



SPINAL CORD INJURY BC

ACCESS NORTH

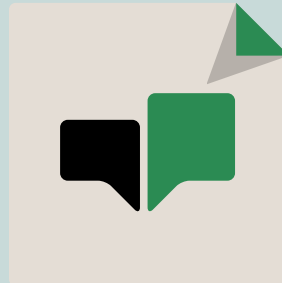
2024

**STRIVING FOR ACCESSIBLE
& INCLUSIVE COMMUNITIES**





Universal
Design

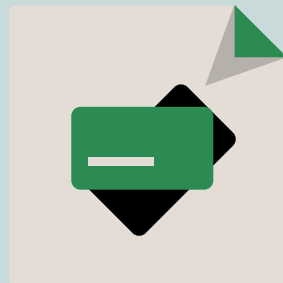


Inclusive
Communities



Interest &
Demand

WHAT DOES AN ACCESSIBLE NORTH MEAN FOR US ALL?



Economic Benefit



Better Marketing



UNIVERSAL DESIGN

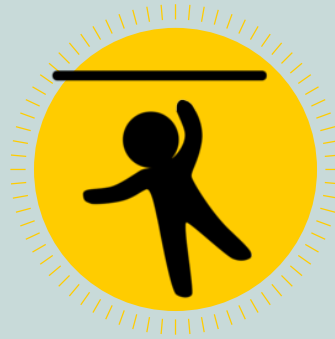
or BARRIER-FREE DESIGN

IT'S NOT
JUST A FAD!

Designing all products and the built environment to be as aesthetic and usable as possible, regardless of a user's age, ability, or status in life.



Families
with Strollers



Small
Children



Senior
Citizens

EVERYONE BENEFITS FROM ACCESSIBLE COMMUNITIES



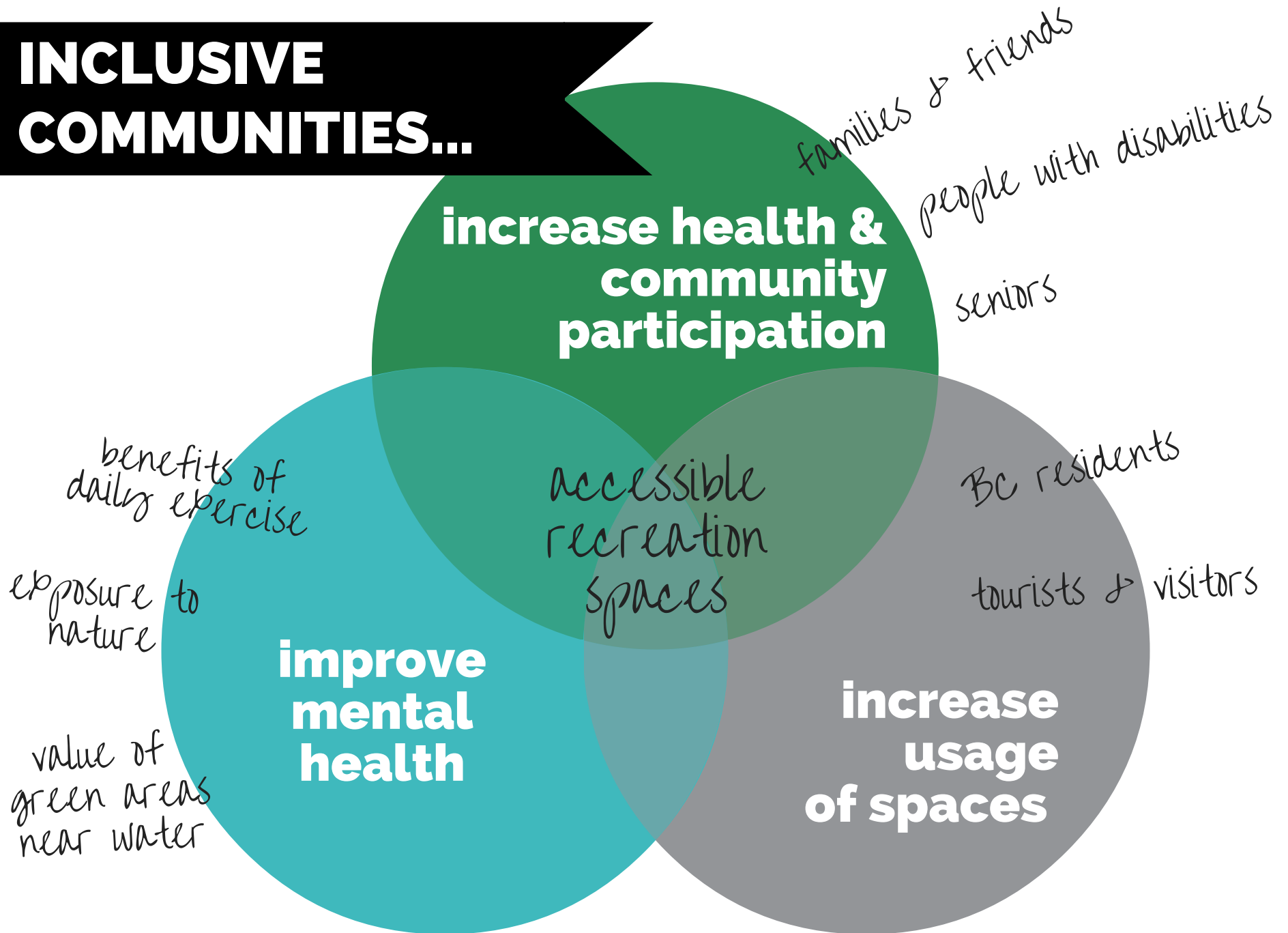
People Using
Mobility Aids

SO EVERYONE
CAN CONTRIBUTE TO
OUR COMMUNITY'S
ECONOMIC & SOCIAL
PROSPERITY



People Carrying
Heavy Loads

INCLUSIVE COMMUNITIES...



Access North ✈ Increased Tourism



In 2012, Canadians made more than
375 MILLION
DOMESTIC TRIPS.
92 PERCENT
of these were in
their own provinces.

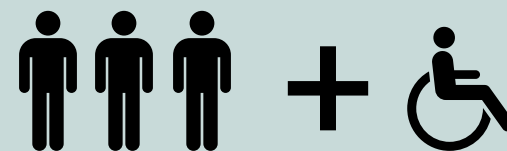


TRAVELLERS WITH
DISABILITIES CONTRIBUTED

\$81.7
BILLION

TO THE GLOBAL
ECONOMY IN 2012

TRAVEL GROUPS ARE USUALLY




AND THEIR TRIPS ARE MOSTLY
preplanned | prepaid



WHO BENEFITS FROM INCLUSIVE COMMUNITIES?

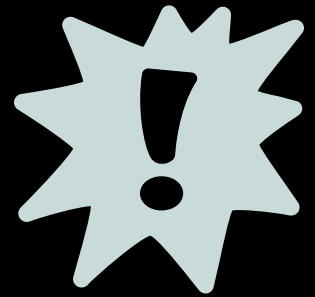
PEOPLE RELOCATING
VISITORS
TOURISTS
BUSINESS & INDUSTRY
CONVENTIONS & WORKSHOPS
EDUCATIONAL FACILITIES
COMMUNITIES
VOLUNTEERS





CANADA WILL BE CELEBRATING ITS 150TH ANNIVERSARY IN 2017!

THIS MILESTONE COULD TRANSLATE INTO
SIGNIFICANT INTERNATIONAL TOURISM REVENUE
(ECONOMIC DEVELOPMENT)



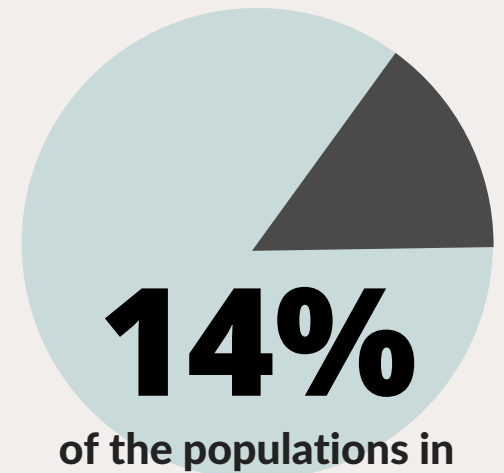
The total
number of
people with
disabilities in
Canada, USA,
and Japan
exceeds
44 million.
That's larger
than the
entire
population
of Canada.

In 2012, 25% of Canada's population was 60 years or older. THAT'S 7.5 MILLION PEOPLE!

Seniors often experience age related disability.

**MANY SENIORS + PEOPLE
WITH DISABILITIES
ARE TRAVELLING AND SEEKING
SOCIAL AND OUTDOOR
EXPERIENCES!**

More seniors and people with disabilities are seeking access to recreational services and supports in the community.



of the populations in Canada and the US are persons with permanent disabilities.

(BC's population is closer to 18%)



→

SAY YES TO
ADVENTURE

**WE'RE SHARING ACCESSIBLE NORTH
CENTRAL BC WITH THE WORLD AND
HELPING TO CREATE A LEGACY FOR
FUTURE GENERATIONS.**

IN MAKING LOCATIONS ACCESSIBLE TO THE WIDEST POSSIBLE
AUDIENCE, WE'RE INSPIRING THOSE WHO MAY NOT HAVE
CONSIDERED OUTDOOR ADVENTURES BEFORE!

A stylized white smartphone icon with a black screen area. The screen is divided into a light blue top section and a black bottom section. The light blue section contains the text 'ACCESSIBLE TOURISM?' and 'EXPECT AN APP FOR THAT.' in dark blue. The black bottom section contains a white circle representing a home button.

**ACCESSIBLE
TOURISM?**

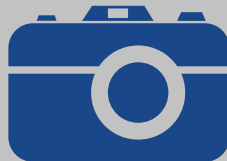
**EXPECT
AN APP
FOR THAT.**



MARKET THROUGH SOCIAL MEDIA:
FACEBOOK, TRAVEL BLOGS, TWITTER



EXPAND EXISTING TOURISM APPS TO
INCLUDE ACCESSIBLE AMENITIES.



VIRTUAL TOURS + PROMOTIONAL
VIDEOS AS MARKETING TOOLS.

WHERE ARE THEY?

ACCESSIBLE OUTDOOR SPACES

1

PARKS

Federal,
Provincial &
Regional Parks

2

CAMPGROUNDS & RV SITES



3

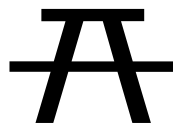
TRAIL SYSTEMS & BIKING PATHS

4

OCEANS, LAKES, RIVERS & STREAMS

5

RECREATION FACILITIES



6

FOREST RECREATIONAL SITES

HERE'S OUR PLAN

DATABASE

**UNIVERSAL DESIGN AND
ACCESSIBLE OUTDOOR SPACES**

HIGHLIGHT AND SHOWCASE THE
ACHIEVEMENTS OF NORTH
CENTRAL BC COMMUNITIES AND
ENTITIES WHO HAVE INITIATED
UNIVERSAL DESIGN IN THEIR
OUTDOOR SPACES.

**INVENTORY ACCESSIBLE OUTDOOR SPACES
ALONG THE 35 DESTINATION BC DRIVING
ROUTES IN NORTH CENTRAL BC.**

**CREATE A CENTRALIZED ONLINE INFORMATION DATABASE
OF ACCESSIBLE OUTDOOR SPACES.**

**CREATE WEB-LINKS WITH STAKEHOLDERS
(I.E. BC PARKS, BC TOURISM, CHAMBERS OF COMMERCE)**

AND KEEP YOUR EYES OPEN FOR OUR



ACCESS NORTH VIDEO

HIGHLIGHTING ACCESSIBLE OUTDOOR
SPACES, NOTED TOURIST
ATTRACTIONS, AND EXCEPTIONAL
INCLUSIVE EXPERIENCES IN THE
NORTH CENTRAL REGION.

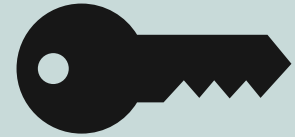
ACCESSIBLE TRANSPORTATION



AIRPORT &
HOTEL
SHUTTLES



TAXIS



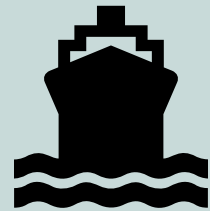
VEHICLE
RENTALS



BUS SERVICES
(AND TOURS)



RAIL TRAVEL



FERRIES
AND WATER
TRAVEL

ACCESSIBLE TRANSPORTATION

WHAT TO CONSIDER

accessible
websites

airport
transfers (public
shuttle and hotel
shuttles)

accessible
vehicles (hand
controls vs. lift)

snow clearing
(sidewalks,
parking lots, etc.)

professional
staff capable of
dealing with
accessibility issues

airport
customer service
and passenger
loading equipment

streets and
sidewalks (audible
walk signals,
potholes, curb cuts)

accessible
washrooms in rest
stops

ACCESS

rail lines
and long
distance buses

ACCESS NORTH



**LET'S PUT NORTH CENTRAL
BRITISH COLUMBIA ON THE MAP!**



Spinal Cord Injury BC