



ACCESSIBILITY PLAN

2026-2028

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TABLE OF CONTENTS

| | |
|--|-----------|
| GENERAL | 3 |
| Executive Summary..... | 3 |
| Feedback and Alternative Formats..... | 4 |
| COMMITTEE MEMBERS | 4 |
| KEY AREAS | 5 |
| Information and Communication Technologies (ICT)..... | 5 |
| Communication, other than Information Communication Technology (ICT)..... | 6 |
| Procurement of Goods, Services, and Facilities | 6 |
| Design and Delivery of Programs and Services..... | 7 |
| Transportation..... | 8 |
| The Built Environment..... | 9 |
| Provision of CTA Accessibility-Related Regulations..... | 10 |
| Employment and Training | 11 |
| CONSULTATIONS | 11 |



GENERAL

Executive Summary

Northumberland Ferries Limited (NFL) and its parent company, Bay Ferries Limited (BFL), are committed to providing a world-class, safe, secure and efficient ferry service for all customers. This Accessibility Plan for 2026-2028 outlines our continued commitment to identifying, preventing, and removing barriers for people with disabilities.

This plan builds upon the progress of our 2023-2025 plan and reflects our ongoing dedication to the values of Safety, People, Inclusion, Continuous Improvement, Authenticity and Sustainability. We are proud of the achievements we have made in making our services more accessible and are dedicated to continuing this important work.

A significant focus of this plan is the successful integration of our new vessel, MV Northumberland, into our fleet. This vessel was designed with accessibility as a top priority, and we have worked extensively with the community to ensure it meets and exceeds the needs of all our customers.

We will continue to work in close collaboration with our Accessibility Committee, employees and community stakeholders to ensure our services are accessible to everyone. We are committed to creating an environment where every customer is treated with dignity and respect.

Feedback and Alternative Formats

BFL-NFL welcomes feedback on any accessibility-related items. The Chair of the Accessibility Committee is the designated contact to receive accessibility feedback on behalf of the companies.

Feedback can be submitted in the following three ways:

1. Directly to the Chair of the Accessibility Committee.
2. By utilizing the feedback form located in the Accessibility tab for each service.
3. By clicking on the link to the feedback process located on the main landing page of the website.

Anonymous comments can also be submitted. The company will respond to feedback using the same medium in which it was received.



CONTACT

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This plan is also available in alternative formats: print, large print, braille, audio format, and an electronic format. Requests for an alternative format, or the submission of feedback, may be made through the contact information provided below or through any of the companies' social media channels.

COMMITTEE MEMBERS

Jim Kerr

General Manager, BFL

Allison MacLaurin

Marketing and Customer Experience Manager, NFL

Mike Adams

Infrastructure Manager, BFL/NFL

Melanie Paulin

Assistant Infrastructure Manager, BFL/NFL

Ryan Tinney

Terminal Manager, BFL

Dave Kirton

Terminal Manager, BFL

Kelly Scott

Assistant Terminal Manager, NFL

Tim Gillis

Assistant Terminal Manager, NFL

Chris Graten

Assistant Terminal Manager, BFL

Rick Wilson

Terminal Manager, BFL

Trevor Saulnier

Assistant Terminal Manager, BFL

Malcolm Seaboyer

Marketing Manager, BFL

Lindsay Shepard

Quartermaster, NFL

Donna MacNeill

Customer Relations Coordinator, NFL

KEY AREAS

Information and Communication Technologies (ICT)

BFL-NFL is committed to ensuring that our ICT is accessible to all users. Our websites conform to WCAG 2.1 AA guidelines, and we have implemented various features to enhance accessibility, including:

- » Digital signage in terminals with arrival and departure times.
- » Closed-captioned entertainment on board our vessels.
- » A point-of-sale system that can generate notifications and advisories for customers.
- » Telephone access via a toll-free line that accepts all types of relay services.

Actions, Timelines and Responsibilities

| Action | Timeline | Responsibility |
|--|-------------------------------|---|
| Continue to monitor and update the company websites to ensure ongoing compliance with WCAG 2.1 AA guidelines. | Ongoing | Accessibility Committee |
| Conduct a review of all new ICT procurements to ensure they meet accessibility standards. | By end of 2026 | IT Department & Accessibility Committee |
| Implement AI-powered tools to help generate alternative text for website images and provide closed captioning for video content, enhancing the user experience for individuals with visual or hearing impairments. | By end of 2027 In progress | IT Department, Marketing Department & Accessibility Committee |
| Investigate and pilot voice-activated interfaces for key digital touchpoints, such as our mobile app and website, to improve usability for customers with motor impairments. | By mid-2028 | IT Department & Accessibility Committee |

Communication, other than Information Communication Technology (ICT)

We understand the importance of clear and accessible communication. All our employees receive accessibility awareness training, which includes guidance on how to communicate effectively with people with disabilities. We are also proud to be a client of the Hidden Disabilities Sunflower program, which helps our employees identify and assist customers with non-visible disabilities.

Actions, Timelines and Responsibilities

| Action | Timeline | Responsibility |
|---|----------------|--|
| Continue to provide accessibility training to all new and existing employees, including training on the Hidden Disabilities Sunflower program. | Ongoing | People & Culture Department |
| Develop and implement a communication plan to promote the Hidden Disabilities Sunflower program to our customers. | By end of 2026 | Marketing Department |
| Review and revise key communication materials to incorporate plain language principles, ensuring they are easily understandable for people with cognitive or learning disabilities. | By mid-2027 | Accessibility Committee & Marketing Department |

Procurement of Goods, Services and Facilities

BFL-NFL is committed to procuring goods, services and facilities that are accessible. When procuring, we will consider the accessibility of the goods, services or facilities.

Actions, Timelines and Responsibilities

| Action | Timeline | Responsibility |
|---|----------------|-----------------------------|
| Ensure any new contracts and agreements with third-party vendors include accessibility requirements. | Ongoing | All Department Heads |
| Provide training to all employees involved in procurement on how to assess the accessibility of goods and services. | By end of 2026 | People & Culture Department |

Design and Delivery of Programs and Services

We are committed to designing and delivering programs and services that are accessible to everyone. We will continue to review and improve our programs and services to ensure they meet the needs of people with disabilities.

Actions, Timelines and Responsibilities

| Action | Timeline | Responsibility |
|---|--|---|
| Conduct a comprehensive review of all customer-facing programs and services to identify and remove accessibility barriers. | By end of 2027 | Accessibility Committee & Operations Department |
| Involve people with disabilities in the design and testing of new programs and services. | Ongoing | All Project Teams |
| Develop and implement a customer service training program that focuses on providing excellent service to customers with disabilities. | By mid-2027 | People & Culture Department |
| Implement AI-powered tools to help generate alternative text for website images and provide closed captioning for video content, enhancing the user experience for individuals with visual or hearing impairments. Investigate and pilot voice-activated interfaces for key digital touchpoints, such as our mobile app and website, to improve usability for customers with motor impairments. | By end of 2027 In progress By mid-2028 | Marine & Terminal Operations IT Department Marketing Department |

Transportation

As a transportation provider, ensuring the accessibility of our services is a top priority. With the introduction of MV Northumberland, we have significantly enhanced the accessibility of our fleet.

Actions, Timelines and Responsibilities

| Action | Timeline | Responsibility |
|--|----------------|--|
| Continue to monitor and address any accessibility issues on all our vessels and at our terminal facilities. | Ongoing | Marine Operations & Terminal Operations |
| Ensure that all accessibility features on our vessels, including MV Northumberland, are properly maintained and fully operational. | Ongoing | Technical Department |
| Work with our community partners to improve transportation links to and from our ferry terminals. | By end of 2028 | Senior Management |
| Integrate scenarios involving people with various disabilities (including mobility, sensory, and cognitive) into emergency and evacuation drills when feasible to ensure crew are prepared and procedures are effective. | Annually | Marine Operations & Terminal Operations, People and Culture Department |

The Built Environment

We are committed to ensuring that our built environment, including our terminals and vessels, is accessible to all. We have made significant investments in upgrading our facilities and will continue to do so.

Actions, Timelines and Responsibilities

| Action | Timeline | Responsibility |
|---|----------------|---|
| Conduct an audit of all our terminal facilities to identify and prioritize accessibility upgrades. | By end of 2026 | Terminal Operations & Accessibility Committee |
| Develop a multi-year plan to address the accessibility issues identified in the audit. | By mid-2027 | Senior Management |
| Ensure that all new construction and major renovations comply with the highest accessibility standards. | Ongoing | All Project Managers |
| Assess the feasibility of incorporating emerging technologies like haptic feedback systems to aid in navigation for visually impaired individuals in all future vessel and terminal upgrade projects. | Ongoing | Senior Management & IT Department |

Provision of CTA Accessibility-Related Regulations

BFL-NFL is committed to complying with all accessibility-related regulations set forth by the Canadian Transportation Agency (CTA). We will continue to monitor changes to these regulations and update our policies and procedures accordingly.

Actions, Timelines and Responsibilities

| Action | Timeline | Responsibility |
|---|----------|--|
| Conduct regular reviews of our policies and procedures to ensure compliance with all CTA accessibility regulations. | Annually | Legal Department & Accessibility Committee |
| Provide ongoing training to all relevant employees on the requirements of the CTA accessibility regulations. | Ongoing | People & Culture Department |



Employment and Training

We are committed to creating an inclusive and accessible workplace for all our employees. We have implemented policies and procedures to ensure that our recruitment, hiring and promotion processes are fair and equitable.

We provide extensive training to our employees. All shore-based and vessel-based personnel receive accessibility awareness training. This includes training on the principles of accessibility, how to assist people with disabilities and information about the Hidden Disabilities Sunflower program.

Actions, Timelines and Responsibilities

| Action | Timeline | Responsibility |
|--|----------------|---|
| Review and update our employment policies and procedures to ensure they are fully accessible. | By mid-2026 | People & Culture Department |
| Continue to provide and enhance accessibility training for all new and existing employees. | Ongoing | People & Culture Department |
| Develop a mentorship program to support employees with disabilities. | By end of 2027 | People & Culture Department |
| Consider adoption of formal Neuro-Inclusive Workplace Policies, including guidelines for flexible work arrangements and sensory-friendly workspaces, to better support neurodivergent employees. | By end of 2026 | People & Culture Department & Accessibility Committee |
| Launch a training module for managers and HR on neurodiversity awareness to reduce stigma and provide effective support for neurodivergent colleagues. | By mid-2027 | People & Culture Department |

CONSULTATIONS

Our commitment to accessibility is a collaborative effort, and we have an active Accessibility Committee. The committee meets quarterly to discuss accessibility issues, to progress the 3-year plan and provide recommendations for improvement. We will continue to engage in regular consultations with our customers, employees and community partners to guide our accessibility efforts.



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