



2024-2025 Progress Report

Re UPS Canada's Accessibility Plan

June 1, 2025

United Parcel Service Canada Ltd. ("UPS Canada")

Introduction

Our accessibility plan submitted June 1st 2023, our accessibility progress report submitted June 1st 2024 for 2023-2024 period, and this year's progress report due June 1st 2025 for the 2024-2025 period, has been built on the commitment to make UPS Canada more accessible to people with disabilities and follows the requirements set out under the *Accessible Canada Act*.

The following progress report will speak to the six different areas of our company to showcase how we have furthered accessibility initiatives since June 2024 in the following areas:

- Built environment (buildings)
- Employment
- Technology
- Communications
- Buying goods, services, and facilities
- Programs and services

Our Progress

Since June 2024, UPS Canada has engaged in the following initiatives to further accessibility:

- We continue to consult with employees and customers with disabilities by monitoring and addressing inquires received via the canadaaccessibility@ups.com email inbox. This inbox is managed by Canada HRBP Manager Alberto Yllescas.
- We continue to meet with our UPS Canada Accessibility Committee members once a quarter to discuss Accessibility initiatives and progress across UPS Canada. Committee is chaired by Canada HRBP Manager Alberto Yllescas.

- Republished our emergency evacuation plan companywide that includes instructions regarding the evacuation of employees with disabilities.
- Republished our tip sheet companywide regarding best practices for accessible meetings.
- Republished the guideline countrywide for when and how employees can request a sign language interpreter at UPS.
- Republished countrywide company awareness communications regarding Accessibility Awareness such as Red Shirt Day (May 28th) and National Accessibility week (May 26th-May 31st).
- Created Accessibility awareness initiatives such as the creation of Accessibility Awareness Information Boards in our two biggest facilities in Canada (Toronto and Caledon), created an Accessibility Information slide show for our company TVs across Canada for Accessibility Week (May 25th- May 31st) and hosted an Accessibility Virtual Talk across Canada (May 28th) to learn more about the challenges surrounding Accessibility including a sign language demonstration by a certified ASL interpreter.
- Continuation of UPS Canada's Accommodation Request program.
- Continue to remove Accessibility barriers in our application and hiring process by continuing to include specific accessibility verbiage in our job postings.
- Creation of an Accessibility checklist by our Plant Engineering Department (Base) regarding future office and warehouse building constructions and renovations at UPS Canada.
- Creation of an Accessibility checklist by our Communications Department regarding the procurement of any type of social media firm at UPS Canada.
- Created a diversity contact list comprised of employment agencies that will help us recruit disabled employees across Canada to increase our disabled employee workgroup representation.

Feedback

As usual, we continue to remain open to feedback on our progress report and about accessibility at UPS. You can give us your feedback by contacting:

UPS Canada: Head Office
canadaaccessibility@ups.com

1-800-742-5877

1930 Derry Rd East,

Mississauga ON L5S 1E2

Statement of Commitment

At UPS, we believe that an inclusive and equitable workplace leads to better outcomes for our people, customers, and communities. We are committed to reducing barriers to accessibility in the workplace, in the business we conduct, and in the communities we serve. We understand that accessibility is essential to fulfilling our mission: “Moving the world forward by delivering what matters.”

Description of UPS

UPS is a global leader in shipping and logistics that offers a broad range of services including the transportation of packages and freight, the facilitation of international trade, and package delivery for customers in more than 220 countries and territories. UPS’s first international expansion was in the Canadian market in 1975. Since then, UPS Canada has grown to approximately 13,000 employees focused on our purpose statement “Moving our world forward by delivering what matters” through a strategy that is simply stated and powerfully executed: Customer First. People Led. Innovation Driven. UPS is committed to supporting the communities we serve and takes an unwavering stance in support of diversity, equity, and inclusion.

Contact Information & Feedback Process

We are happy to accept feedback, including anonymous feedback, about this progress report from our customers and employees, or feedback about accessibility in general at UPS Canada. We will take steps to address your feedback where possible, and your feedback will be considered in future progress reports and accessibility plans.

UPS Canada will collect and respond to feedback submitted by:

- Email: canadaaccessibility@ups.com
- Telephone: 1-416-268-9402
- Mail: 1930 Derry Rd East, Mississauga Ontario, L5S 1E2

Alternative Formats

You can request alternative formats of this plan and a description of our feedback process.

To request an alternative format please contact:

UPS Canada: Head Office

canadaaccessibility@ups.com

1-416-268-9402

1930 Derry Rd East, Mississauga Ontario, L5S 1E2

We will respond to requests for other formats as soon as we can. For each alternative format, UPS Canada will provide a copy within a certain number of days:

- Print: available within 15 days of the initial request.
- Large print (Increased font size): available within 15 days of the initial request.
- Braille (a system of raised dots that people who are blind or who have low vision can read with their fingers): available within 45 days of the initial request.

- Audio (a recording of someone reading the text out loud): available within 45 days of the initial request.

Definitions

The following definitions apply throughout this plan:

Disability: Any impairment, functional limitation, or difference in physical, mental, intellectual, cognitive, learning, sensory, or communication ability that, when combined with a barrier, hinders a person's full and equal participation. Disabilities can be permanent, temporary, or can change over time.

Barrier: Anything that might hinder people with disabilities from full and equal participation. Barriers can be physical, architectural, technological, or attitudinal, based on information or communications, or can be the result of a policy or procedure.

Accessibility: The design of products, devices, services, environments, technologies, policies, and rules in a way that allows all people, including people with a variety of disabilities, to access them.

The Built Environment

Currently, UPS Canada has 67 facilities across Canada. Many of these locations are warehouses and shipping centres that the public would not enter. We also have corporate office spaces and designated customer service counters where people can pick up or send packages. Most of our locations are leased and many are in older buildings where accessibility was not a priority when they were built.

Moving forward, we want to make sure that our facilities and locations are as accessible as possible. This will involve reviewing and planning for accessibility when we acquire new locations and engage in work to improve the accessibility of the facilities that we are already in. Below are initiatives that UPS has taken on regarding the built environment since June 2024:

- In 2024, UPS Canada revised its emergency evacuation procedures to include instructions and directions about evacuating people with disabilities from our buildings. In 2025, these emergency procedures were republished companywide for extra visibility during National Accessibility Week (May 26th-May 31st). Please see evacuation procedures attached to this progress report.
- In 2024, UPS Canada formally considered accessibility guidelines for all future builds and/or design plans and planned to incorporate accessibility improvements into all major renovations moving forward, where deemed practical to do so. As a result, in 2025, Building & Systems Engineering (BaSE) created an accessibility checklist to follow for future builds to ensure maximum accessibility. This accessibility checklist includes items such as making sure our door frames are big enough to accommodate wheelchairs, elevators for multi-floored buildings, accessible restrooms, etc. Please see accessibility checklist attached to this progress report.

Employment

UPS Canada currently has approximately 13,000 employees. Many employees perform manual labor in our package sorting centres physically lifting, lowering, pushing, pulling packages to ensure they are sorted and processed correctly. Others work as delivery drivers, who transport and deliver packages to residential and commercial customers across Canada. We also have office-based employees who work in our corporate office space.

Below are some initiatives that were put in place since June 1st 2024 into 2025 to further advance accessibility within Employment:

- Accessibility sensitivity and awareness language continues to be part of all our employment job postings. The language specifically reads: “UPS is a diverse and equal opportunity employer. Accommodations are available on request for candidates with disabilities taking part in the recruitment process. If you are selected to participate in the recruitment process, please advise if you require

accommodation for a disability”. UPS Canada believes that by continuing to add this specific language in all our job postings, we continue to advocate for accessibility and accommodation in our workplace from the start of the employment relationship.

- Accommodations continue to be granted at UPS Canada through the UPS Accommodation Program, which seeks to reasonably accommodate the needs of job applicants and employees to ensure everyone’s full and fair participation in the workforce, regardless of individual human rights-related limitations. Grounds for Accommodation include but are not limited to disability, gender, gender identity and expression, family status, and religion. In 2024, a total of 101 supported accommodation requests were submitted. Of these, 76 were granted, for a total of 75% accommodation rate. In 2025, a total of 31 accommodation requests have been submitted to date. Of these, 22 have been approved, for a total of 71% accommodation rate.
- Starting in the second half of 2025, HR Department will engage in diversity orientated recruitment targeting disabled job seekers to increase our disabled employee group representation within UPS. Please see below a list of agencies HR plans to work with in 2025 and beyond.

Information and Communication Technologies (ICT)

UPS owns and operates a variety of information and communication technologies. We have some technologies that are only used by our employees. We also maintain a public website where customers can learn more about UPS and learn how to ship and track a package. Many people in Canada who are shipping or receiving a package through UPS have likely used our website. Some sections of the public website are managed by UPS’ global corporate offices located in the United States and we work with that team to make changes if/when needed. Over the next year, we will continue to work with our corporate partners who update the website to improve accessibility in our information communication technologies where feasible.

Communications, Other Than ICT

UPS communicates with the public and our employees through a public website, press releases, regular updates on our social media accounts, a dedicated employee portal and internal communications. Members of the public can contact us by telephone or through the UPS virtual assistant to ask questions and obtain answers. UPS corporate headquarters in the United States is responsible for most of the communications activities at UPS. The UPS Canada communications team is responsible for our Canadian social media accounts and Canada-specific press releases or website content. Over the next year, UPS Canada will continue making sure the information we produce is written in plain language and that our social media accounts are as accessible as possible.

Below are accessibility initiatives that have taken place since June 2024 regarding communications outside of ICT:

- UPS Canada republished our guidelines or “tip sheet” companywide that covers best practices for accessible meetings. These were distributed to employees across Canada. Attached is the guideline.
- UPS Canada republished guidelines companywide for when and how sign language interpretation services can be obtained for employees. Attached is the guideline.
- UPS Canada continues to run the Canada Accessibility Committee and in 2025 we have readvertised this Committee in hopes of increasing its membership across the country.
- Accessibility Awareness communication was rolled out across the Country (National Red Shirt Day & National Accessibility Week). Communications attached.
- Created Accessibility awareness initiatives such as the creation of Accessibility Awareness Information Boards in our two biggest facilities in Canada (Toronto and Caledon), creation of an Accessibility Information slide show for our company TVs across Canada for Accessibility Week and hosted an Accessibility Virtual Talk across Canada (May 28th) to learn more about the challenges surrounding Accessibility including a sign language demonstration by a certified ASL interpreter.

The Procurement of Goods, Services, and Facilities

At UPS Canada we procure many different types of goods, services, and facilities each year. The Procurement Department continuously works with our Occupational Health & Safety Department on the procurement of any goods, services or facilities requiring accessibility for all our employees as part of the Workplace Accommodation Request program. In addition, in 2025, our Communications Department created an Accessibility checklist that they will use going forward to ensure that all agencies they work with keep Accessibility in mind. Please see checklist below.

The Design and Delivery of Programs and Services

The primary service that we provide is shipping and delivering packages. We provide this service to both individuals and businesses. Over the next years, we will continue collecting feedback from our customers who have disabilities who contact us requiring support.

Customers can continue to contact us canadaaccessibility@ups.com

Transportation

At UPS Canada we do not provide any passenger transportation services and therefore we have no goals related to this area. As a result, UPS Canada is not required provide a copy of this progress report into Canadian Transportation Agency (CTA).

Consultations

We continue to consult with employees who have disabilities and continue to run UPS Canada's accessibility committee that is comprised of disability allies and disabled employees. We recognize that our employees with disabilities are the accessibility experts, and we want to make sure that people with disabilities are the ones guiding all our accessibility initiatives. We also continue to consult with Management from our

Occupational Health Department who are subject matters experts regarding workplace accommodations.

Feedback

We continue to receive feedback from members of UPS Canada's accessibility committee and our Occupational Health Management team via virtual meetings and via written channels (emails). These parties continue to help us approve and review the roll out of country wide accessibility initiatives.

Conclusion

UPS Canada understands that accessibility is essential to delivering on our mission to "Move the world forward by delivering what matters." We're committing to further fostering a culture and business that supports people with disabilities within our workplace and in our communities. Our journey to becoming more accessible is an evolving process. We appreciate the opportunity that the *Accessible Canada Act* has given us to take a critical look at barriers, consult with people with disabilities and formalize our goals and progress. As part of our ongoing effort to reduce barriers and improve accessibility within our organization, we're committed to making year-over-year progress toward making UPS Canada more inclusive and accessible for people with disabilities.

GUIDELINES TO CONDUCT ACCESSIBLE MEETINGS AT UPS CANADA

Meetings at UPS Canada are run in a variety of formats such as virtual, face to face, or via phone conference. Regardless of the format or size of the meeting you are running, it is important as the meeting organizer to ensure your meeting is fully accessible for all UPS employees and customers the moment you become aware either an employee or customer requires accessibility support.

Before planning your meeting at UPS, there are accessibility related items you are recommended to consider when planning your meeting or event such as: **1) Proper & Timely Communication**, **2) Physical access** to your meeting space; assuming your meeting is in person & **3) Ensuring your meeting content is accessible** to all attending beforehand.

Proper & Timely Communication will ensure that you build yourself enough time to secure the necessary resources such as hiring external accessibility consultants such as hearing-impaired interpreters for any of your hearing-impaired attendees. This is accomplished by ensuring that you include verbiage in your meeting/event invite about asking meeting attendees if any accessibility accommodations are necessary, including any accessibility requests regarding evacuations, and if so, to kindly advise you asap in a confidential manner. It is important to ask this question asap so that you have adequate time, for example, to book external accessibility consultants such as hearing-impaired interpreters who are not always available on short notice. It's important to note that people with disabilities have different needs, and therefore, you should ask all your meeting attendees in your meeting invites well in advance if anyone requires any form of accessibility support including any accessibility support regarding evacuations. Do not forget about evacuations regarding any on site in person meeting/event you hold. Simply put, make sure to communicate with all your meeting attendees ahead of time and find out if they require any special accessibility support that you need to plan for in advance.

Physical access to your meeting means ensuring that you secure accessible spaces for disabled parking, accessible and large enough entrances, and washrooms, and use accessible meeting rooms that are large enough to accommodate employees & customers who use wheelchairs, scooters and service animals.

Ensuring your meeting content and agenda are accessible to all attending beforehand.

Make sure that your meeting content and agenda of the meeting ensures making presentation materials available in accessible, electronic formats as well as alternate formats such as large print and Braille (if necessary), in advance of the meeting date so that it can be distributed to all parties beforehand.

How to use this guide:

This simple two step guide takes you through two steps to help you organize and run accessible meetings at UPS Canada.

Step 1: Planning the meeting.

Step 2: Running the meeting.

Step 1: Planning the Meeting

Possible Financial Considerations

Incorporate possible financial accessibility costs into your budget from the beginning. Budgeting for accessibility considerations may require you to set aside funds to provide an accessible venue (in our outside UPS) and materials to meet the needs of employees with disabilities, such as providing all meeting content information in Braille in anticipation of the meeting assuming you have any visually impaired attendees.

Obtain quotes for services such as sign language interpretation and include these potential costs in your budget. In addition, make sure to consider for these services in advance as some service providers need significant advance notice.

Selecting a meeting room/venue for In-Person meetings

Arrange for a site visit days (or weeks) before booking the meeting venue to ensure it is accessible and that any potential challenges to accessibility can be addressed early. Inspect the meeting rooms to ensure they are large enough and can be set up so participants who use wheelchairs, scooters or service animals can move about easily.

If possible, arrange for your meeting to be on the ground floor assuming you have attendees in a wheelchair or with physical mobility issues you are aware of. If not possible, ensure an elevator is available.

Make sure the venue has at least one accessible washroom that can easily accommodate a wheelchair or scooter and near the event/meeting room.

Once you have identified an accessible venue that meets the needs of your meeting and your participants, reserve it as soon as possible to ensure availability.

Think of alternatives that you can put in place if the venue you have chosen is not able to fulfill all your accessibility requirements. For example, if your meeting room does not have an automatic door opener, provide a greeter to open the door. If the elevators do not have Braille beside the floor numbers or audio announcing the floors, then consider placing a volunteer at the elevators to help people who are blind or have low vision assuming you have meeting attendees who are visually impaired.

If you feel that the venue is not accessible enough, perhaps consider changing the venue all together. UPS has many buildings and locations. At times, as mentioned above, you might need to book meeting space outside of UPS facilities, and if so, please consult your Manager before doing so.

Determine the number of designated accessible/disabled parking spots needed by participants with disabilities by verifying this information ahead of time.

If/when you experience challenges making sure that any of our UPS buildings/meeting spaces are fully accessible for your meeting/event, for example, no necessary elevator or not enough disabled parking spots, aside from speaking to your Manager, you can also contact Canada Facilities Manager Claudia Borda for assistance: cborda@ups.com

When the meeting is virtual

Today, many meetings are partly or entirely virtual. Virtual meetings may take the form of teleconferences, web conferences or video conferences. Whatever technology you choose for your meetings, it should be accessible, and as mentioned, do make sure to provide all meeting material in advance.

Tips Re developing your meeting agenda.

In your meeting invite, as mentioned above, ensure that you clearly communicate to all meeting attendees that you will arrange accessibility assistance/accommodation upon request including any special building evacuation accessibility request so to kindly request any accessibility or accommodation requests beforehand so that external agencies/parties are contacted asap due to availability concerns.

Schedule enough time for speakers and for your local TSG Representatives to set up meeting/event equipment.

Make sure that if a site visit or tour from UPS building to building is part of your meeting or event, the vehicles being used can accommodate wheelchairs. If you experience challenges securing transportation that will accommodate your needs, please contact Satpal Singh, Canada Commodity/Procurement Manager: satpalsingh@ups.com

Making presentations material accessible

Accessible presentations are important to the success of your event. Therefore, use clear formats for presentation materials. Easy to read slides using large, simple fonts and good color contrast with white or pale yellow as a background and black for the print

Assuming your meeting is in person, turn off projectors when they are not in use to reduce noise.

Assuming your meeting is in person, use a microphone and ask participants to use a microphone when they ask questions and to identify themselves before they speak

Speak at normal pace and offer a clear view of your mouth and face.

Stay within the meeting agenda timeline. Do not go over allotted time. Reminder that some of your meeting attendees will need to build in time into their day to get inside and outside building and vehicles if some of your attendees are in wheelchairs for example.

Provide presentation materials in advance so that the materials can be transcribed into accessible formats on a timely basis.

Emergency planning

Assuming your meeting or event will take place in person, when you visit the meeting venue, look into the emergency plans and procedures of the building with the facility center manager. Ask the manager whether the emergency plan is available in accessible formats for your required attendees depending on their accessibility needs. If the emergency plan is not available in accessible format, if the plan does not account for the type of diverse accessibility needs of your meeting attendees, or if there is no evacuation plan in place in general for the building, immediately consult our Canada Health & Safety Manager, Jason Arblaster: jarblaster@ups.com.

You should also set aside time to engage in the following:

Designate UPS employees to help specific individuals from our meeting attendees who may need assistance in an emergency. These UPS staff members should be easily identified by identification badges or vests.

Explain the venue's emergency plan to your employees. Ensure that they know where the emergency exits are located and how to use them.

Step 2: Running the Meeting

Pre-Tripping the venue

Assuming your meeting is in person, it is recommended that on the eve of the meeting, to be extra safe, walk through the previously agreed upon venue to make sure that everything is in place as your planned including factoring for any special last-minute arrangements for participants with physical disabilities.

Look for unexpected construction or repair work that has left hallways, ramps, entrances, or exits cluttered with equipment or building materials.

Use signs and/or employees to redirect meeting participants if the equipment or materials cannot be cleared.

By checking out the meeting venue on the eve before your meeting, you are ensuring you face little to no surprises the day of your event or meeting. As mentioned above, if you discover any issues involving our physical building, such no elevator or an elevator not in service that is need for your building, aside from your Manager, you can also consult Canada Facilities Manager Claudia Borda: cborda@ups.com.

Beginning the meeting

Assuming you're meeting in person, at the start of the meeting ensure your participants know the following:

Where designated employees brough in for accessibility support (if any) are physical stationed and how they can be identified, e.g., they are wearing identification badges or vests, and if anyone will require any special accessibility needs in the event of an evacuation to speak to you privately. Reminder that you should have already asked for evacuation accessibility requests beforehand, but, it's never a bad idea to re-confirm this information at the start of your meeting/event

Review the guidelines for accessible meetings such as keeping aisles clear and identifying yourself when you speak or ask a question.

Review what resources, speeches or presentations are available and have been made accessible in alternate formats as arranged beforehand.

Break Time & Additional Tips:

Make sure to build break times into your meeting agenda, and during these breaks, assuming refreshments are offered, arrange the refreshment table so that there is room for people who use wheelchairs, scooters, or service animals to maneuver.

As a minimum gesture, do arrange for water to be served and ensure that there is enough food for any support person who accompany participants who have disabilities.

GUIDELINES REGARDING HOW TO ORDER SIGN LANGUAGE INTERPRETERS AT UPS CANADA

First and foremost, effective communication is a critical part of our business and in our day to day communications, therefore, as a UPS employee, Management or Non-Management, if you ever feel that you would benefit from the services of a accessibility consultant such as sign language interpreters for hearing impairment, speak to your Department FT Supervisor/Manager who can directly consult these professionals by following these simple steps below:

- A) Your FT Supervisor/Manager can contact CHS (Canadian Hearing Society) directly by emailing them @ interpreting@chs.ca asking if they can arrange for interpretation services on a particular date and for how many hours. Note: whichever UPS Dept requests the services is directly responsible to pay for the hourly services, therefore, ensure that your department is properly set up on our invoice payment application Coupa.

- B) When your FT Supervisor/Manager emails interpreting@chs.ca asking the organization to supply a hearing impaired interpreter, CHS will email your Manager back a short questionnaire via email asking specific details of your request so that all parties are on the same page regarding request ordered. Please see sample questionnaire that will be send to the UPS Manager to fill out via email and to be send back to CHS:

Booking#: W-00060634-0

Service Time: 2022-09-08 10:30 AM to 2022-09-08 11:00 AM

Requestor: Alberto Yllescas ,416-806-3279 ayllescas@ups.com

Service Contact: Alberto Yllescas, 416-806-3279, ayllescas@ups.com

Location: 2900 Steeles Avenue West , Vaughan L4K 3S2 2900 Steeles Ave West
(Security Gate)

Request Type: Employment On the Job Training

Deaf Consumer Name: Sean Smith

Interpreter Name(s): Joe Robertson

- C) If/when you request these services during the 9am-5pm Monday to Friday window, CHS should be able to provide interpreters quickly. If you request these services

outside of regular business hours CHS usually takes a longer time to secure these services because most interpreters prefer to work from 9am to 5pm Monday to Friday. On this note, make sure to plan well in advance. It's important to note that at times these services can also be arranged virtually. Please ask your CHS representative if virtual online services would be beneficial and available.

- D) CHS's services usually cost around 80-100\$/hour (plus mileage fees) and these services can be paid via Coupa as mentioned above and should be covered by UPS Canada in most cases. CHS's invoice department contact information: collections@chs.ca & accountsreceivable@chs.ca.

BASE DEPT (PLANT ENGINEERING) ACCESSIBILITY CHECKLIST UPS CANADA

Overview

Accessibility requirements will be met for most new construction and extensive renovations of buildings. These include requirements for:

Barrier-free path of travel

Most building will provide a barrier-free path of travel throughout, including:

- turning spaces
- ramp dimensions
- building entrances
- passing and rest spaces
- minimum doorway and corridor widths
- power door operators

Parking and Entrances

- Accessible Parking Spaces
- Proper signage and ground markings.
- Accessible Routes

Washrooms

Most buildings will have barrier-free washrooms, which will be situated on a barrier-free path of travel and meet the requirements addressing:

- grab bars
- signage
- turning space
- counter heights
- doorway widths

Specialized Employment Agencies in Canada Targeting Disabled Job Seekers

March of Dimes Canada (MODC) Employment Services

A leading national organization that helps people with disabilities prepare for, find, and maintain employment. They offer job coaching, resume help, and employer matching.

Canadian Council on Rehabilitation and Work (CCRW)

Offers employment services, training, and employer partnerships to support inclusive hiring practices across Canada.

SPHERE (Support for People with a Handicap Exploring the Road to Employment)

A national organization that works with employers and service providers to promote employment for people with disabilities.

Jake's House Autism Charity

Committed to empowering both employers and neurodivergent individuals, creating workplaces that celebrate diversity and promote success for all.

Canadian Association for Supported Employment (CASE)

A national member association for the supported employment sector, working with employment service providers, employers, and community allies toward the employment inclusion of persons experiencing disability.

Ready, Willing & Able (Canadian Down Syndrome Society)

A national initiative aimed at increasing the labor force participation of people with intellectual disabilities, operating in 20 communities across Canada.

Accessibility Checklist for the Hiring of External Agency

1. Agency Qualifications & Accessibility Commitment

- Does the firm demonstrate knowledge of accessibility guidelines, such as WCAG (Web Content Accessibility Guidelines)?
 - Does the firm have experience creating inclusive content for people with disabilities (visual, hearing, cognitive, physical)?
 - Are there staff members trained in accessible communications, captioning, alt text, and inclusive language?
 - Does the agency showcase past campaigns that included accessibility considerations?
 - Will the agency assign a point-of-contact who ensures accessibility compliance?
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2. Social Media Content Accessibility

- Do all images include alt text (or described captions) across platforms?
 - Are videos captioned and/or provided with transcripts?
 - Are audio-only content pieces transcribed or summarized in text?
 - Are animated GIFs or motion content used appropriately and without flashing elements?
 - Does the firm ensure color contrast and font legibility in visuals and infographics?
 - Is plain language used consistently for broad comprehension?
-

3. Platform and Device Accessibility Awareness

- Is the firm aware of how social media content behaves with screen readers and assistive technologies?
 - Are social media campaigns designed to work across mobile and desktop devices, ensuring responsive, accessible design?
 - Does the agency test posts with assistive tools like voiceover, TalkBack, or browser extensions?
-

4. Campaign Planning and Outreach

- Are target audiences reviewed to include individuals with disabilities and their networks?

- Are public-facing events or livestreams offered with ASL interpreters or real-time captioning?
 - Are influencer or partner selections mindful of inclusive representation?
 - Are accessibility features highlighted and promoted within the campaign?
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5. Documentation, Evaluation & Compliance

- Will the firm provide documentation of accessibility practices used in content delivery?
 - Are performance metrics tracked with accessibility in mind (e.g., user feedback from people with disabilities)?
 - Will they conduct accessibility reviews or audits for social content as part of the reporting cycle?
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6. Contractual Clauses to Include

- Accessibility must be integrated into all digital and social content delivered by the firm.
 - PR firm must ensure captions, transcripts, and alternative formats are standard deliverables.
 - Include remediation clauses if content is found to be inaccessible post-publication.
-