



REPORT

REPORT TO: Mayor Bonnette and Members of Council

REPORT FROM: Deanna Locey, Transit Supervisor

DATE: November 2, 2020

REPORT NO.: TPW-2020-0038

RE: Implementation of MagnusCards

RECOMMENDATION:

THAT Report No. TPW-2020-0038, dated November 2, 2020, regarding the Implementation of MagnusCards be received;

AND FURTHER THAT Council approve the implementation of MagnusCards, as recommended by the Halton Hills Accessibility Advisory Committee,

AND FURTHER THAT the Senior Manager of Purchasing and Risk Management be authorized to issue a single-source purchase order to Magnusmode, 340 King Street East, Toronto Ontario, M5A1K8 to an upset amount of \$35,000 plus applicable taxes;

AND FURTHER THAT the Mayor and the Clerk and Director of Legislative Services be authorized to execute an agreement with Magnusmode;

AND FURTHER THAT the cost for the implementation of MagnusCards be funded from the Municipal Accessibility Plan (0510-01-0101) capital project.

BACKGROUND:

MagnusCards, developed by Magnusmode is a free downloadable mobile app to assist people with autism and/or other special cognitive needs, gain increased access to their communities by providing practical tools to improve everyday experiences. The app provides structured guidance and instruction to assist in teaching a variety of life skills through the free downloadable card decks. The app is available for download on all Android and iOS devices.

Each card deck uses visual pictures, text and voice recordings to provide step-by-step instruction for various social interactions, situations, behaviors, and activities. Magnus;

the interactive character that lives within the app, acts as the user's guide providing reassurance and reinforcement while exploring new environments.

COMMENTS:

On October 28, 2020 staff presented MagnusCards to the Halton Hills Accessibility Advisory Committee (HHAAC) for potential funding of the project through the Accessibility Capital Budget subject to Council approval. As indicated in HHAAC minutes Recommendation No. HHAAC-2020-0001 the Accessibility Advisory Committee unanimously endorsed to purchase fifteen (15) Card Decks through Magnusmode for implementation in support of recreational and social services within the Town. This will provide increased accessibility and inclusivity for people with autism and/or other special cognitive needs.

As an accessible inclusive corporate initiative, MagnusCards would be applied to the three (3) main social services within the Town; Recreation, Library and ActiVan. MagnusCards removes the barriers that cause disability and provides support for users to learn and master new tasks and activities. The free downloadable app provides individuals with autism and/or other special cognitive needs the ability to achieve independence, with confidence, when accessing the three (3) social services within the Town.

The following chart demonstrates the fifteen (15) proposed Card Decks available for free download for the user:

ActiVan	Library	Recreation
How to get ready for an ActiVan trip	How to sign up for a library card	How to buy a single swim pass
How to book a trip with the ActiVan or Taxi	How to use Self-Check to borrow items	How to be prepared for a public swim
How to buy ActiVan and Taxi Scrip Tickets	How to search the library catalogue	How to buy a single skate pass
How to ride on the ActiVan	How to find an item on a shelf	How to be prepared for a public skate
How to use the Taxi Scrip program	How to register for a program	How to register for a program

Other regional and/or municipal partners participating in the MagnusCards have not yet utilized the accessible services to-date in support of Recreational based programming. Through the implementation of MagnusCards, Halton Hills would be the leader in accessibility and inclusivity for recreational programs such as swimming and skating.

RELATIONSHIP TO STRATEGIC PLAN:

The recommendations of this Report support the Strategic Plan priority areas of Transportation, Fiscal and Corporate Management and Youth and Seniors Initiatives with the focus areas of Transit, Communications and Services and Facilities.

FINANCIAL IMPACT:

The cost to purchase fifteen (15) Card Decks of MagnusCards is \$35,000 plus applicable taxes. The existing capital reserve within the Accessibility Advisory Committee would be allocated to fund the project. The capital purchase includes first year operating expenditures related to the service and maintenance fees associated with the technology.

Additionally, \$5,000 plus applicable taxes will be required annually starting in 2022 for ongoing service maintenance and hosting fees associated with MagnusCards. This annual operating expense is to be shared amongst the operating budgets for Recreation, ActiVan and Library services.

CONSULTATION:

The following staff were consulted through the development of this report: Senior Manager of Purchasing and Risk Management, Director of Communications, Manager of Content and Technologies for Library Services, Director of Recreation Services, Director of Transportation, Deputy Clerk Administration and Special Projects and Enforcement Coordinator Lead Customer Service Specialist.

PUBLIC ENGAGEMENT:

Inclusive of the capital fee to implement MagnusCards, Magnusmode will also provide a one-time custom designed media launch post for the Town's social media platforms. Magnusmode will also provide digital ads for the Town's accessibility webpages and a custom designed landing page with information about the Town's Card Decks with links to download the free app.

In addition, a comprehensive outreach strategy will be developed in collaboration with Library, ActiVan and Recreation so that a unified consistent message is delivered through the Town's social media platforms, websites, media releases and print material.

Any Town related brochures, applications and educational material within Recreation, Library and ActiVan will be updated to include awareness and availability of MagnusCards assistive technology when appropriate.

SUSTAINABILITY IMPLICATIONS:

The Town is committed to implementing our Community Sustainability Strategy, Imagine Halton Hills. Doing so will lead to a higher quality of life.

The recommendation outlined in this report advances the Strategy's implementation.

This report supports the Social Well-being pillar(s) of Sustainability and in summary the alignment of this report with the Community Sustainability Strategy is Excellent.

COMMUNICATIONS:

Once approved by Council, this report will be made available on the Town's webpage, as part of the Town's Accessibility Standards.

CONCLUSION:

MagnusCards, is a mobile app used to assist people with autism and/or other special cognitive needs, gain increased access to their communities by providing practical tools to improve everyday experiences.

As an accessible inclusive corporate initiative, MagnusCards would be applied to the three (3) main social services within the Town; Recreation, Library and ActiVan.

Through endorsement of this Report No. TPW-2020-0038, staff are recommending that the implementation of MagnusCards be funded through the Accessibility Capital Budget for a total capital investment of \$35,000 plus applicable tax, and that the Senior Manager of Purchasing and Risk Management be authorized to enter into a single-source with Magnusmode.

Reviewed and Approved by,



Maureen Van Ravens, Director of Transportation



Bill Andrews, Commissioner of Transportation and Public Works



Chris Mills, Acting Chief Administrative Officer