



# OVERVIEW: “MAPPING OUR CITIES FOR ALL” PROJECT

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ACCESSNOW  
MAY 2021

# **ABOUT ACCESSNOW**

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**SOME BACKGROUND ON WHO WE ARE**



*Mission*

**ESTABLISH THE WORLD'S  
GO-TO RESOURCE  
FOR **ACCESSIBILITY**  
INFORMATION**

**MAAYAN ZIV**  
FOUNDER, CEO OF ACCESSNOW



# ACCESS FOR ALL

Many people benefit from accessible spaces including parents with strollers, seniors, cyclists, service providers, caregivers and more.

When we invest in accessibility, we establish greater inclusion for all.





# BUYING POWER



With an estimated population of 1.85 billion, people with disabilities (PWD) are an emerging market larger than all of China.

Their Friends and Family add another 3.3 billion potential consumers who act on their emotional connection to PWD.

Together, disability touches **73% of consumers and controls over \$13 Trillion** in disposable income .

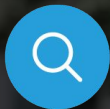
# ACCESSNOW PLATFORM

- AccessNow app: iOS, Android, Web
- Places rated in 34 countries
- Enable people to engage with accessible experiences, prioritizing freedom of choice
- Using technology as a vehicle to create meaningful change for access and inclusion



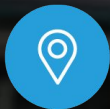


# HOW IT WORKS



## SEARCH

Search for specific places with the accessibility features you require.



## RATE

Add new locations to the map by rating places based on level of access.



## DISCOVER

Browse our interactive map to discover accessible places.



Download on the  
**App Store**



GET IT ON  
**Google Play**



# MAPPING OUR CITIES FOR ALL

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# THE PROJECT

This multi-year project will explore the intersection between city accessibility and quality of life for people with disabilities.

## **Step 1**

Teams of people with lived experience of disability will map the commercial/public spaces in various cities across Canada

## **Step 2**

Analyze data to derive observations and comparisons with the assistance of data scientists/research assistants.

## **Step 3**

Compile findings and results on the state of accessibility into a robust, accessible report to be shared with Canada and the world.

# MAPPING OUR CITIES FOR ALL

## PART 1 2021

- Map 100% of commercial areas of 3 large Canadian cities for accessibility - **Ottawa, Calgary, Vancouver**
- Produce data that informs the development of Accessibility Standards in Canada
- Compare access against other variables like economic activity, proximity to accessible housing and accessibility of different verticals (eg restaurant vs office access or public transit vs healthcare).



# MAPPING OUR CITIES FOR ALL

## PART 2 2022

- Map 100% of commercial areas of 8 mid-size Canadian cities for accessibility - **Brampton, Surrey, Halifax, and Edmonton** for example
- Produce data that informs the development of Accessibility Standards in Canada
- Compare access against other variables including use of “assistive technology” installed in the built-environment (such as wayfinding apps, beacons etc)



*Our*  
**PARTNERS**

Canada



Statistics  
Canada

CIBC

Bell

TELUS

THE GREAT  
TRAIL



NOVARTIS

UNIVERSITY OF  
CALGARY







## 6 REASONS TO PARTNER

- Highlight your city to the large and growing community of PWD+ with significant purchasing power and tourism dollars
- Position Brampton as a leader in accessibility, educating and building awareness
- Align your city within our forward thinking accessibility ecosystem
- Power your city's recruiting efforts as the employer of choice for PWD
- Connect with other cities advancing accessibility, diversity and inclusion



## OUR ASK

- Engage media and your PR department to cover the story, amplifying the message and Brampton's proactive involvement
- Provide available data on accessibility of your facilities for upload into our app
- Encourage city staff to volunteer as guides for our mappers
- Provide space to be used as a Base Camp for our mappers during the mapping process
- Connections and introductions internally and externally to assist in the project



# THANK YOU

Nothing  
about us  
without us

Inclusion means  
everyone gets  
a seat at the table

#AccessKindness

Accessibility  
benefits  
everyone

There is  
strength in  
diversity

#AccessKindness

ACCESS  
NOW

You had me at  
accessible