

Contents

Executive Summary.....	1
Accessibility commitment from our Chief Medical Officer	2
General information	3
<i>Feedback collection</i>	3
<i>Feedback response</i>	4
Information and Communication Technologies (ICT).....	4
Communication separate from ICT.....	4
Procurement of goods, services, and facilities.....	5
Design and delivery of programs and services.....	5
Transportation	6
Environment	7
Provisions of CTA accessibility-related regulations	7
Consultation.....	7
External consultation	8
Internal consultation.....	8

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westjet.com

Executive Summary

Collectively called the WestJet Group, the group includes WestJet. (“WestJet”), WestJet Encore Ltd. (“Encore”), WestJet Vacations Inc. (“WVI”), and Swoop Inc. (“Swoop”). WestJet Group also has a seat capacity purchase agreement with Pacific Coastal Airlines to operate WestJet Link (“Link”). WestJet, Encore, Swoop, and Link are Canadian airlines.

The WestJet Group strives to maintain a welcome, inclusive, barrier-free environment for all our guests and employees. Our priority is to meet various accessibility needs by working towards removing obstacles that prevent people with disabilities from working and travelling with WestJet. We are committed to meeting the requirements outlined by the [Accessible Canada Act](#) (ACA) and [Accessible Transportation for Persons with Disabilities Regulations](#) (ATPDR) by:

1. Collecting feedback from our guests and employees related to accessibility; and
2. Adhering to and updating this accessibility plan and reporting schedule.

This plan outlines our commitment to improving accessibility throughout all facets of our organization by identifying accessibility barriers and creating or amending policies and procedures that impact our employees and guests travelling with us.

Accessibility commitment from our Chief Medical Officer

At the WestJet Group, our mission is *to enrich the lives of everyone in WestJet's world*, and this is inclusive of those who may need more specific assistance throughout their travel journey. Welcoming our guests on board requires our signature attention to detail and awareness by helping to remove accessibility barriers. This policy underscores our commitment in this area, by both ensuring an environment that remains welcoming and friendly, and continuously evaluating and improving our guest service delivery.

We hope you enjoy your experience with us, and we thank you in advance for choosing to fly WestJet.



Dr. Tammy McKnight – Chief Medical Officer

WestJet Group

General information

This Accessibility Plan supports the WestJet Group's commitment to maintain a welcome, inclusive, and barrier-free environment. Our priority is to improve accessibility in all facets of our organization by identifying barriers and creating or amending policies and procedures.

Feedback

Our Director, Government Relations and Regulatory Affairs has been designated to receive feedback on behalf of the entities in the WestJet Group.

Feedback collection

To submit feedback regarding our Accessibility Plan or request an alternate format of our Accessibility Plan, you may reach out us via the following channels:

Email:

Medicaladvisors@westjet.com

Post Mail:

WestJet Accessibility Plan Feedback, c/o Regulatory Affairs
22 Aerial Place N.E.
Calgary, Alberta, Canada T2E 3J1

Phone:

1-403-444-2424
1-877-952-0100 (TTY)

Online form:

An online feedback form is also available to submit comments regarding accessibility, including to share any barriers you may have encountered or to request an alternate format of our Accessibility Plan. The feedback will help us identify, prioritize, and address accessibility issues within the WestJet Group to improve employee and guest access.

The form is available in English and in French and may be completed anonymously.

Feedback response

All feedback will be meaningfully considered; however only feedback submissions with contact information will be acknowledged by the Westjet Group. All feedback will be reviewed and maintained in accordance with our applicable internal and external policies, including our [Privacy policy](#)

Information and Communication Technologies (ICT)

We endeavor to drive digital innovation to ensure our website services, applications, and content are accessible to persons with disabilities including users of screen reader technology. The Westjet Group believes that accessibility is an ongoing process as technology is always transforming and evolving. Therefore, we are committed to ensuring the highest value digital outcomes are achieved and work towards exceeding accessibility standards for our guests. To do this, we work annually with third party companies to audit our digital products to identify improvement areas and ensure accessibility.

Under the ATPDR, Canadian Carriers must meet Web Content Accessibility Guidelines (WCAG) 2.0 conformance. Westjet exceeds this level of conformance and will work to maintain this standard.

Our in-terminal announcements are in an accessible format using audio and visual indicators.

Communication separate from ICT

The Westjet Group believes the foundation of our guest experience is through communication. Accessibility is built into everything we do and is a continued priority with the introduction of any new products, services, changes, or upgrades to existing products. The Westjet Group supports our third-party systems and service providers in making any required updates or changes under the ATPDR.

The Westjet Group has integrated systems that work to provide information at various points in our guests' journeys. These systems have been reviewed for compliance with the ATPDR, and we will continue to implement changes as we upgrade or modify our communication methods.

Teletypewriter/test display device (TTY) – Westjet provides TTY access service.

In-person interaction – Frontline agents and cabin crew members receive guest-centric sensitivity training, which focuses on checking with the guest to provide the best assistance tailored to their needs.

Aircraft – All aircraft are equipped with English and French braille passenger safety feature cards, large print, and braille formats of the Air Passenger Protection Regulation (APPR), all available upon request. Individualized briefings also provide on board orientation for information such as call button locations.

Procurement of goods, services, and facilities

The WestJet Group supports the [Accessible Canada Act](#) (ACA) by ensuring that the procurement of goods and services for WestJet-controlled facilities are accessible to all Canadians through identifying and removing accessibility barriers and preventing new ones.

The WestJet Group meets regulatory requirements in each country we operate in. Our procurement processes consider accessibility criteria during planning and execution when purchasing new goods, services, or construction to ensure deliverables include accessibility features:

- A role will be identified to ensure that the accessibility standards applicable to the procurement of a product or service have been met. This is done to ensure that there is a plan to bring the product or service in line with the requirements of the regulation, or that other mitigation has been pursued or developed.
- Where the role identifies that accessibility considerations will not or cannot meet the requirements of the ATPDR, because it is not possible to find goods, services or construction that comply or for any other reason, clear justification will be documented.
- If a vendor does not meet the required accessibility standards, WestJet will review whether the vendor offers goods or services that have flexibility or features built into the design so that the item is accessible to the widest audience of users.
- WestJet will investigate how to incorporate the request of prototypes or product demonstrations to users or focus groups to test accessibility features before implementation.
- Going forward, multiple areas of WestJet will be asked to develop and incorporate accessibility into the “early” phases of their work.
- This will include things like a justification form for items that do not meet accessibility standards, the business case assessment process, the planning and execution stage for project management, various contractual documents (e.g.: Statement of Work, Request for Information, Request for Proposal, etc.). These documents will join our growing library of documentation we use to support accessibility at WestJet, like our Regulated Aircraft Configuration checklist that ensures all new aircraft purchases meet requirements, and the information used for our web development teams in the management of WCAG standards.

Design and delivery of programs and services

The WestJet Group is committed to facilitating and improving accessibility and usability, including on our website. The WestJet Group strives to ensure that website services, applications, and content are accessible to persons with disabilities including users of screen reader technology.

To accomplish this, WestJet has engaged UsableNet Inc, a leading web accessibility consultant to help test, remediate, and maintain our website in-line with the Web Content Accessibility Guidelines (WCAG).2.0 AA conformance. This commitment to accessibility ensures we meet the Canadian Transportation Agency's Accessible Transportation for Persons with Disabilities Regulations, and the U.S. Department of Transportation Ruling under 14 CFR Part 382, Non-discrimination on the Basis of Disability in Air Travel. Further, we are working towards WCAG 2.1 AA conformance which will exceed the Canadian and U.S requirements and meet the requirements under the European Union Web Accessibility Directive.

Guests are encouraged to self-identify accessibility needs for their full travel journey, beginning with flight bookings to help ensure trained staff can appropriately assist.

The WestJet Group also abides by the [Accessible Transportation for Persons with Disabilities Regulations](#). As a large Canadian carrier, WestJet follows Parts 1, 2 and 3 of this regulation for all flights operated to, from and within Canada.

WestJet Group flights to or from the United States also follows the [Passenger with Disabilities Passenger Bill of Rights](#) under the U.S. Air Carrier Access Act and its implementing regulation, 14 Code of Federal Regulations (CFR) Part 382.

WestJet has consulted with the Open Doors Organization to review and develop our training programs for sensitivity. A full review of the training was conducted, and all feedback received was incorporated.

Initial training is delivered to all frontline Westjetter personnel and is repeated every three years to ensure annual content review, accessibility guidance, standards and policy is adhered to.

Transportation

The WestJet Group maintains regulatory compliance regarding accessibility regulations. Under the Accessible Transportation for Persons with Disabilities Regulations, WestJet is considered a large carrier, and is required to comply with Parts 1, 2 and 3 of this regulation.

Further, WestJet complies with the U.S. Department of Transportation 14 CFR Part 382, and the European Union EC 1107/206 Regulations.

The WestJet Group is committed to:

- Providing frontline employees with sensitivity training to identify and assist disabled persons.
- Providing accessible assistance upon identification of guests' needs during the booking process, at the airport and while on board.
- Providing routine check-in procedures for guests who may not be fully self-mobile

Environment

Airport lounge – meets accessibility standards, provides open seating, and has an accessible lavatory.

Aircraft fleet – onboard wheelchair, wheelchair accessible lavatory, some passenger seats have moveable armrests with seats distributed throughout the aircraft.

WestJet Group Campus – accessible parking is available with an accessible path of travel into and out of the building. Accessible washrooms are available on all floors with appropriate signage for identification.

We remain committed to reviewing all feedback related to accommodation suggestions to our aircraft, airport kiosks and employee workplaces with accessibility features above what is already in place, and to continuously improve accessibility standards at facilities where we have shared infrastructure.

Provisions of CTA accessibility-related regulations

WestJet is a large transportation provider under the definition used in the [Accessible Transportation for Persons with Disabilities Regulations](#) (ATPDR). As such, we comply with the sections applicable to Aircraft and Air Carriers under Parts 1, 2 and 3 of the Regulations.

Consultation

The WestJet Group remains committed to consulting with persons living with disabilities to prepare, develop and maintain this Accessibility Plan, and the areas of the business addressed herein.

In alignment with universal inclusivity principles, all aspects of our business will include consideration for persons with disabilities to ensure that they uphold dignity and independence for all.

The WestJet Group is committed to developing employee and guest service policies that comply with:

- Accessible Transportation for Persons with Disabilities Regulations (ATPDR)
- Part VII of the Air Transportation Regulations (ATR)
- Personnel Training for the Assistance of Persons with Disabilities Regulations (PTR)

We have consulted with persons living with disabilities that travel with us, work with us, and communicate with us.

External consultation

In February 2023, with the assistance of the Open Doors Organization, we gathered accessibility feedback from disability advocacy groups that included those with hidden, physical, visual, and hearing disabilities from across Canada. Feedback was gathered through a guest journey lens.

The Open Doors Organization helped us identify themes for accessibility improvement; WestJet.com website and mobile application accessibility issues, training pieces for our front-line staff, on board accessibility application process and guest assistance staffing.

The WestJet Group will continue work to address guest-facing accessibility challenges, such as:

- Improving our website and mobile applications.
- Identifying opportunities for training all frontline staff to better assist persons with disabilities.
- Streamlining onboard medical accommodation processes.
- Enhancing staffing during identified peak travel periods.

Internal consultation

WestJet Group employees with disabilities from both frontline and administrative roles were asked to share their workplace accessibility experiences to identify any accessibility barriers encountered in their hiring process, onboarding/orientation experience and regular workday. We are grateful for WestJetters and Swoopsters who self-identify as living with a disability, and we issued this survey in February 2023.

Feedback prioritized improvements to adaptive/accessible work environment and technology, employee medical accommodation processes, accommodation coverage and leadership awareness/support.

Ongoing company communications will be established to seek input on specific issues, concerns, initiatives, product enhancements, etc., and resources will remain available through our intranet.

The WestJet Group will continue work to address employee accessibility challenges, such as:

- Improving the established medical accommodations program and reviewing policies and processes to remove unintentional ableism through collaboration with employee leads.
- Identifying employee accessibility needs throughout the course of their employment.
- Ensuring accessible technology and assistive devices are in place to meet accessibility needs when identified.

The creation of a *WestJet Group Accessibility Advisory Committee (WAAC)* will include participants representing a diverse spectrum of persons living with disabilities who may represent themselves or on behalf of established associations/advocacy groups. The committee will meet regularly, and produce and publish minutes, action items, and results. Any trends or recurring issues will be captured, an action plan developed and executed, and results monitored on an ongoing basis.