



Issue 1: More Training & awareness is needed for businesses, services and public.

SSAI Project Purpose Statement

The SSAI purpose has been to engage all stakeholders, to identify & respond to key issues related to community access with service & support animals.

Recommendation / Ideas

Provide core training for businesses & services, through municipalities, designed with stakeholders to include:

- Types of service/support animals.
- Rights for community access of users with their service/support animals.
- Others' Rights related to above.
- How to respond to your customers/clients with concerns/questions.
- How to identify a legitimate service/support animal in your premises.
- Basic De-Escalation Skills

Considerations

- Develop a target/recruitment program to draw in businesses/services. Include business/service venues that support ESL and indigenous clientele.
- Use recognized organizations such as Boards of Trade, Community Centres, Welcome Centres, Indigenous Canadian Centres, etc. to promote the program and talk with constituents about their needs.
- Post-Training: Provide signage to business/service as trained in service/support animal access.

Group Partners

- Municipal (Lead)
- Businesses & Services (Target & Co-Developer/Presenters)

Groups that Benefit

- Businesses & Services
- Municipalities
- Users
- Support Organizations

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For more information & resources, please go to the [City of Pickering SSAI Webpage](#)



Issue 2: More community outreach and awareness is needed for the public.

SSAI Project Purpose Statement

The SSAI's purpose has been to engage all stakeholders, to identify & respond to key issues related to community access with service & support animals.

Recommendation / Ideas

Provide a facilitated public awareness campaign through municipalities, designed with stakeholders to include:

- The story behind animal supports.
- Types of service/support animals.
- Service/Support Animal Users' Rights and access needs.
- "Your Rights"
- Not everyone looks like they need an animal.
- Appropriate animal and user behaviour & responsibilities.
- Appropriate public behaviours around animal users and their animals.

Considerations

- Use multiple forms of media and communications (e.g., posters, brochures, online information/resources, social media, etc.).
- Hold online **and** in-person events – one venue does not replace the other – especially in closer-knit communities.
- Collaborate with cultural community centres, other community centres, Immigration Welcome Centres, Indigenous Canadian Centres, etc.
- Provide information in common other languages used in your community.

Group Partners

- Municipal (Lead)
- Community-Based Organizations (Partners)
- Public/Residents (Target)

Groups that Benefit

- Public
- Municipalities
- Users
- Support Organizations

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Issue 3: The increased numbers/types of animals in the community is confusing. Some users may not have verifiable animal needs.

SSAI Project Purpose Statement

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Recommendation / Ideas

Provide Municipal-based, easily identified tags or other simple IDs/indicators. This may be a different colour license tag. Or, it may be similar to the [Ottawa OC Transpo ID card](#).

Considerations

- Any type of special ID will require an accessible, reasonable process for users to attain it.
- A municipal-based ID process needs to clearly not impede or override existing certification/ID processes, such as provided through accredited service dog training schools. However, other documentation should be used to help verify the process.
- A QR code system may be considered if this adds confidentiality to the process and possibly make it easier to use.
- The ID and process would need to be covered in the public awareness campaigns, and Business/Services Training program.

Group Partners

- Municipal (Lead)
- Users (Partner)
- Businesses & Services (Partner)
- Local Transit (Partner)

Groups that Benefit

- Users
- Businesses & Services
- Municipalities

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Issue 4: Provincial/Federal-based regulations & requirements are confusing, inconsistent or cause conflicts.

SSAI Project Purpose Statement

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Recommendation / Ideas

Provincial Government & Municipalities partner to provide education on laws and regulations that impact the area of community access for persons with service/support animals.

Areas to include:

- Overview of federal regulations & jurisdictions.
- More detailed coverage for each Provincial (Ontario) regulation.
- Areas of confusion.
- Overlaps with other regulations, including federal.
- Contradiction with other regulations.
- Human Rights content, processes, & competing human rights.
- Examples of Municipal bylaws designed to help.

Considerations

- Content should be accurately detailed, but not present like it is for lawyers – Make it user-friendly for Stakeholders
- Provide plenty of time for discussion.
- Minimize the presence of special interest groups – Produce a fair process for all stakeholders.
- Use the events as a public consultation to address shared issues. It may also be used to help guide potential revisions to existing laws.
- Have a way attendees can feel there are clear avenues for resolution where possible.
- Outreach: Leverage partnerships and community outreach venues from previous recommendation tables.

Group Partners

- Municipal (Co-Lead)
- Province (Co-Lead)
- Users (Full partner)

Groups that Benefit

- Users
- Businesses & Services
- Municipalities
- Province

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