

# Alaska Airlines Canadian Accessibility Plan Update on Feedback Processes and Year One Progress Report – June 1, 2024

This progress report was prepared and published in accordance with the applicable Accessible Canada Act and the Accessible Canada Regulations.

## Table of Contents

About Alaska Airlines and our purpose

General

Description of Feedback Process and Contact Information

Feedback Channels

Consultations

Update on Feedback Process

Accessibility Plan Progress updates

## About Alaska Airlines

Alaska Airlines is the 5th largest North American carrier (by fleet size) serving over one hundred destinations in the United States, The Bahamas, Belize, Canada, Costa Rica, Guatemala and Mexico. Alaska Airlines is a U.S. based carrier and is a member of **oneworld®**, the third largest airline alliance in the world. As of 2024, Alaska employs over 20,000 people.

## Purpose

The purpose of the Accessible Canada Act (the Act) is to create a barrier-free Canada, through the proactive identification, removal, and prevention of barriers to accessibility. To further our commitment to our guests and employees, and to work towards achieving the goals of and compliance with the Accessible Canada Act, we created this Accessibility Plan. We consulted with disability organizations, air travelers with disabilities, employees, our external disability advisory board, Alaska's DEI Disability Office, and queried Alaska's digital channels to ensure that our Accessibility Plan meets the letter and spirit of the Accessible Canada Act. We also are committed to

collaborate with and to support CTA and ATTPR-related efforts initiated by the airports we serve in Canada.

## General

### Description of Feedback Process and Contact Information

Feedback from stakeholders, including the disability community and our guests, is a key element of our Accessibility Plan. We encourage and welcome your feedback regarding our plan, our feedback process, our progress reports, and any challenges you face. Your feedback will be considered by our Customer Advocacy and Diversity Equity and Inclusion (DEI) teams during the development of progress reports and subsequent revisions to our Accessibility Plan.

You may share your feedback through any of the following channels below.

### Feedback Channels

To request a copy of the Alaska Airlines Accessibility Plan or request one of the alternate formats listed below, please contact the Director of Customer Advocacy.

Available alternative formats:

- Print, in 14-point font, and electronic formats within 15 days of the request.
- Braille or audio formats within 45 days of the request.

Mailing address:

**Alaska Airlines—Attention Michelle Minor, Director of Customer Advocacy**  
PO Box 68900—SEACA  
Seattle, WA 98168-0900

To share accessibility related feedback or complaints, our preferred method of receiving your feedback is via phone, email or letter:

For all our contact information please click on the link below:

Phone: [Customer Care 1-800-654-5669](tel:1-800-654-5669)

Email Address: [aagastuteas@alaskaair.com](mailto:aagastuteas@alaskaair.com)

Mailing address:

**Alaska Airlines—Attention Michelle Minor, Director of Customer Advocacy**  
PO Box 68900—SEACA  
Seattle, WA 98168-0900

For electronic submittals, your feedback will be acknowledged with a message of receipt within 24 hours. A detailed response will be provided within 30 days.

Anonymous feedback will not receive a verification of receipt, although all feedback will be considered when creating the status update reports and revisions to the plan.

We also accept other forms/channels of feedback as well in accordance with the Accessible Transportation for Persons with Disabilities Regulations (ATPPR).

## Consultations

As part of our overall commitment to being an industry leader in accessibility and inclusion, and in the development of this Progress Report, we conducted a series of consultations with disability organizations, our External Disability Advisory Board, individuals with disabilities, and Alaska's Diversity, Equity and Inclusion disability office. The consultations helped us identify existing barriers and prioritize actions to remove and prevent barriers based on participants' feedback. We have incorporated feedback from these consultations in our Progress Report.

### **Alaska's External Disability Advisory Board**

As part of our collaboration with the disability community, we contacted the Alaska Airlines External Disability Advisory Board; emailing them a copy of the progress report and meeting with them in person on May 14, 2024, to solicit input. Alaska's Disability Advisory Board includes individuals representing differing disabilities and the following organizational representation: Open Doors Organization, The Here and Now Project, Guide Dogs for the Blind, Infinitech (an organization that develops technology to make our world more accessible for the autistic community) and representation from the deaf/hard of hearing community.

Feedback from our External Disability Advisory Board fell into three major categories: technology, training, and expanding on experiential events for guests with disabilities.

Here are suggestions/comments provided by Alaska's Disability Advisory Board:

1. I-Sign training for employees; encourage Alaska's staff to sign up for this program.
2. Emphasize the importance of accessibility training, including wheelchair handling.
3. Supportive of the Progress Report content and structure, noting the importance of having clear, concise language for easier use by the neuro diverse community.
4. Regarding technology, specifically Alaska's mobile app, the Board encouraged Alaska to simplifying and/or adding special services via the app.
5. Consider mirroring the Autism Practice flight program tailored to individuals who are wheelchair users.

We have incorporated Progress Report feedback from these individuals and organizations into our Accessibility Plan.

## Update on Feedback Process

**This section provides feedback received from our External Disability Advisory Board on our progress report as well as general feedback we received via feedback channels noted above regarding accessibility since initial publication of our Accessibility Plan.**

Feedback channels included input from Alaska's External Disability Advisory board, social media (specifically, Facebook, X, Instagram), guest comments and complaints, and feedback from airport staff serving Canadian stations.

Social media channel mentions encouraged Alaska to focus on reducing damage to assistive devices, increasing onboard entertainment with captioning and audio description, and improving the consistency of delivering accurate special services to individuals who are deaf.

Customer comments and complaints included recommendations to improve upon consistent delivery of disability related special services (i.e. wheelchair assistance) within the airport for our guests, and providing staff with accessibility training to improve their travel experience and to reduce assistive device damage.

As part of the feedback process, we surveyed staff at our Canadian stations. Key themes from the feedback received focused on:

1. Communication. There are opportunities to improve communication between staff, business partners, and airports to improve accessibility. This includes proper delivery of special service requests and effective communication during irregular operations. Language barriers can also present additional challenges. Also, staff shared that the airport has good programs in place for assisting guests with disabilities.
2. Staffing. The importance of matching staffing to anticipated demand of special services is essential to providing a great guest experience.
3. Equipment. Having the proper equipment to assist in the safe loading and securement of mobility aids is important for the guest experience and to reduce damage.

## **Accessibility Plan contents and Progress updates**

Our Accessibility Plan outlines accessibility and inclusion accomplishments to date, and the actions Alaska Airlines intends to take between 2023 and 2026.

We will endeavor to identify, remove, and prevent barriers in the following areas:

- Information and communication technologies
- Communication, other than information and communication technologies
- Procurement of goods, services, and facilities
- Design and delivery of programs and services
- Transportation
- Built environment
- Provisions of CTA Accessibility-Related Regulations
- Feedback information
- Consultations with people with disabilities

## **Accessibility statement**

Alaska Airlines' DNA reflects a commitment to ensuring that all guests, including guests with disabilities, have remarkable travel experiences. Our training, programs, and services reflect our commitment by ensuring that all guests with disabilities are treated with dignity and respect. These are not simply words: we back this up via our CEO Accessibility Pledge, our participation in

Disability:IN, and our 200+ employee/members of our ACCESS Business Resource Group. In 2023, we launched the Alaska Airlines Diversity Equity and Inclusion (DEI) Disability Office that acts as consultants, advisors, and educators on all things related to disability inclusion across the organization.

## Regarding employment

Alaska strives to be a leader in accessible employment. Individuals with various disabilities account for more than 7% of our employee base as of 2023. We believe that improvements to the recruiting and hiring process, the reduction of physical and cognitive barriers in the workplace, and greater outreach—including working with nonprofit organizations that have supported employment programs—will help Alaska to continue to grow.

## Areas described under section 5 of the Accessible Canada Act (ACA).

Per the Accessibility Plan requirements, Alaska has included a heading for each of the following required areas. We also included the barriers to accessibility we identified through our feedback channels, and our intended actions to remove those barriers.

### Information and communication technologies

This area includes Alaska Airlines' website [www.alaskaair.com](http://www.alaskaair.com), including booking path, mobile apps, proactive electronic communications elected by guests, text communications, gate and flight information displays at the airport, guest communication related emails and web chats.

1. Barrier: Prior to 2022, our mobile apps did not allow guests to request disability-related special services.  
Progress update: The Special Service Request process was added to our mobile app to accept special services in 2022, which we maintained throughout 2023. We intend to enhance the Special Service Request process further to improve the guest's experience (website and mobile app) in 2025.
2. Barrier: We identified an opportunity to better communicate with all guests, including guests with disabilities via providing our flight crew members with pictures of beverage/food offerings to identify and address guests' specific needs.

Note: In 2024, a position on the Alaska Airlines E-Commerce Product team has been amended to include a specific focus on accessibility.

### Communication, other than information and communication technologies

This area includes communications with our Guest Care/Reservations teams, Inflight and airport staff.

1. Barrier: Guests shared that we have an opportunity to improve communications onboard flights with individuals who are deaf/hard of hearing.  
Actions planned 2023–25: In 2022, we established an option for Alaska's flight attendants to receive a series of basic American Sign Language (ASL) phrases that are specific signs to better assist our onboard guests who are deaf or hard-of-hearing. Graduates of this training receive a name bar (pin) stating "I SIGN" to wear on their uniforms. In 2023, we expanded this program to customer service agents. This is an ongoing training program available to all employees.  
Progress update: This is an ongoing training program available to all employees.
2. Barrier: We identified an opportunity to better prepare guests with young families, unaccompanied minors, and individuals with intellectual and developmental disabilities, including autism, for air travel.  
Actions taken: We created an app called Fly for All, designed for first-time flyers, guests traveling with children, unaccompanied minors and those with intellectual and developmental disabilities, including autism, to help ease the anxiety of air travel by walking guests through the steps they'll follow when getting ready to fly and during their travels. For more information, please [click here](#).
3. Progress update: To date there have been over 39,000 downloads of the "Fly for All" app.

## The procurement of goods, services, and facilities

This area includes Alaska Airlines' philosophy on ensuring diversity is included in our practices related to the procurement of goods (including aircraft and lifts), services, and facilities.

1. Barrier: Alaska identified an opportunity to improve upon its supplier diversity program goals.  
Actions taken: In 2022, Alaska enhanced its supplier diversity program to include a percentage of allocations spent on goods and services for disability owned businesses. This is an ongoing commitment.  
Progress update: Alaska remains committed to its supplier diversity program goals.

## The design and delivery of programs and services

This area includes the delivery of all disability related special services, assistance on/off the aircraft and within the airport, handling of mobility devices, the acceptance of service animals, and other disability related services.

1. Barrier: We identified an opportunity to improve consistency in the acceptance of service animal documentation and make the process for the service animal form submittal easier for the traveler.  
Progress update: In December 2023, we simplified the language on our website to make it easier for guests to understand the requirements and steps needed to travel with their service animal. We have also streamlined the process for which individuals with service animals can choose to submit the required documents prior to travel or at the airport on the day of travel. This will help to ensure consistency and a seamless travel experience. Our goal is to identify additional opportunities in 2024.

2. Barrier: We identified an opportunity to improve the guest experience for travelers with disabilities seeking help from Alaska team members via improved training.  
Actions planned 2023–25: We are rolling out a new enhanced training curriculum, in partnership with Open Doors Organization, for designated airport and contact center staff, who are called Complaints Resolution Officials (CROs).  
Progress update: The training program development was completed, and the first training class commenced in April 2024.
3. Barrier: Air travel anxiety for neurodiverse travelers, families with young children, unaccompanied minors, and individuals with intellectual and developmental disabilities (IDD), including autism. We identified an opportunity to help families and individuals with an IDD prepare for and have seamless, inclusive travel experiences.  
Progress update: In 2023, we re-instituted our experiential autism practice flights at participating airports, and in partnership with autism organizations. In 2024-26 we will continue the partnerships and experiential flights in select cities. In 2023, we mentored and guided a group of graduate students from the University of Washington, in partnership with Teague, who are developing an airline employee workshop program for persons with disabilities with an emphasis on neurodiversity.

## Transportation

As noted above, Alaska Airlines' DNA reflects a commitment to ensuring that all of our guests, including guests with disabilities, have remarkable travel experiences. Our accessibility commitment touches all aspects of the guest's travel experience including planning/booking a trip via our website or reservations team, as well as delivery of requested special services in the airport and onboard. Prior sections of our Accessibility Plan reflect the importance of collaborating with aircraft manufacturers and other business partners to ensure safe and memorable travel experiences. We are also committed to collaborating with the disability community, aircraft manufacturers, and other stakeholders to evaluate safe and feasible ways to make air travel more accessible.

1. Barrier: Damage to mobility devices.  
Actions taken: In 2022, Alaska assigned a project team to investigate the root cause of damage to mobility aids and recommend actions. This team identified the following opportunities which we intend to evaluate and consider for implementation 2023–25:
  1. Make Alaskair.com easier to navigate for non-ambulatory guests and to gather sufficient guest mobility device information to properly transport and store devices.  
Progress update: This recommendation is under consideration and has been shared with Alaska's E-commerce Product Manager who has a focus on improving accessibility.
  2. Staff Training: In 2023, Alaska partnered with Open Doors Organization to provide several specialized training sessions to our Customer Service and Ramp Agents on the handling of mobility devices. Additional sessions are under consideration for 2024-2026.  
Progress update: Training sessions were completed in 2023. Efforts continue in this area, including amending CRO training, including best handling practices, assembly/disassembly, and transportation of mobility aids.
  3. Investigate feasibility of installing, in the cargo compartment of each of our aircraft, at least one tie-down/strap bag containing two storage straps, which will be used to



stow and secure mobility aids in the cargo pit.

Progress update: We evaluated the feasibility of installing straps and decided against provisioning straps in the cargo compartment of each aircraft due to cost and resource constraints. We will continue to provide straps at all stations.

4. **Mechanical lifts have proven to be helpful in reducing injuries to employees and damage to mobility aids when loading/unloading on our aircraft. However, these devices were not readily available at the airports we serve.**

Actions Planned 2023–25: Alaska has initiated the procurement of additional mechanical lift devices used for safely lifting mobility devices from ramp level on/off Alaska belt loaders, with the goal of having devices at every Canadian airport we serve by the end of 2025.

Progress update: We are on track to install these units by the end of 2025 in all Canadian cities we serve.

2. **Barrier:** Aircraft cargo compartment door size constraints can lead to damage of larger mobility devices.

Actions taken: Alaska's DEI Disability Office began working with Boeing in 2023 to identify opportunities to modify equipment or processes.

Progress update: This work will continue in 2023–25.

3. **Barrier:** We identified an opportunity to improve timely assistance to our guests with disabilities to/from and within the airport (including wheelchair services).

Actions taken: In 2023, we implemented a Business Partner Training Checklist to ensure consistency and set clear expectations for our contractors who provide assistance to our guests with disabilities.

Progress update: Roll out of this plan has commenced with individual business partners. We will provide updates in the 2025 Progress Report.

## The built environment (buildings and public spaces)

This area may include aircraft, owned/leased facilities, ticket counters, boarding gates, jetways, ramps/lifts, ground support equipment gates, ticket counters.

1. **Barrier:** Our facilities meet accessibility standards but may not exceed them.

Actions taken: In partnership with Open Doors Organization, Alaska Airlines has been developing an “Accessible Facilities Playbook,” focused on universal design and going beyond the requirements of the law. This playbook will be released to Alaska Airlines Corporate Real Estate in late 2023, with the goal of increasing hiring and retention of individuals with disabilities.

Progress update: The Accessible Facilities Playbook was released in January 2024 and is currently being used by the Alaska Airlines Corporate Real Estate team.

## Provisions of CTA Accessibility-Related Regulations



Alaska Airlines is subject to applicable sections of Part 2, Service Requirements Applicable to Carriers, of the Accessible Transportation for Persons with Disabilities Regulations (ATPDR, SOR/2019-244).

Transportation Service Providers (TSPs) are encouraged to use this section of their accessibility plan as an opportunity to explain what they are doing to comply with, or exceed, their accessibility-related requirements.

The regulations that the CTA has made under ss. 170(1) of the Act are:

1. [Accessible Transportation for Persons with Disabilities Regulations \(ATPDR\) "This indicates a link to an external site that may not follow the same accessibility or privacy policies as Alaska Airlines. By selecting a partner link you agree to share your data with these sites."](#)—for large TSPs
2. [Air Transportation Regulations, Part VII "This indicates a link to an external site that may not follow the same accessibility or privacy policies as Alaska Airlines. By selecting a partner link you agree to share your data with these sites."](#)—for air carriers not captured under the ATPDR
3. [Personnel Training for the Assistance of Persons with Disabilities Regulations "This indicates a link to an external site that may not follow the same accessibility or privacy policies as Alaska Airlines. By selecting a partner link you agree to share your data with these sites."](#)—for all TSPs not captured under the ATPDR

## Training

As noted in our Accessibility Plan, we remain committed to recognizing the importance of initial training and refresher training to enable our employees to deliver remarkable travel experiences to our guests, including guests with disabilities as follows:

- Diversity and Inclusion training “You Belong Here” is required for all new employees, whereas accessibility training is tailored to specific work groups based on the tasks and services they provide to our guests with disabilities. All employees are required to complete DEI training as part of the annual compliance training.
- Alaska’s DEI team created an employee sub-site which includes learnings on a variety of subjects, including disability and inclusion training. This subsite enables local leaders to request customized DEI, including disability training.
- Our contact center staff receives initial accessibility training/recurrent training tailored primarily to the ticketing/booking/re-accommodation process, and with an effort to ensure that special services (i.e., wheelchair assistance or service animal documentation) are properly requested and added to reservations.
- Our Customer Service and Ramp Service Agents receive initial/recurrent accessibility training tailored to airport operations, including delivery of requested special services.
- Our Inflight staff receives initial/recurrent accessibility training aimed to ensure an inclusive onboard experience, including etiquette, safety related duties, delivery of requested special services, seating accommodations, and utilization of our onboard wheelchairs.