



# Armstrong Collective Progress Report

June 2025

# 1. General

## **Feedback and Contact**

We welcome feedback about our Accessibility Plan and Progress Report to identify and address barriers across our operations. Anonymous feedback is also accepted. Feedback can be shared through the following channels:

- Email: [accessibility@thearmstrongcollective.com](mailto:accessibility@thearmstrongcollective.com)
- Phone: 1-800-653-4105 (Guest Experience Centre)
- Mail:     Manager, Compliance  
              Armstrong Collective  
              1100-980 Howe Street  
              Vancouver, BC V6Z 0C8

Person designated to receive feedback on behalf of  
Armstrong Collective: **Peter Jones, Manager, Compliance**

Any feedback that we receive, other than anonymous feedback, will be acknowledged in the same way it was received.

# 2. Information and Communication

## Technologies (ICT)

### **Accessibility Updates**

- An accessibility audit of our website was completed, including the audit of Web Content Accessibility Guidelines (WCAG) Level AA conformance. Based on the results of this audit, some of the updates Armstrong Collective has made include:
  - Updated the cookie notice to show up at the top of the page for users using screen readers or screen magnification.
  - Added Bypass Blocks that take users directly to the cookie notice.
  - Improved colour contrast on the Rocky Mountaineer website by removing or reducing the gold-on-white colour combination on the contact widget.
  - Other improvements to our online presence include:
    - Improved mobile experience for online checkout
    - Easier filtering and searching for packages with mobile optimized search bar

More updates to our online presence are planned for the near future.
- Armstrong has communicated its commitment to accessibility and support for people with disabilities on its websites.
- Armstrong Collective is currently reviewing a mobile experience for guest mobile phones, which would

involve storytelling and mile marker notifications. This would enhance the journey for all guests, particularly those with hearing impairments.

### 3. Communication (other than ICT)

#### **Accessibility Updates**

- No significant updates since the last update. Armstrong Collective will reach out to CNIB if there are any requests for alternative communication methods.

### 4. Procurement of goods, services and facilities

#### **Accessibility Updates**

- Manager, Compliance is involved with departmental projects to ensure accessibility is considered at the initial stages of development.
- An Accessibility Committee, which includes team members from different departments, has been formed and meets monthly to discuss ways to reduce barriers for people with disabilities throughout the guest experience, within our organization and any current projects where there may be opportunities.

### 5. Design and delivery of programs and services

#### **Accessibility Updates**

- Enhancements have been made to our team member training

and include:

- Accessibility-related training programs for guest facing team members have been improved, with more relevant training on how to help guests with disabilities throughout their train journey.
- An improved emergency training program on how to support people with disabilities during an emergency was rolled out during our annual training.
- The sales department conducted a Continuous Learning Series on Mobility for our sales team members to ensure the mobility requirements of people with disabilities are accounted for when they purchase a train journey. The training course also provided our sales team with information on the availability of accessible features on the various train routes.

## 6. Transportation

### **Accessibility Updates**

- Destination BC, in partnership with Spinal Cord BC, conducted a review of the passenger boarding and debording process for the trains as well as the built environment (seating areas, dining areas, and restrooms) and provided a report to Armstrong Collective with findings, including areas for improvements.

Armstrong Collective is in the process of analyzing the information to identify areas where barriers can be removed.

## 7. Built Environment

### **Accessibility Updates**

- Armstrong Collective has added accessible doors and doorways that open automatically to its Vancouver office. This allows for free movement throughout our office without having to use force to open internal doors.
- Armstrong Collective is in the process of surveying its employees to determine how it can further remove barriers experienced by team members.

## 8. Provisions of Canadian Transportation Agency (CTA) Accessibility-Related Regulations

The CTA Accessibility-related regulation applicable to Armstrong Collective is the *Personal Training for Assistance of Persons with Disabilities Regulations*.

Armstrong Collective aims to have all employees and contractors who provide transportation-related services, and who may be required to

interact with the public or to make decisions with respect to providing service for persons with disabilities, receive an appropriate level of training annually.

## 9. Feedback Information

Armstrong Collective had external audits completed on both its customer-facing websites and its built environments (train station and train). The findings are in the process of being analyzed and improvements have already been made to the website as mentioned above.

In response to feedback from AccessBC on its current websites, Armstrong Collective is reviewing how to better communicate the accessibility of its routes.

## 10. Consultation

Armstrong Collective consulted with CNIB on the audit of its website; and with Destination BC/Spinal Cord BC on the audit of its station and train. This included in-person consultations with individuals who have disabilities. In 2025, Armstrong Collective consulted with AccessBC on how to make improvements to training and to its websites.