

2024 Progress Report for the Rogers Accessibility Plan

May 22, 2025

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About Rogers

At Rogers, our diverse and highly skilled employees across Canada work to deliver reliable and easy-to-use services that connect and entertain millions of Canadians. We will continue to work towards our actions outlined in our Accessibility Plan, with the goal of being the first choice for all Canadians.

This progress report applies to those subsidiaries and divisions of Rogers Communications Inc. (collectively referred to as Rogers) that have legal obligations under the Accessible Canada Act (the ACA) and its regulations, as amended from time to time. For clarity these are: Rogers Communications Canada Inc., Rogers Media Inc., Shaw Satellite Services Inc., Comwave Networks Inc., and Rogers Bank. This progress report reflects Rogers and its operations from April 1, 2024 - March 31, 2025. In this report, we use 2024 to indicate this timeline.

Executive Summary

Rogers strives to be the first choice for Canadians as a service provider, broadcaster, and employer. This involves creating a welcoming environment that benefits everyone, including individuals with accessibility needs.

The ACA aims to create a barrier-free Canada by 2040. As required under the ACA, Rogers published its first accessibility plan in May 2023 and its first progress report in May 2024. This is the second progress report which communicates progress on the 2024 actions mentioned in our accessibility plan. We are pleased to report that we have completed all the actions mentioned for 2024. This work would not have been possible without the dedication of our employees, leadership team and the feedback shared by members of the public through our feedback process and consultations.

"At Rogers, we are committed to delivering accessible experiences for customers and employees. We will continue to make meaningful progress on our journey to deliver industry-leading innovation to all Canadians." - Marisa Fabiano, Chief Human Resources Officer, Rogers.

Top accomplishments include:

- Introduced web-based guides to help customers explore product and service features, including accessibility options, for a more seamless experience.
- Enhanced the accessibility offer for Fido or Rogers mobile plans to include additional data each month and a free voicemail-to-text feature to improve the user experience.
- Modernized the Ethical Procurement Practices Survey by improving accessibility, enhancing data collection and compliance tracking.
- Improved the accessibility of main entrances at three of the largest populated workplaces located in Eastern Canada, making it easier for employees and visitors to enter and leave the building.

In 2024, we gathered feedback through our accessibility feedback process, as well as through consultations with employees and the public to identify what worked well and opportunities for improvement. Employees said they have benefited from accessibility improvements, particularly in upgrades to the physical workplace and career development opportunities. Employees expressed that they want to stay informed of improvements and suggest sharing updates through multiple channels, including emails and team meetings. The public shared that they liked the improvements made to the accessibility discounts we offer and expressed interest in learning more about the accessibility features of our products and services.

While we have made progress, we understand there is more to do. We will continue to collaborate, innovate, and evolve to further accessibility across Rogers.

General

How to Provide Feedback or Request an Alternate Format

We value your feedback in helping us create a more accessible Rogers. You can provide feedback on our accessibility plan, progress reports, or any barriers you have faced. The Manager for Accessibility is responsible for receiving accessibility-related feedback.

You can visit [Rogers Accessibility](#) to provide feedback about accessibility and to request an alternate format for the description of the Feedback Process, Accessibility Plan, or Annual Progress Reports. Alternate formats include print, large print, braille, audio, or electronic.

Contact methods are:

Online form: [Accessibility Feedback Form](#)

Call the Accessibility feedback line at: 1(866)247-0000.

Email: accessibilityfeedback@rci.rogers.com,
please include “Accessibility Feedback” in the subject line.

Mail:

Manager for Accessibility
Rogers Communications, Accessibility Feedback
333 Bloor Street East
Toronto, ON M4W 1G9

Accessibility Commitment and Principles

At Rogers, we are committed to improving accessibility across our organization to provide a better experience for our team members and customers. We are taking a meaningful approach to removing and preventing barriers to accessibility across our products, services, retail locations, and virtual and physical workspaces. At the same time, we are evolving attitudes and behaviours to build a more inclusive experience for all.

We respect the principles outlined in Section 6 of the ACA and guide our work with the following:

- We will engage with persons with disabilities (PWD) and external disability groups to help shape and inform our services, products, offerings, and connectivity efforts.
- We will identify, remove, and prevent barriers to accessibility on an ongoing basis.
- We will respect and value the dignity, independence, and lived experiences of PWD.
- We will promote integration, equal opportunity, and positive experiences for everyone.

Consultations

In keeping with the principles outlined in Section 6 of the ACA, Rogers conducted internal consultations with employees and external consultations with the public to gather feedback on progress made in 2024 regarding our Accessibility Plan.

Internal Consultations

Throughout 2024, we ran voluntary focus groups and surveys with over 700 employees with accessibility needs to measure progress made and identify opportunities for improvements.

What worked well:

- Employees from the internal employee-led resource group that supports those with disabilities benefitted from our mentoring pilot program (a 2024 commitment). They are also interested in any future networking and learning opportunities.
- Employees appreciate the accessibility improvements made to the physical workplaces, which have become easier to navigate for those who attend the office.
- Employees like that there are internal resources and hubs related to accessibility available to help employees learn more about accessibility.

Opportunities:

- Some employees are hesitant to share their disability or take a leave of absence because of societal stigma. They feel providing training for managers on disability awareness and how to navigate the accommodation process with employees could help.
- Employees would like to hear more about accessibility and inclusion using different methods of communication such as newsletters, team meetings or electronic communications at a business unit level.
- Employees who have used the accommodation process in the past offered ideas on how it could be improved.

External Consultations

We conducted surveys and participated in industry consultations to gather feedback from the public. In December 2024, a third-party vendor researched the experiences of persons with accessibility needs interacting with home internet service providers to assess how accessibility initiatives influence their perceptions of their providers. We benchmarked those experiences across the telecommunications sector. A survey was completed by 568 individuals. The group represented people with a variety of accessibility needs, with 35% communicating they are assistive technology users.

What we learned:

- Individuals who have an accessibility discount reported greater customer satisfaction and likelihood to stay with their provider.
- Rogers customers with accessibility needs are more likely to have an accessibility discount with Rogers compared to customers with other telecommunications providers who accessed their services but were not signed-up for the accessibility discount with their service provider.

We thank the individuals who provided their honest and open feedback as this information will help us shape our strategy for future years.

In October 2024, Rogers also participated in consultations with 19 organizations that represent people with accessibility needs, including people with differences in vision, hearing, neurodiversity, and mobility. The consultations were organized by the Canadian Telecommunications Association (CTA) on behalf of wireless service providers to learn about how our wireless service offerings meet the needs of people with accessibility needs. During the meeting, Rogers provided updates on changes we made to our accessibility offerings during the last year based on feedback from accessibility consultations held in 2023.

We received valuable feedback about how to improve awareness of products and services, improve communications with customers, and make it easier for qualifying individuals to access accessibility offerings. This feedback will help Rogers create plans in the future for improvement. We thank the disability community for their insights and collaboration. We will use this information to create our strategy for future years.

Accessibility Feedback

In 2024, Rogers received 199 pieces of accessibility-related feedback. This is similar to the volume of accessibility feedback received in 2023. We received the most feedback electronically by email or through the online form. Three quarters of the feedback was from customers who subscribe to either our wireless or internet/TV services.

All feedback was acknowledged in the same way it was submitted, except for feedback that was shared anonymously. If the individual provided their contact information and they faced barriers, we contacted them to provide support. Other accessibility feedback was shared with the business for their consideration for future enhancements or to provide insight into accessibility plan actions being worked on. The following is a summary of the feedback received, and action taken to create positive change.

- **What we heard:** Customers with accessibility needs experienced difficulties in navigating and learning how to use new TV equipment.
 - **What we did:** This feedback helped highlight the importance of a 2025 commitment which is that all new customer-facing program development will include an accessibility review that must be completed before development.
- **What we heard:** Our customers had difficulty finding the information to apply for the accessibility discount on their wireless service or TV bundle.
 - **What we did:** We updated the webpage to make it easier to find the instructions on how to apply for available offers.

We are grateful to the individuals who took the time to share their experiences. The feedback we received helped us remove barriers to improve the customer experience.

Progress to Date

This section lists the progress on the 2024 actions outlined in the 2023 Accessibility Plan. The progress descriptions are organized by the priority areas mentioned in Section 5 of the ACA.

Priority Area 1: Employment

The focus for 2024 was to support career advancement for employees with accessibility needs by improving accommodations and facilitating peer networking.

What we accomplished:

- Streamlined the workplace accommodation process to create a consistent experience for our employees across Rogers.
- Launched a support model for employees with accessibility needs to get help with requests for assistive technology.
- Developed a strategy to create an assistive technology service catalogue based on best practices and user needs to make it easier for employees.
- Implemented a process for employees with accessibility needs to request support for job search help and applying to jobs on the internal career portal. This makes it possible for employees to apply for jobs while we investigate accessibility improvements for the portal.
- Provided training videos and knowledge articles to the technical support team on the accessibility features available in workplace software and tools so they can better support employees.
- Launched a mentoring pilot program to support the professional and personal growth of employees experiencing disabilities. This pilot provided participants the opportunity to learn from their peers and mentors while networking and building connections.

Priority Area 2: Built Environment

The focus for 2024 was to refresh building guidelines to include a greater level of accessibility and address accessibility barriers found from workplace accessibility audits that were conducted in previous years.

What we accomplished:

- Improved the accessibility of main entrances at three of the largest populated workplaces located in Eastern Canada, making it easier for employees and visitors to enter and leave the building.
- Launched accessible design standards for the workplace based on updated provincial and national building code guidelines ensuring consistency in accessibility for future enhancements.
- Now refer to the updated national guidelines for the built environment (CSA B651-23 accessible design for the built environment) when renewing lease agreements or renovating Rogers office buildings. This offers a greater level of accessibility than the minimum mentioned in provincial building code guidelines.

Priority Area 3: Information and Communication Technologies

The focus for 2024 was to address gaps previously identified in ICTs used by customers or employees and build on accessibility strategies for longer-term items.

What we accomplished:

- Developed a strategy to evaluate digital assets and platforms provided to Rogers Business customers to meet Web Content Accessibility Guidelines (WCAG) 2.1 Level AA.
- Conducted accessibility audits of our TV and Radio broadcasting websites to identify areas for improvement.
- Developed and deployed a custom in-house application to monitor and analyze trends among users of assistive technologies on the Rogers and Fido websites. This tool enables us to assess user interactions effectively, helping to create a roadmap to enhance accessibility and the user experience.

- Continued to build external digital content with accessibility guidelines in mind, based on our new brand identity guidelines. Content is tested for accessibility prior to launch. This ensures that individuals with accessibility needs have equal access to information.
- Enhanced the accessibility of Sportsnet and CityNews websites based on a 2023 audit. This improved navigation and media content for users with accessibility needs.
- Rogers employees with differences in vision participated in a pilot project at the National Bank Open presented by Rogers in Toronto. They tested a real-time audiocast over 5G to enable a more inclusive experience. Using audio from the Sportsnet TV broadcast and a verbal description for visual elements, participants listened to the match live in-venue over their 5G devices.
- Designed and reviewed employee-led diversity group content on the employee-facing hub with accessibility in mind. This ensures that employees have equal access to the information.
- Redesigned our internal diversity and inclusion resource webpage to be more user-friendly. Content was added to the page so it can be used as a central hub for accessibility.
- Provided employees with a refreshed PowerPoint template that follows the new brand identity guidelines that consider accessibility. The template and guidelines were enhanced based on feedback received from individuals with accessibility needs and employees who had used the previous version of the template.
- Updated the accessibility of payment terminals in cafeterias for eight workplaces located in Eastern Canada. This made it easier for employees with accessibility needs to pay for food and drinks.
- Developed accessibility guidelines for learning content created by the corporate learning team to ensure all learners can consume the content equally. These standards helped learning professionals understand the standards and best practices to follow in the design and testing phases, as well as the challenges learners face when learning content is not accessible.

Priority Area 4: Communication, other than Information and Communication Technologies

This year, the focus was on including accessibility in communications guidelines based on employee feedback and accessibility best practices.

What we accomplished:

- Launched a new brand identity which included accessibility guidelines. The advertising agency hosted training on the guidelines to employees and creative partners on how to design advertising that follows accessibility guidelines.
- Developed advertising and marketing campaigns based on the new brand identity which considers accessibility guidelines and best practices.
- Refreshed job aids for communications teams on creating accessible internal communications based on user feedback and newer accessibility standards.
- Shared accessibility guidelines for employee-led diversity groups to follow when hosting their events to support equal participation.

Priority Area 5: Procurement of Goods, Services and Facilities

The focus for 2024 was to integrate accessibility into procurement tools, processes, and procedures, and provide awareness training to our procurement teams.

What we accomplished:

- Provided training to the procurement teams on creating documentation with accessibility in mind when interacting with suppliers and Rogers employees.
- Removed barriers to participation in the procurement process by improving the accessibility of the Contract Records Management platform and training documentation used by suppliers and Rogers employees. The platform meets WCAG 2.1 Level AA.
- Hosted a seminar for the procurement team about accessibility improvements in the procurement process. We highlighted the importance of considering accessibility when procuring goods and services.
- Raised awareness within the Procurement team about the Information Communication Technology (ICT) Standard (CAN/ASC - EN 301 549:2024).

- Developed standardized responses to accessibility-related questions that were included in requests for proposals. This ensures we provide clear and consistent information to businesses.
- Modernized the Ethical Procurement Practices Survey by improving accessibility, enhancing data collection and compliance tracking.

Priority Area 6: Design and Delivery of Programs and Services

The focus for 2024 was to expand accessibility training for frontline employees and identify opportunities to improve accessibility in programs and services for customers and employees.

What we accomplished:

- Introduced web-based guides to help customers explore product and service features, including accessibility options, for a more seamless experience.
- Conducted a gap analysis to identify accessibility barriers and areas for improvement for products and services offered by Comwave.
- Improved the process to apply for the accessibility discount for the Rogers and Fido mobile plans by launching an online application form and making the eligibility criteria easier to understand.
- Enhanced the accessibility offer for Fido or Rogers mobile plans to include additional data each month and a free voicemail-to-text feature to improve the user experience.
- Evaluated the eligibility criteria and accessibility offers for home services for future enhancements so we can better serve customers who have accessibility needs.
- Developed a strategy to make it easier for the retail team to locate accessibility information to better serve customers.
- Launched mandatory accessibility training and job aids for the Rogers Bank customer service team to increase mindful communication and empathy when interacting with customers with accessibility needs.
- Embedded sensitivity training on interacting with older adults into the onboarding process for new technicians who visit customers in their homes.
- Shaw Satellite employees completed mandatory Accessibility Awareness Training which focused on adopting an accessibility mindset to identify and remove barriers for individuals with accessibility needs.

Priority Area 7: Transportation

The Accessibility Plan did not identify barriers related to accessibility in transportation nor create actions in this area.

Regulatory Requirements Made under the Broadcasting Act and the Telecommunications Act

The Canadian Radio-Television and Telecommunications Commission (CRTC) regulates and supervises broadcasting and telecommunications in Canada. The CRTC has created a wide range of requirements under the Broadcasting Act and the Telecommunications Act that relate to identifying and removing barriers and preventing new barriers. Rogers complies with the applicable conditions of licence, regulations, orders, and conditions of service.

[In the Appendix of our initial Accessibility Plan](#), we identify these by providing reference to the relevant CRTC regulations, policies, orders, and decisions.

What We Learned

Here is what we learned after reflecting on the second year of working on the actions outlined in the accessibility plan.

What Worked Well:

- Customers are noticing clearer information on our website about accessibility discounts. This shows that our efforts to communicate these changes are having an impact.
- Employees feel that more resources are available to help them learn about accessibility, which has created a stronger sense of support within our organization.

Opportunities:

- Continuing to improve communication with employees and customers will help ensure they fully benefit from the accessibility changes and know how to take advantage of the improvements.
- Integrating accessibility into future business goals ensures it remains a priority across the organization.

Conclusion

Our goal is to make sure everyone, including individuals with accessibility needs, feel included and like they belong. We are thankful to the accessibility experts and allies who have supported us in making progress through 2024. We have also worked closely with individuals who have accessibility needs because we understand that what we do affects them. We have made progress on our accessibility journey, but we know there is still more we can do. We are excited about continuing this journey and building upon our progress in 2025 and beyond.