

During the consultation, which occurred prior to the publication of this Progress Report, participants highlighted barriers to becoming a coach operator, as well as the inadequacies of public transit and other transportation options needed to get coach operators to work on time and at the hours required to deliver effective services.

**Our Desired Outcomes:**

- Better understand gaps in transportation services and schedules provided by Wilson's.
- Study barriers to affordable transportation and how they can impact equity groups in Canada.
- Have all coach operators well trained in the operation of assistive equipment and other barriers they can support in preventing for clients.

**Barriers Identified in the Accessibility Plan:**

- The requirement of having a valid Class 2 commercial vehicle operating license with air brakes endorsement is our largest job classification at Wilson's Transportation. Obtaining the necessary qualifications is a barrier to people with disabilities.
- Wilson's fleet has a variety of transportation vehicles which are not all equipped with the same added features, meaning that Drivers are not all trained in utilizing the unique accessibility features on all vehicles such as operating the lift and accommodating and supporting customers with mobility aids (such as walkers, wheelchairs, motorized scooter etc.)
- Many employees travel long distances to attend work.

**What We Have Achieved:**

- Supported employees in obtaining commercial driver's licenses. Due to restrictions and a lack of accommodation provided by the Insurance Corporation of British Columbia (ICBC), this avenue was unsuccessful for some potential Drivers with specific learning challenges. This program was successful for those with language accessibility challenges.
- Consulted with industry experts to identify barriers and actions we can take to support persons with accessibility challenges in obtaining commercial driver's licenses.
- Updated safe operating practices and safety policies in summer 2024; these updates reduced barriers, ensuring safety guidelines focused on what was required for safety only, to ensure alignment with legislation, and the reduction in injuries common among drivers.
- Provided Driver(s) with one-on-one training on how to use accessibility features on coaches.
- Provided employees with support on how to support customers efficiently when or if they use mobility aids.
- Secured parking for some fleet vehicles in Downtown Victoria and Langford, in addition to the Sidney yard, shortening the distance employees need to commute and reducing transportation barriers.
- Partnered with Perkopolis to provide employee discounts on gas and other transportation services.
- Implementation of a Remote and Hybrid Work Policy for some office roles.
- Implemented a new travel policy including a clear process for the use of fleet vehicles, reimbursement for travel expenses, and use of personal vehicles.

**Next Steps:**

- Continue to support employees in select operational roles, including persons with accessibility changes in obtaining commercial driver's licenses.
- Collaborate with agencies to support persons with accessibility changes in gaining access to our services.
- Provide more consistent and streamlined onboarding to new Drivers and Reservation Agents to support proper use and knowledge of accessibility features.
- Implement annual Customer Service Training to decrease barriers to accessing transportation services due to staff interactions.

- Increase the number of roles approved for remote and hybrid work.
  - Implement carpool and another ride-sharing program, promote the use of alternative transportation forms to get to work.
  - Looking to increase the schedule of the BC Ferries Connector Service to better meet the transportation needs of the public traveling between Victoria and Vancouver via BC Ferries.
- 

## Culture

As a family-owned and operated business with close ties to the community where we live and work, culture and upholding community values rooted in diversity and inclusion for everyone are a core mandate at Wilson's Transportation. One of our core values is community, and as an organization we pride ourselves on giving back the community in which we operate.

### **Barrier Identified in Accessibility Plan:**

- As an equal opportunity employer, there is currently no flexible accommodation for employees who follow different calendared holidays.

### **What We Have Done:**

- The implementation of a new HRIS platform, in 2024, used for taking holidays and employee communication will make it easier to promote cultural initiatives moving forward.
- We continue to be a title sponsor for [Lifetime Network](#), which is a non-profit organization with a mission to “We foster friendship and support networks for people with disabilities to enhance community.”

### **Next Steps:**

- To make Wilson's more culturally accessible, we would like to create a policy that allows those who wish to substitute a federally recognized statutory holiday for a religious holiday or a day of their choosing. (For example, if an Australian employee who wanted to celebrate Anzac Day instead of Victoria Day, they would work on Victoria Day at a regular rate and on Anzac Day they would be paid as if it were Victoria Day.)
- Increase the internal and external celebration of cultural events.
- Increase community giving initiatives with a cultural mandate.





Figure 4: A group of smiling adults is seated on a bus, enjoying the view through large side windows.

## Consultation

To align with Wilson's commitment to accessibility and in compliance with the *Accessible Canada Act* we have developed this Progress Report in consultation with internal and external stakeholders to support in the identification, removal and prevention of barriers for our employees, clients and members of the public who use our services.

The Company understands that collaborating with persons with disabilities is an important factor in continuing to progress our accessibility programs. With this in mind, we have taken steps to seek out meaningful consultation in several ways using a variety of formats.

The first facet of our consultation included surveys (available in multiple formats). These surveys were used to identify new or continuing barriers, as well as feedback on the changes made since the initial Accessibility Plan was published. This portion of the consultation included persons with accessibility challenges and went out to members of the public, clients, employee and partner organization.

The second portion of this process included specific informational interviews with a number of organizations that support persons with accessibility challenges, including: universities, nonprofit organizations and government funded programs and crown corporations (most individuals consulted did not want their name and title published in this report). These interviews were conducted mostly by video call; alternative formats were available.

The final portion of the consultation included informal discussion with employees and external organizations, both those referenced in this progress report and others. These discussions took place throughout the year in several informal settings.

## Consultation Results

- 15% of employees and 44% of external stakeholders who participated in the consultation identified as someone with accessibility challenges.
- 30% of employees and 25% of external stakeholders notice an improvement in accessibility in the past 12 months.
- 38% of employees and 23% of external stakeholders indicated they were aware of the accessibility features offered.
- No employees indicated they were dissatisfied with the existing accessibility feature, with answers ranging from neutral to very satisfied, and 11 % of external stakeholders indicated they were dissatisfied.
- When asked to identify accessibility barriers results were not clearly defined by employees who had little specific input. From external stakeholders, much of the input was on items not related to accessibility, such as feedback on the services provided and how some of our services cater to tourism. As a private business that does not offer publicly funded transportation services, many of these comments were not relevant to this report.
- Through the interview process, barriers related to employees' ability to get to work, and changes to work environment and location were highlighted by several organizations as key areas to address in decreasing accessibility barriers. They additionally highlighted areas already implemented since the Accessibility Plan was published illustrating that we need to work on communicating what we have already achieved.

The results gathered informed this Progress Report and many of the “Next Steps” headings in each section of this report. For example, we have indicated in several areas of the report that we will continue to work on employee training to support the increased number of employees who are fully aware of accessibility features available to themselves and the public.

## Feedback

We received no formal feedback through the feedback process as outlined in the Accessibility Plan published in 2024; however, we received informal feedback through networking groups, community organizations, and employees. The feedback that was received from various employees and members of the public has informed the priorities in the Wilson's accessibility strategy. Some of the feedback has already been implemented and is documented under the various sections of this report under “What We Have Achieved”. Other, relevant, and measurable feedback is in progress and documented in various sections of this report under the “Next Steps” headings. A small amount of feedback was not relevant to the organization or not within organizational control to change, for example, the support of persons with accessibility challenges to complete a specific driver qualification. This feedback has been noted, and shared when possible, with the external organization or governing bodies.

To ensure more feedback can be received throughout this year, we have changed the location and wording of this section on our websites.

## Conclusion

Wilson's continues to take deliberate action toward building a diverse, inclusive, and accessible organization equipped to provide transportation services to the public and breakdown barriers to employment. This commitment, along with our company core values (safety, community, teamwork and excellence) will serve as driving forces for our senior leadership team as we set goals for 2026 and beyond.

## Definitions

*Accessibility* – Refers to the needs of persons with disabilities being intentionally and thoughtfully considered when products, services, and facilities are built or modified so they can be used and enjoyed by persons of all abilities.

*Barrier* – The Accessible Canada Act defines a barrier as “anything – including anything physical, architectural, technological, or attitudinal, anything that is based on information or communications or anything that is the result of a policy of a practice – that hinders the full and equal participation in society of persons with an impairment, including a physical, mental, intellectual, cognitive, learning, communication, or sensory impairment or a functional limitation.

*Disability* – The Accessible Canada Act defines a disability as “any impairment including anything physical, mental, intellectual, cognitive, learning, communication, or sensory impairment, or a functional limitation, whether permanent, temporary, or episodic, or evident or not, that, interaction with a barrier, hinders a person's full and equal participation in society.



*Figure 5: A woman and man share a happy hug beside a BC Ferries Connector bus on a sunny street. The bus doors are open, and a blue suitcase is on the ground nearby.*

***Even small changes can have huge impacts.***

# Appendix A

## Websites:

<https://bcconnector.com/>

<https://bcfconnector.com/>

<https://wilsonstransportation.com/>

## Instagram:

@bcf.connector.bus

## Facebook

<https://www.facebook.com/bcferriesconnector>