How to Ensure Your Website is ADA Compliant Without Sacrificing Quality Design

Don Torrez

Certified ADA Coordinator

- Helped more than 100 cities and local governments make their websites more accessible
- Written training curriculum on web accessibility
- Speaks across the U.S. on Web accessibility
- More than a dozen accessibility webinars in the U.S. and Australia
- Certified ADA Coordinator through the ACTCP

DISCLAIMER

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This is not legal advice.

Background

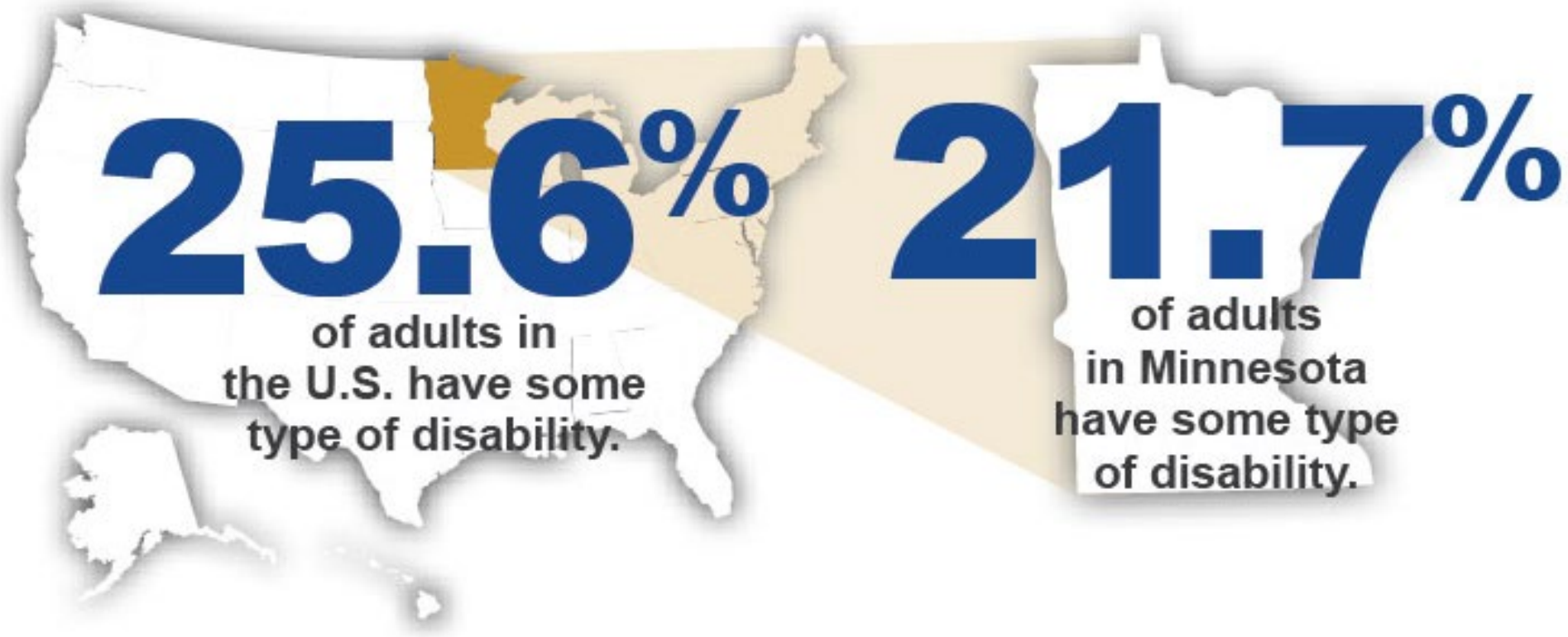
- Took off my CivicPlus hat and looked at website accessibility from your and our seats
- I build websites—asked myself how would I make an accessible website
- This presentation was reviewed as someone who is certified in website accessibility

The worst thing you can do as it relates to your website and ADA compliance

Nothing

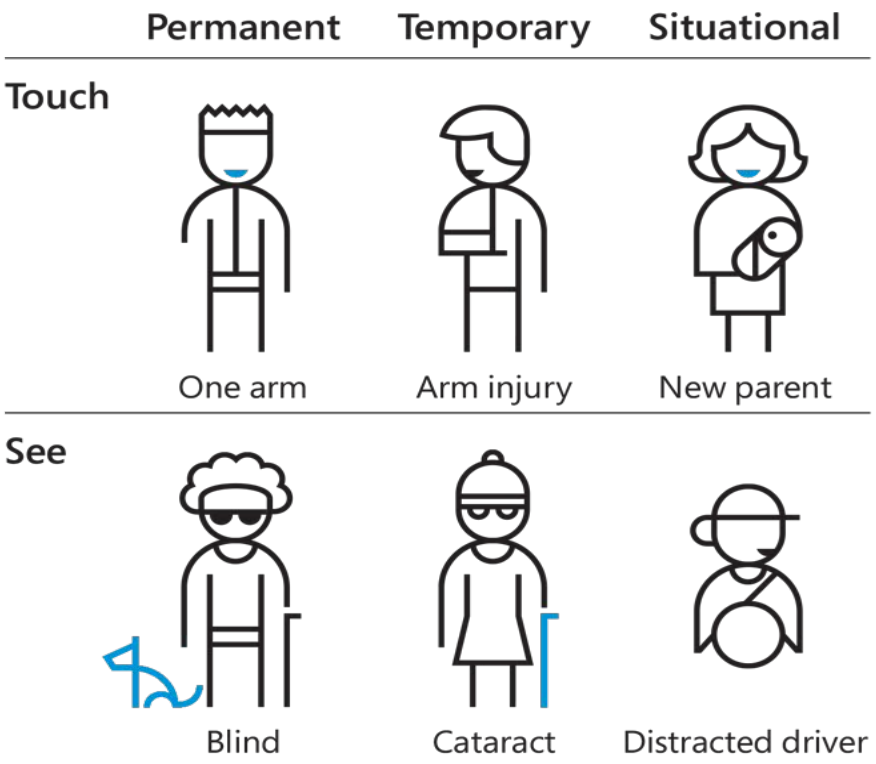
What We Know

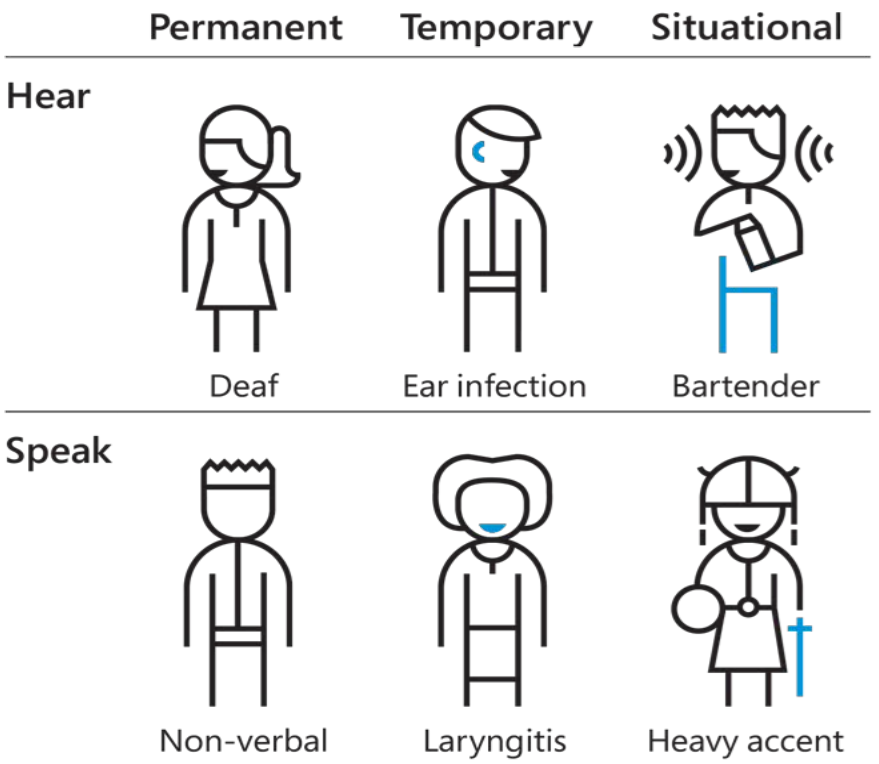
- Somewhere near 1-4 people in the U.S. suffer from a disability
- Nearly 22% of adults in **Minnesota** have some type of disability



Why is Digital Accessibility Important?

It’s about removing barriers and ensuring equal access for everyone





Tools Used on Websites

Screen Readers

A software application that outputs the text displayed on screen to a user who is blind or visually impaired

Voice Recognition

Spoken words converting into digital text

Switch Devices

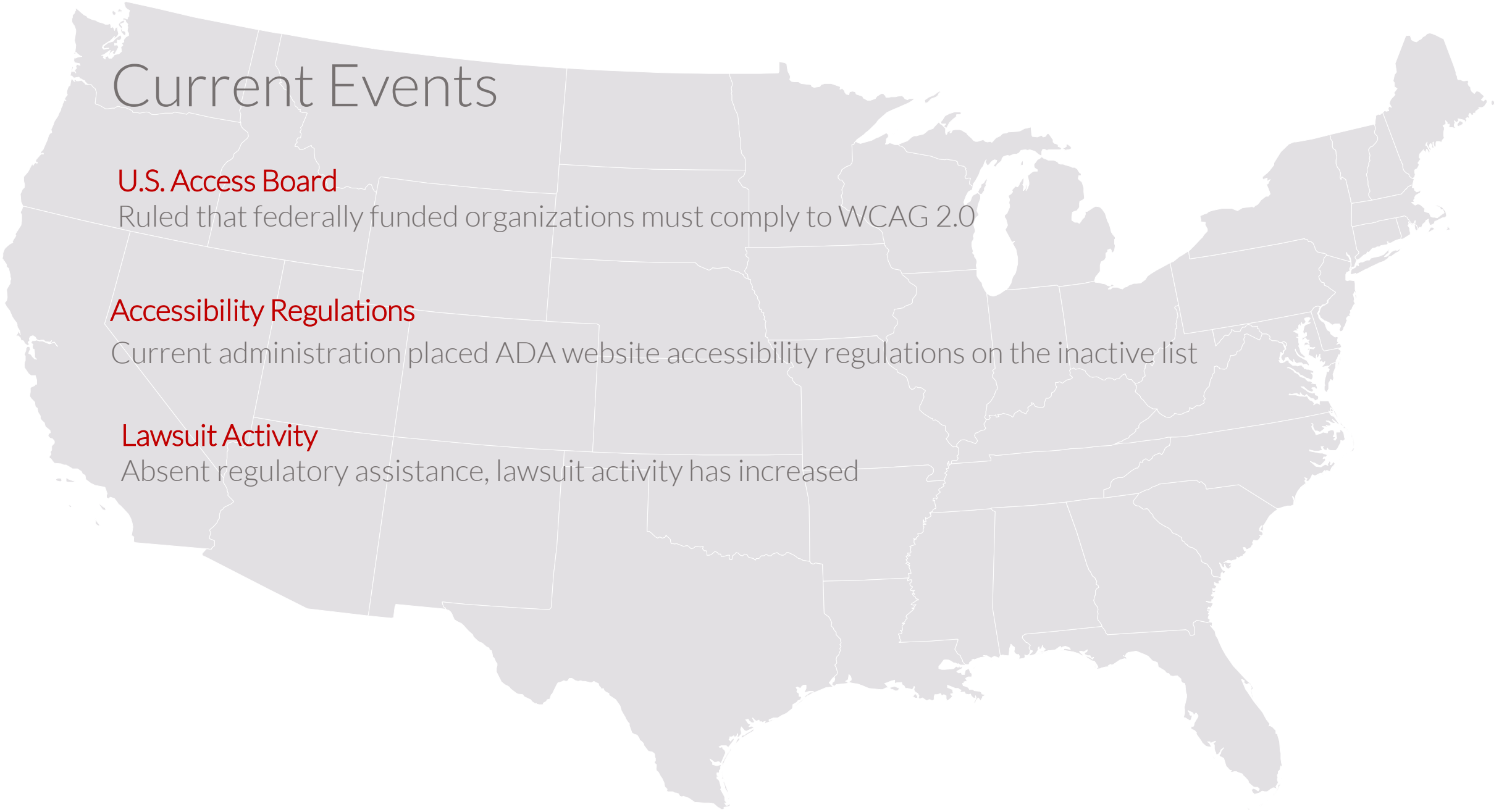
A type of assistive technology that replaces the need to use a keyboard or mouse and is used by people with motor impairments to access and control computers, smartphones, electric wheelchairs, and communication devices

Reading Assistants

A type of assistive technology that can help people with visual disabilities, including those with cognitive, learning and neurological disabilities, such as dyslexia; many available that allow people to change the presentation of Web content into forms that are more usable for their particular needs by:

- Customizing fonts, colors, and spacing
- Enlarging or reducing text size and images
- Listening text-to-speech synthesizers like a screen reader
- Reading text using refreshable Braille
- Simplified reading modes that hide less relevant parts of the content, such as sidebars and header areas
- Different ways of navigating websites, such as hierarchical menu and search.

Current Events



U.S. Access Board

Ruled that federally funded organizations must comply to WCAG 2.0

Accessibility Regulations

Current administration placed ADA website accessibility regulations on the inactive list

Lawsuit Activity

Absent regulatory assistance, lawsuit activity has increased

Why It Matters

1. We want our websites to work for everyone

2. Entities may be fined up to $**75,000** for an initial ADA violation and **$150,000** for subsequent violations

3. Absent DOJ protection, complaints and lawsuits have become normal

Flagler County, FL

The landscape we live in:

- Flagler County "is **blatantly** discriminating by its failure to provide accessible electronic documents for blind and visually impaired citizens" and that its failure to provide access "goes beyond gross **negligence**."
- "...has suffered injuries and shame, humiliation, isolation, segregation, experienced emotional suffering, pain and anguish."
- Settlement payment of **$15,700**.
- Mr. Price received $1,200
- Mr. Price's attorneys received **$14,500.**

Background Speaker Notes

https://www.news-journalonline.com/news/20190207/flagler-settles-suit-over-website-accessibility

CIVICPLUS

ADA and Local Governments

Title II of the ADA specifically applies to state and local governments:

- Subtitle A protects qualified individuals with disabilities from discrimination based on disability in services, programs, and activities provided by state and local government entities

Title III extends protections to public accommodations

What To Do Now

1. **Create an Accessibility Statement and put it on your website tomorrow**
2. Follow WGAG 2.0 (A and AA) Website Content Accessibility Guidelines—there are no laws
3. Schedule monthly trainings with people who manage content on your website and document it
4. Create a checklist for content creators to use every time content is added to your website
5. Use PDF's as little as possibly (BIGGEST VIOLATER)

Guidelines

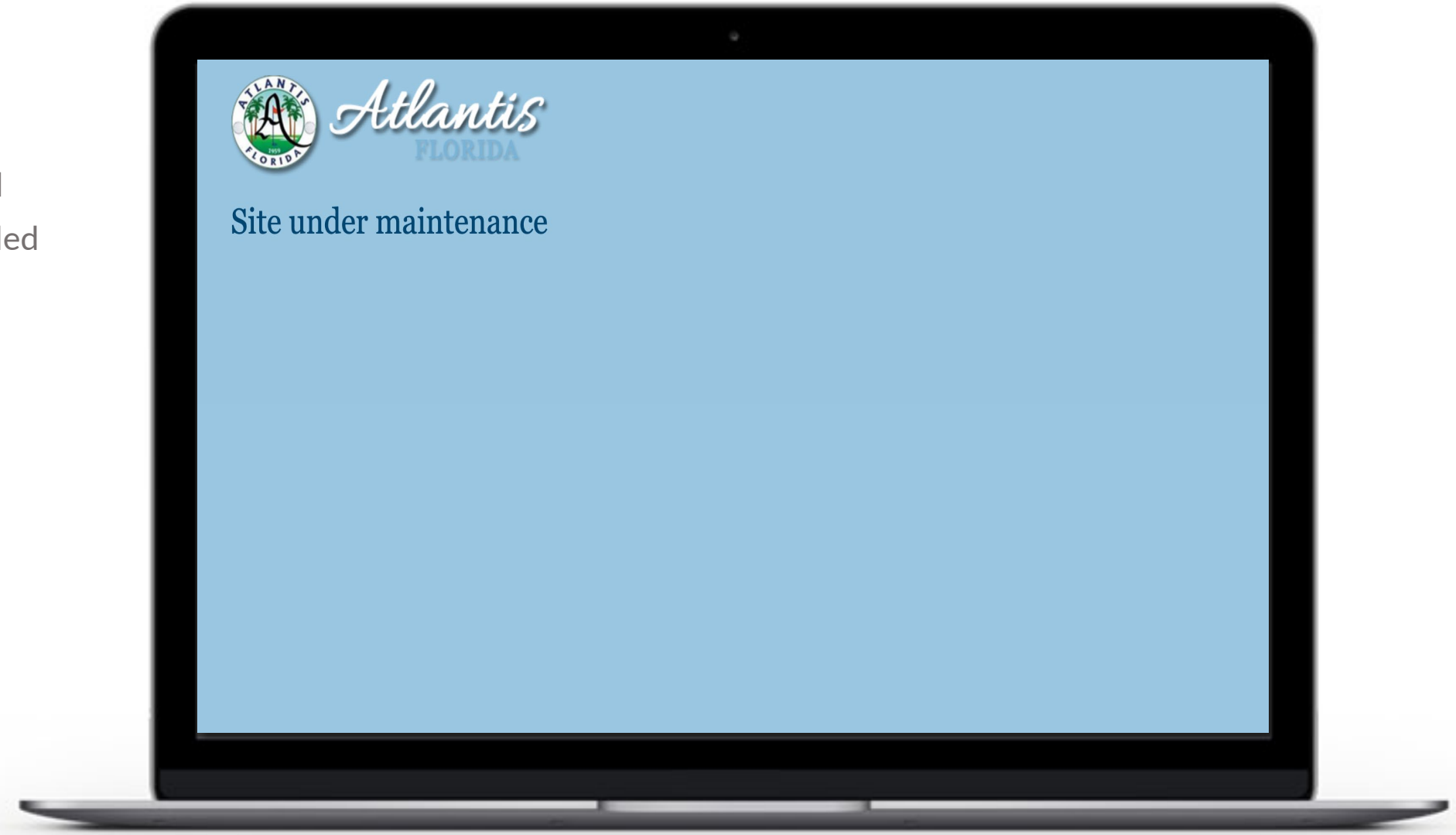
- WGAG 2.0 - Website Content Accessibility Guidelines (the basics)
  - **Text size**
  - **Color contrast**
  - **Video**
  - The ability to control automatic video, sound, and animations that move, blink, or scroll
  - Flashing content
  - Descriptive page titles
  - Content being presented in an ordered and organized manner
  - Link descriptions
  - Clear headings and labels
  - **Photo labels, file names, and captions**
  - **PDFs**

Atlantis, FL

PDFs

Ramps outside City Hall

Not what WCAG intended



Accessible University

About | Academics | Admissions | Visitors

AU student wins engineering award for talking robot sign language interpreter. Read more about the student's engineering award.

1 2 3

Apply Now!

Name: (required)

Email: (required)

City:

State/Province:

Zip/Postal Code:

Country:

Desired major(s):

- Computer Science
- Engineering
- Economics
- Physics
- Psychology
- Spanish

Security Question

Sunday, Bird, Friday. Which of these is not a day?

Submit

Welcome!

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Bienvenido!

Accesible Universidad (UA) es una universidad ficticia, y esta es su página de ficción. Esta página está diseñada para demostrar una variedad de común de diseño web que se traducen en problemas de los visitantes con discapacidad no poder acceder al contenido o las características de una página web. Aunque el título en la parte superior de esta sección de la página sugiere que AU puede ser una institución de bienvenida, el diseño inaccesible de esta página envía el mensaje opuesto.

Can you spot the barriers?

This page is an improved version, with 18 accessibility issues corrected. Details about all known issues are on the List of Issues page. To see the original issues, consult the Inaccessible version. See also our Cheat Sheet of Accessibility Issues.

AU Enrollment Trends

	2007-08						2008-09					
	CS	Eng	Eco	Phy	Psy	Spa	CS	Eng	Eco	Phy	Psy	Spa
Total	84	126	43	32	112	59	82	140	45	34	101	64
% Male	89	84	73	69	20	47	87	80	69	69	22	48
% Female	11	16	27	31	80	53	13	20	31	31	78	52

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This product was originally developed with support from the National Institute on Disability and Rehabilitation Research of the U.S. Department of Education (grant #H133D010306), and has been subsequently updated and maintained with support from the National Science Foundation (grant #CNS-054061S). The contents do not necessarily represent the policies of the U.S. federal government, and you should not assume their endorsement.

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(required fields are in blue)

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Security Test

Please enter the two words you see below, separated by a space

-72.9°

Submit

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Bienvenido!

Accesible Universidad (UA) es una universidad ficticia, y esta es su página de ficción. Esta página está diseñada para demostrar una variedad de común de diseño web que se traducen en problemas de los visitantes con discapacidad no poder acceder al contenido o las características de una página web. Aunque el título en la parte superior de esta sección de la página sugiere que AU puede ser una institución de bienvenida, el diseño inaccesible de esta página envía el mensaje opuesto.

Can you spot the barriers?

This page is an improved version, with 18 accessibility issues corrected. Details about all known issues are on the List of Issues page. To see the original issues, consult the Inaccessible version. See also our Cheat Sheet of Accessibility Issues.

AU Enrollment Trends

	2007-08						2008-09					
	CS	Eng	Eco	Phy	Psy	Spa	CS	Eng	Eco	Phy	Psy	Spa
Total	84	126	43	32	112	59	82	140	45	34	101	64
% Male	89	84	73	69	20	47	87	80	69	69	22	48
% Female	11	16	27	31	80	53	13	20	31	31	78	52

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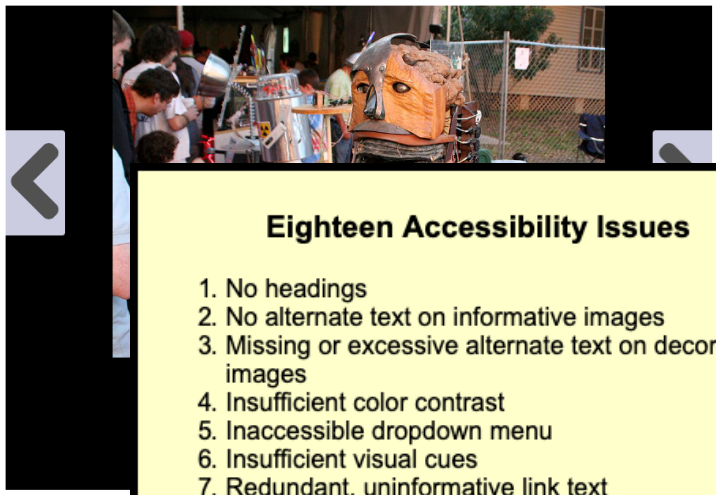
This product was originally developed with support from the National Institute on Disability and Rehabilitation Research of the U.S. Department of Education (grant #H133D010306), and has been subsequently updated and maintained with support from the National Science Foundation (grant #CNS-054061S). The contents do not necessarily represent the policies of the U.S. federal government, and you should not assume their endorsement.

Accessible University

About | Academics | Admissions | Visitors



Apply Now!

(required fields are in blue)

Name:

Email:

Eighteen Accessibility Issues

1. No headings
2. No alternate text on informative images
3. Missing or excessive alternate text on decorative images
4. Insufficient color contrast
5. Inaccessible dropdown menu
6. Insufficient visual cues
7. Redundant, uninformative link text
8. Color used to communicate information
9. Language not specified
10. Missing accessible form markup
11. Inaccessible CAPTCHA
12. Inaccessible validation
13. Missing ARIA landmark roles
14. Inaccessible modal window
15. Inaccessible carousel
16. Missing accessible table markup
17. Missing abbreviation tags
18. HTML fails validation

OK

Welcome!

Bienvenido!

Can you spot the barriers?

There are at least 18 accessibility issues on this page. To see a list of all known issues, click here. To see a more accessible version of this same page, click here. For a cheat sheet of accessibility issues, click here.

AU Enrollment Trends

	2007-08						2008-09					
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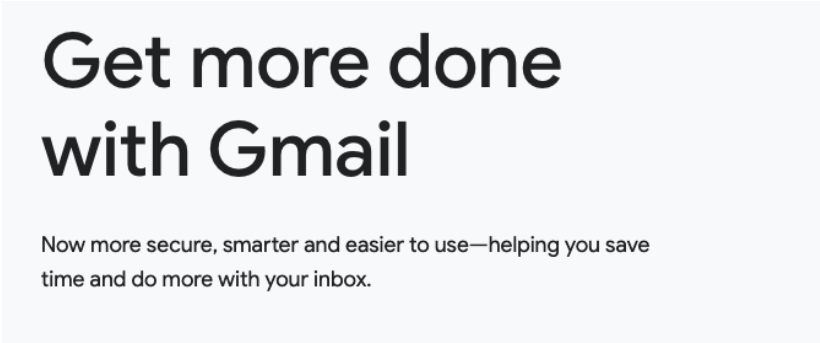
Text Size and Fonts

1. Use real text rather than text within graphics
2. Select basic, simple, easily-readable fonts
3. Use a limited number of fonts
4. Ensure sufficient contrast between the text and the background – see image below
5. Recommend 16pt minimum to be safe (it's the contrast ratio of the font, not size)
6. Limit the use of font variations such as bold, italics, and ALL CAPITAL LETTERS.
7. Don't rely only on the appearance of the font (color, shape, font variation, placement, etc.) to convey meaning
8. Avoid blinking or moving text

Fonts – recommended by U.S. Department of Health

https://www.boia.org/blog/best-fonts-to-use-for-website-accessibility

Arial
Times New Roman
Verdana
Tahoma
Helvetica
Calibri



Google uses Google Sans

Color Contrast… what is that you ask?

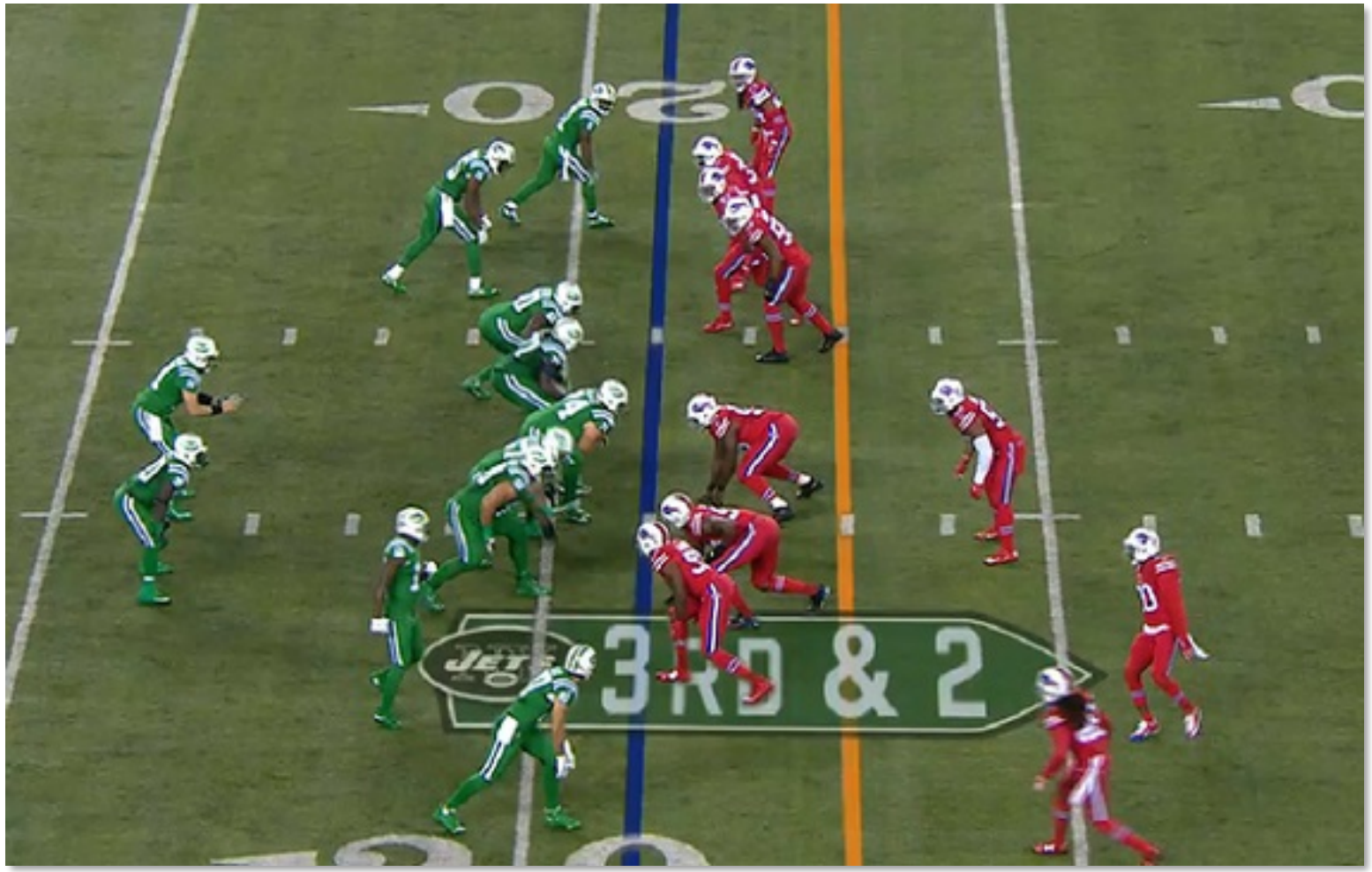
The NFL launched color rush uniforms in 2015

Bills vs. Jets

4.5% of the population is color-blind

Bills vs. Jets

The broadcast to a fan that is not color-blind

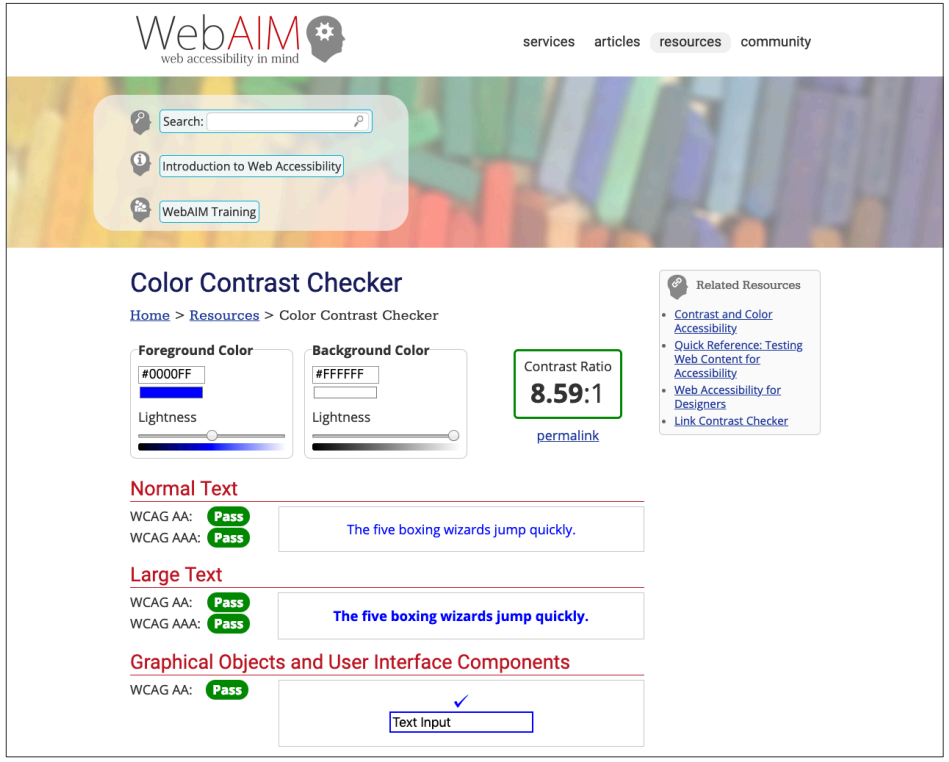


Bills vs. Jets

The broadcast to a fan that is color-blind

How Does Color Contrast Apply to Local Government?

- WCAG 2.0 level AA requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text
  - Normal text: 14 point and bold or larger
  - Large text: 18 point or larger



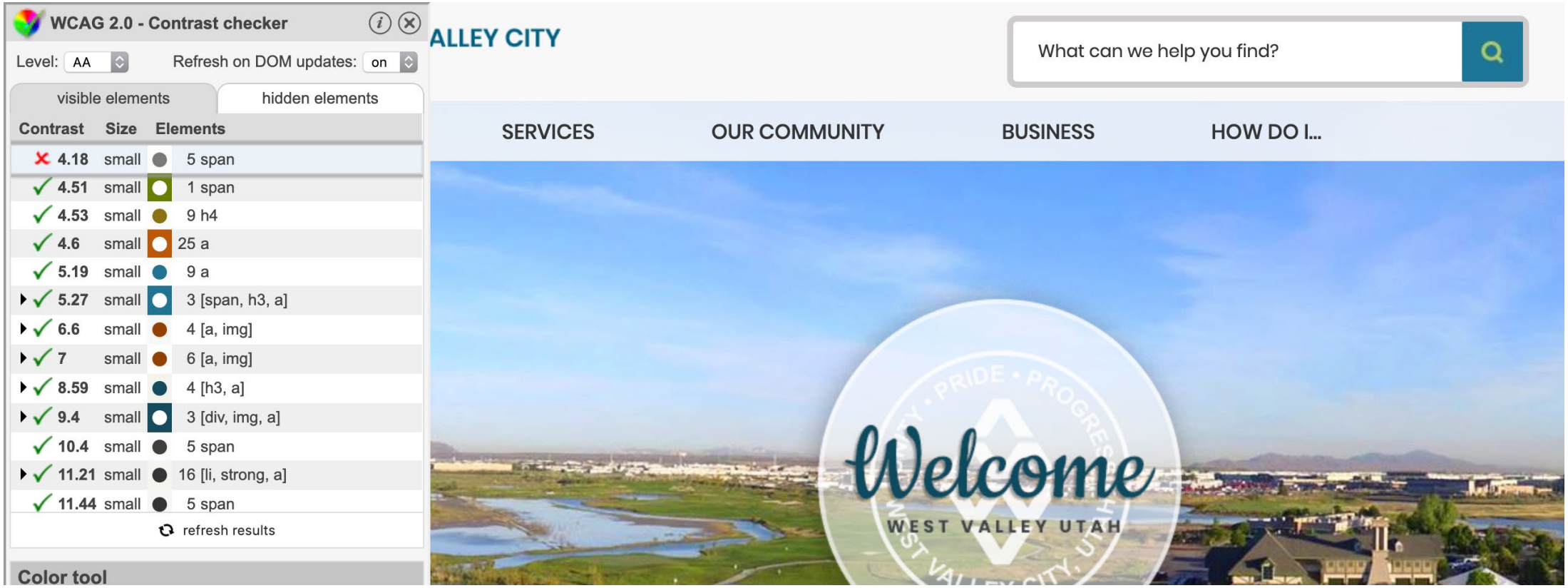
https://webaim.org/resources/contrastchecker/

Color Combinations	Color Codes	Contrast Ratio	Small Text	Large Text
Black on Yellow Yellow on Black	Black: #000000, Yellow: #ffff00	19.56:1	Pass AA	Pass AA
Blue on Orange Orange on Blue	Blue: #0000ff, Orange: #ffa500	4.35:1	Fail AA	Pass AA
White on Purple Purple on White	White: #ffffff, Purple: #800080	9.42:1	Pass AA	Pass AA
Green on Red Red on Green	Green: #008000, Red: #ff0000	1.28:1	Fail AA	Fail AA

WCAG 2.0 - Contrast checker

Color Contrast

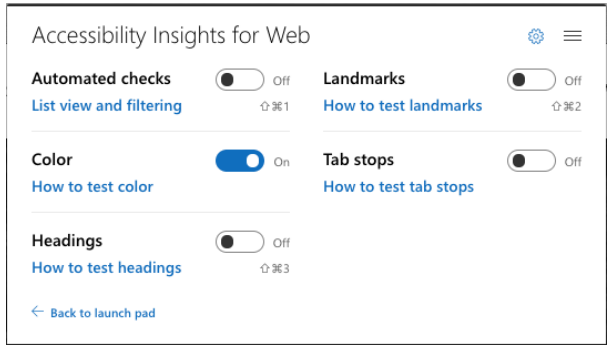
WCAG 2.0 – Contrast Checker Chrome extension

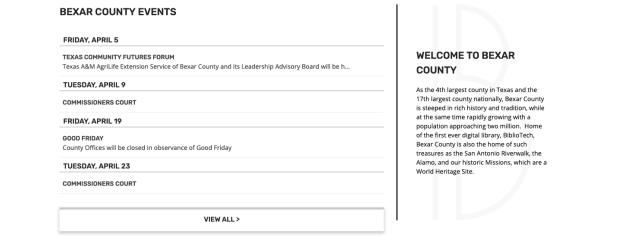


Accessibility Insights for the Web

Google Chrome Extension

Allows you to view a website in grayscale and identify color contrast issues on your website.





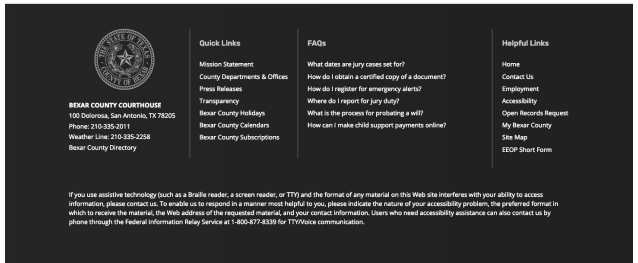


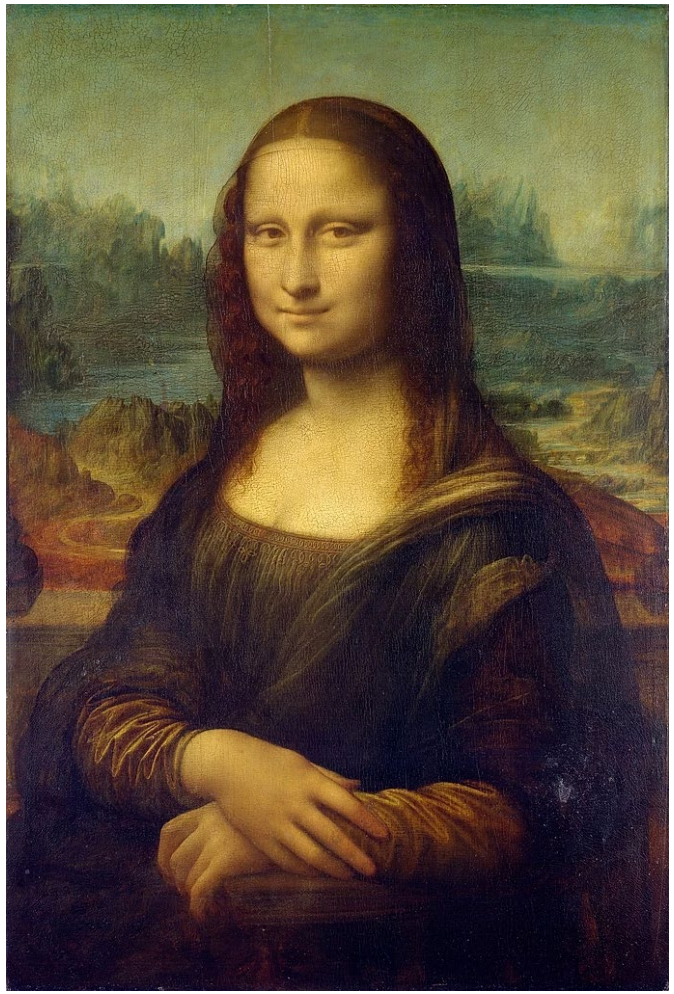
Photo Labels, File Names, and Captions

Be Specific on Image Alt Tags

- Bad alt text: A painting
- Good alt text: Mona Lisa
- Better alt text: The “Mona Lisa” painting by Leonardo da Vinci

Guidelines

- Every image should have an alt attribute, even if it’s null (alt=””)
- Do not use phrases like “image of…”, “picture of…”, “graphic of…”, etc. The screen reader will tell the user that it’s an image
- Be clear and brief
- Don’t use CSS to display images unless they are purely decorative; Alt attributes cannot be added to CSS images
- Alt texts should generally be no longer than a tweet in length



Audio and Video

- Closed captioning with legible, high contrast, text
- Add audio descriptions
- Use an accessible video player
- Don’t auto-play video

Captions for Video

- **Built-in** - Some players like YouTube use technology to create captions for videos
- **Outsource** – There are companies that will caption videos for a fe

Challenges

- Live Streaming closed captioning
- Audio descriptions for WCAG AA - https://vimeo.com/25973726
- Municipalities are pulling all their videos off their website

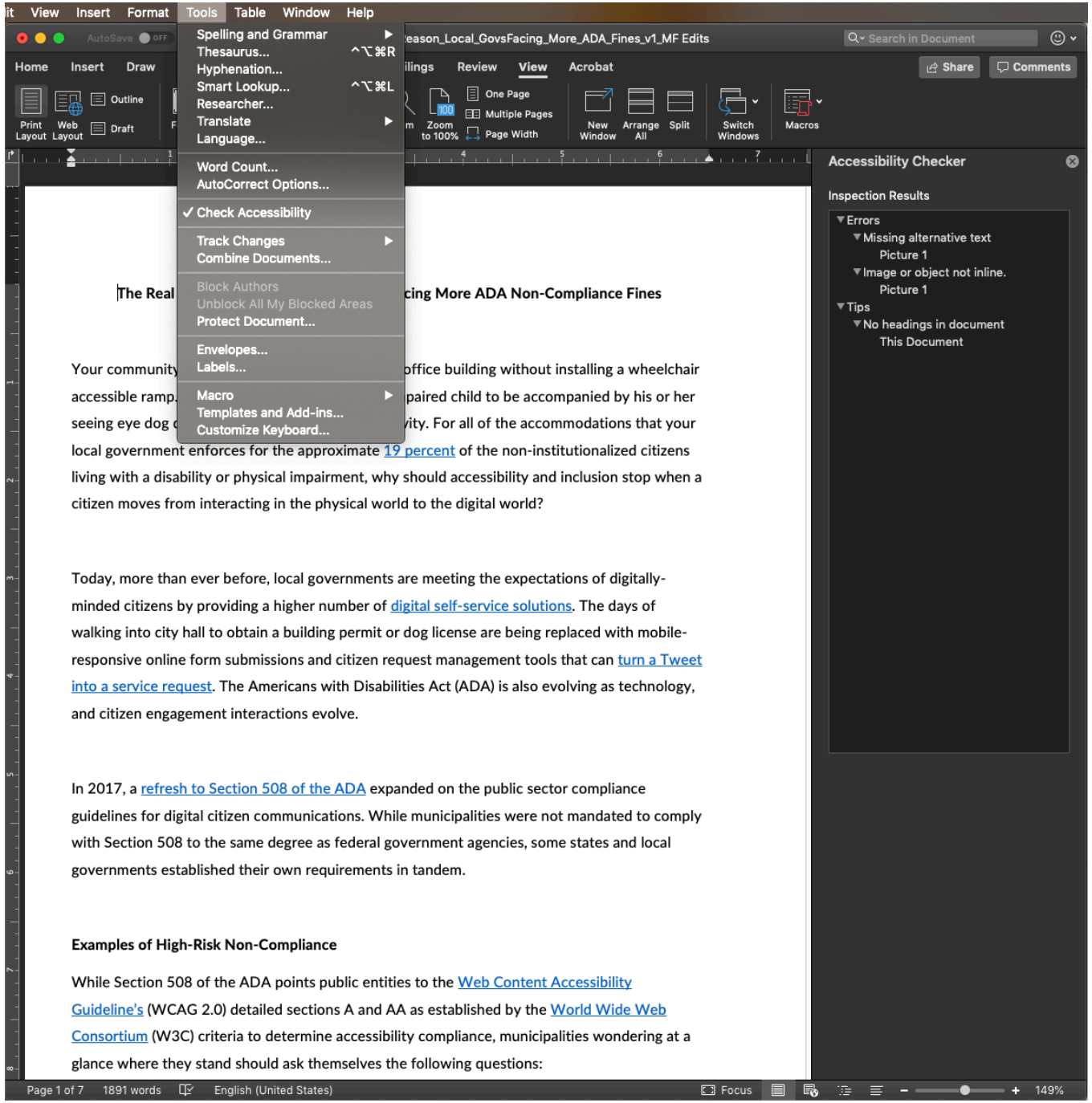
PDFs

- The ideal solution, but not always feasible, is to not use PDFs and to put the content into a webpage following WCAG 2.0 guidelines
- If continue using PDFs ensure they are accessible going forward
    - Microsoft Word had accessibility tools built in
    - Adobe Acrobat Pro DC
- To address old PDFs that are not WCAG 2.0 compliant, place a statement acknowledging you are aware of the issue, and that you are making efforts with the resources available to address it.
- Add that PDFs after xx/xx/xxxx (date) will follow accessibility guidelines; if you need access to one or several of these documents, contact xxx-xxx-xxxx

*Making a PDF accessible in Word will not carry to a PDF if you export it

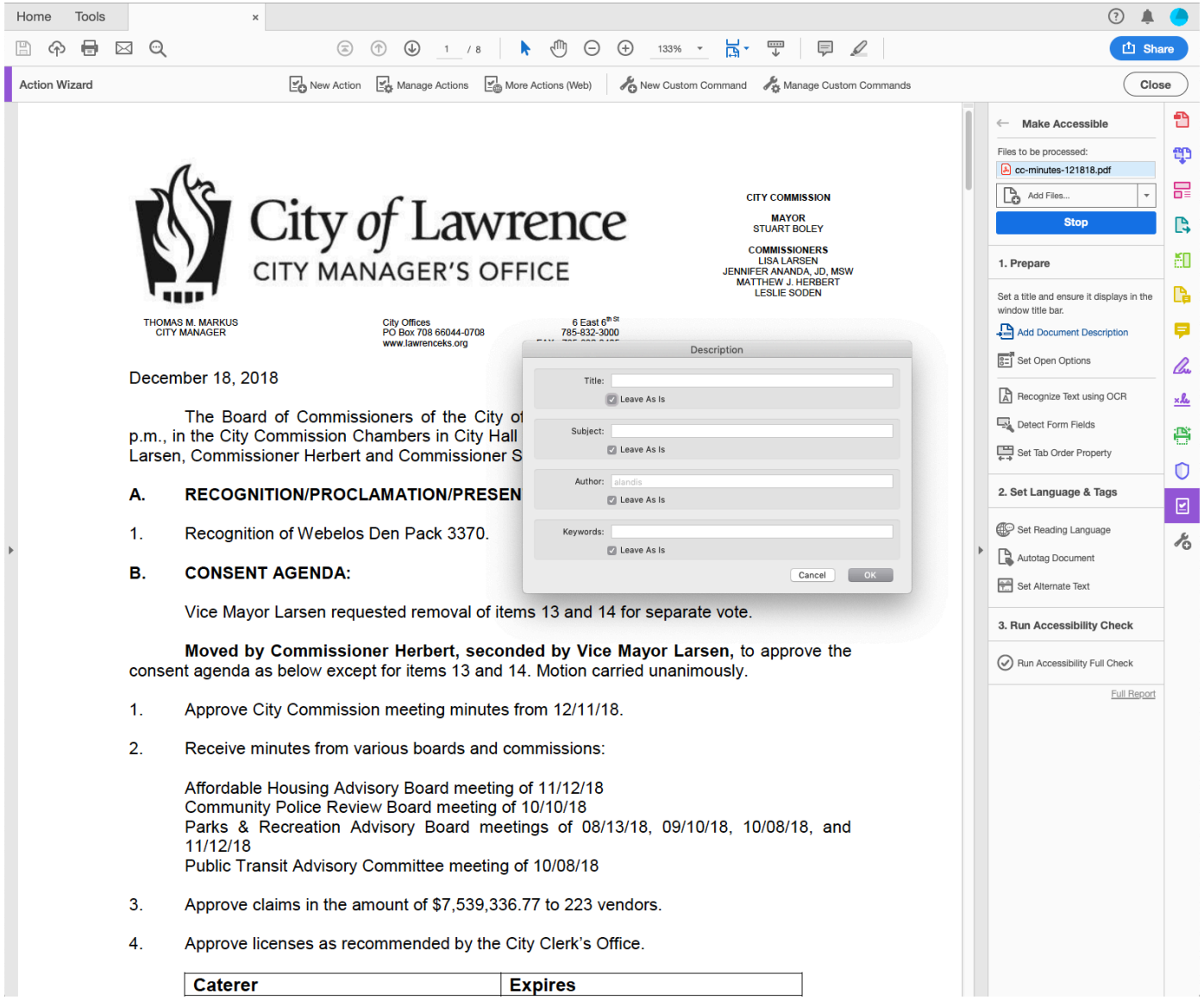
Microsoft Word

Accessibility Tools



Adobe Acrobat Pro DC

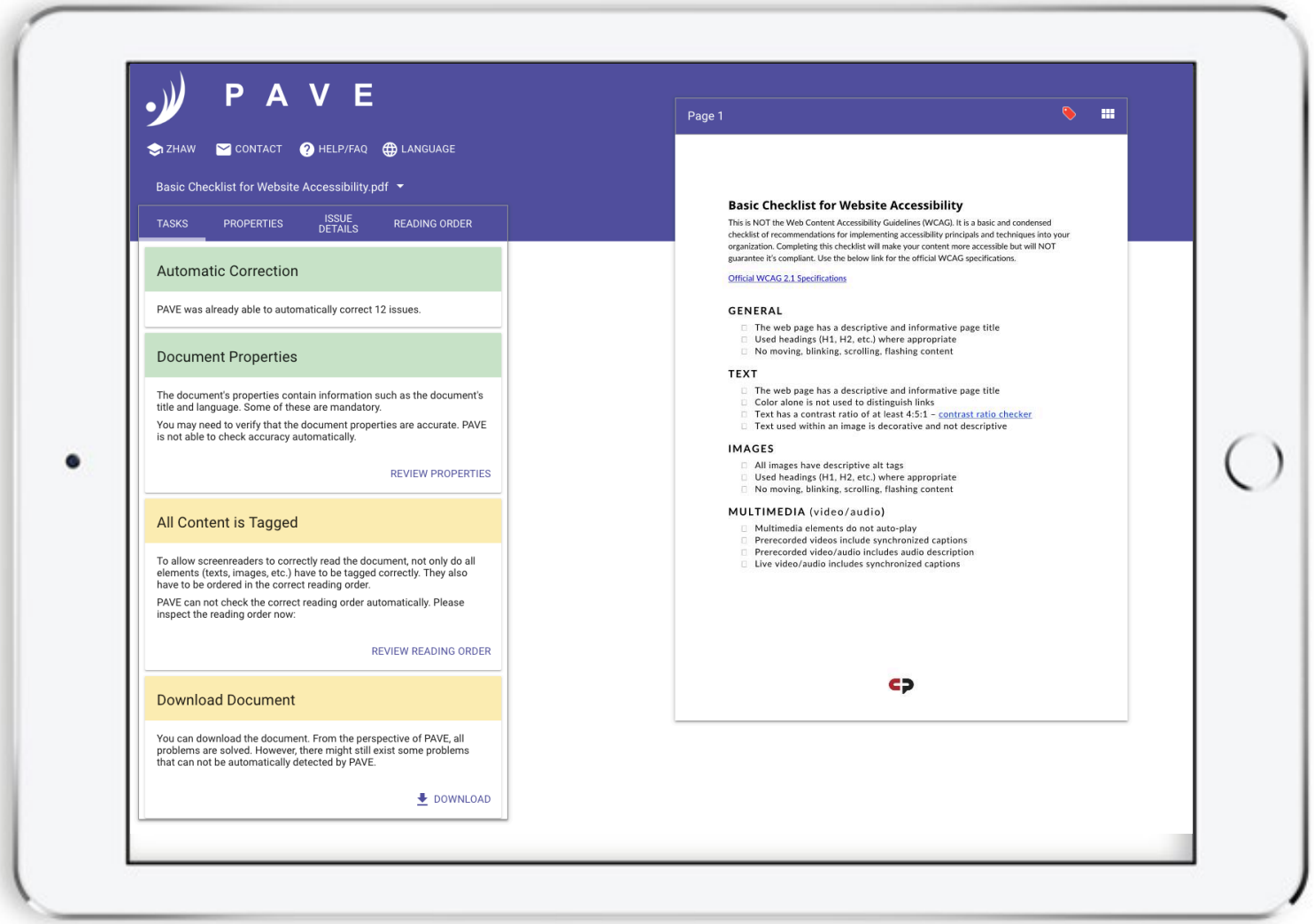
Accessibility Tools



PAVE

Validate and Fix PDF Accessibility

http://pave-pdf.org/index.en.html



Checking Your Website

Single Page Scans – Identifies errors on a single page

- **WAVE** from WebAIM – Website and Chrome Browser
- **Siteimrove** – Google Chrome extension
- **Accessibility Insights** – Google Chrome extension
- **Lighthouse** – Google Chrome extension

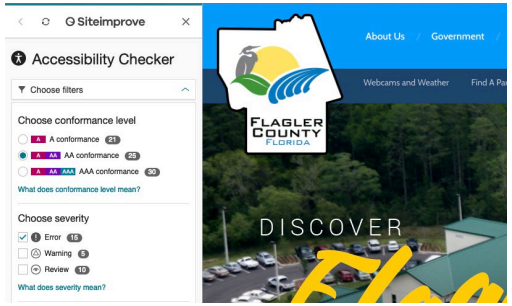
Full-Service Scans – Identifies errors on an entire website

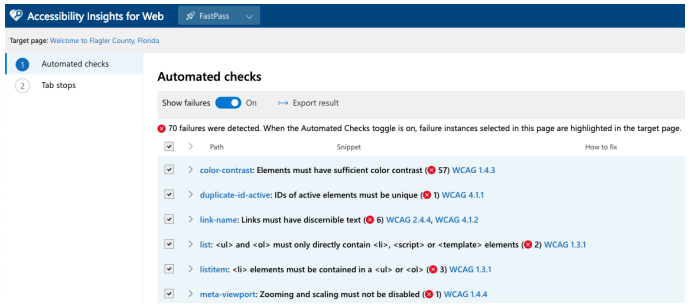
- **Bureau of Internet Accessibility**
- **Siteimrove**
- **Criterion 508**

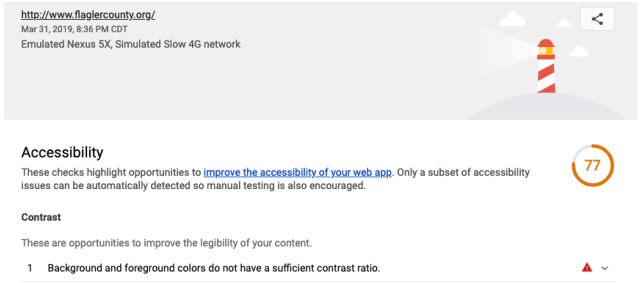
Scans and Full Remediation – Identifies errors and corrects them (more like a mask)

- **AudioEye**
- **Bureau of Internet Accessibility**
- **Tenon**

Flagler County, FL



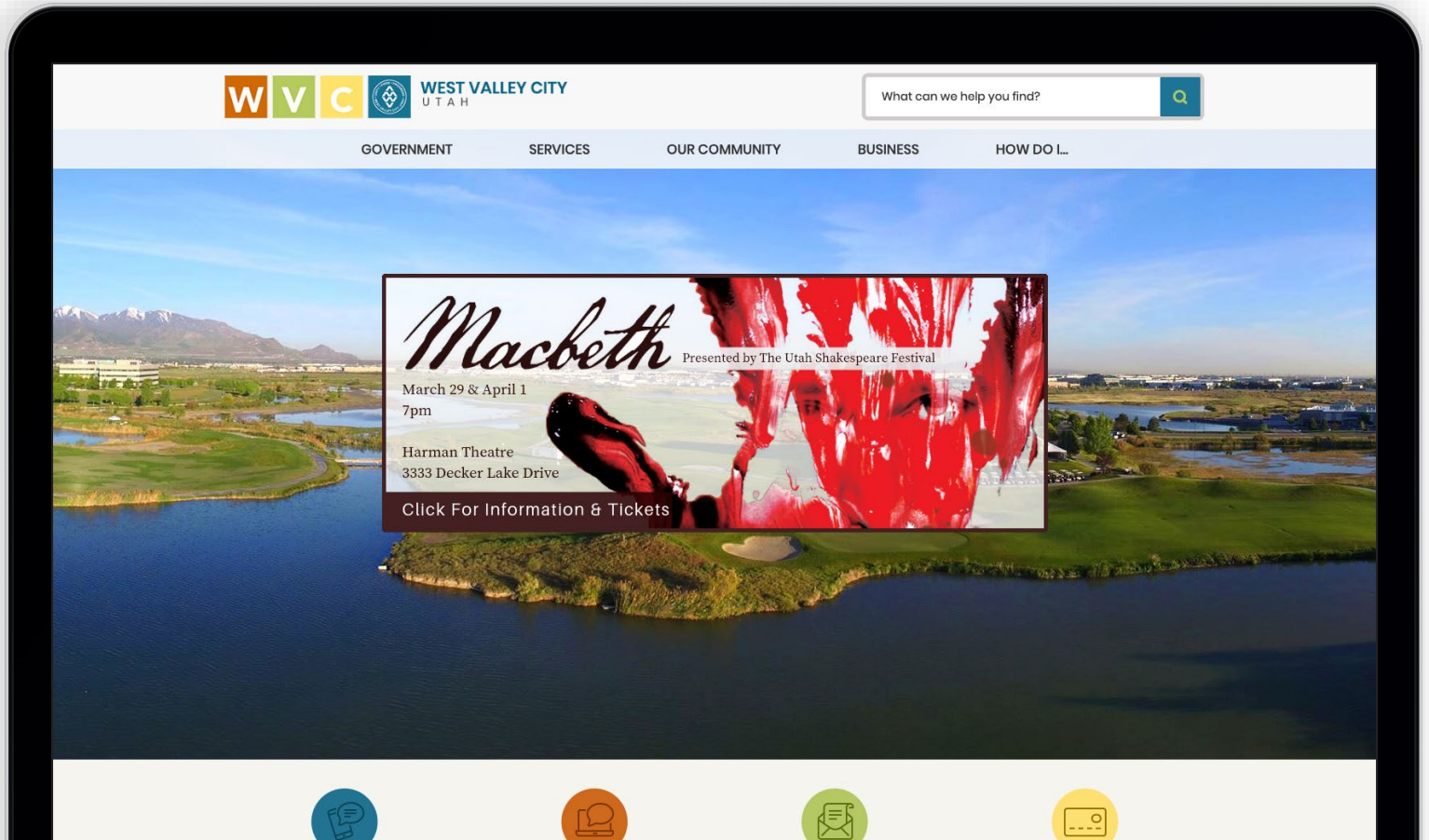


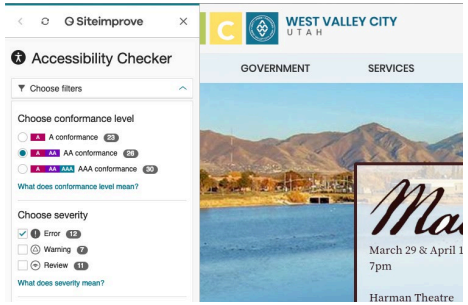


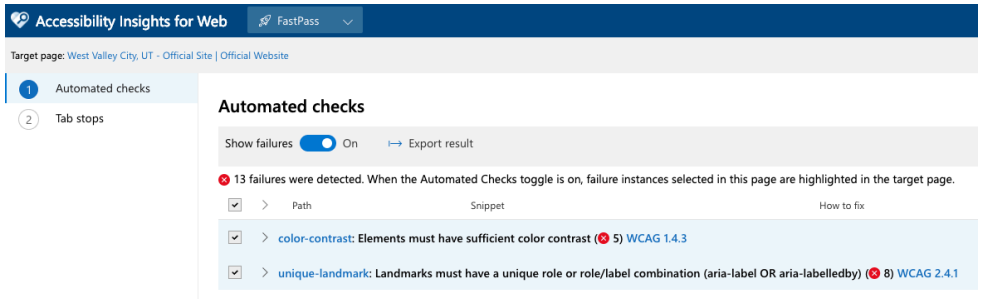
Flagler County

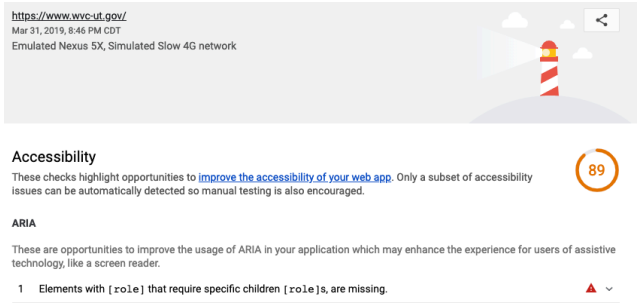
	ERRORS / SCORE (-100)*
WAVE	10
Siteimprove	15
Accessibility Insights	70
Lighthouse*	77 (23)
TOTAL	**118**

West Valley City, UT



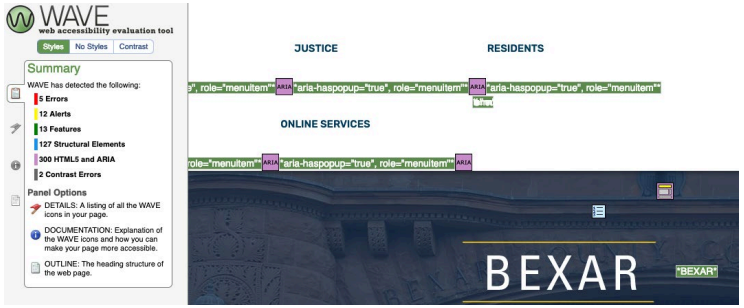


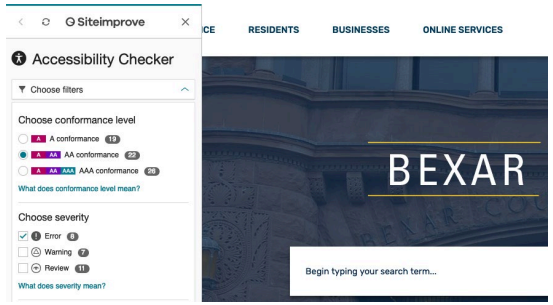


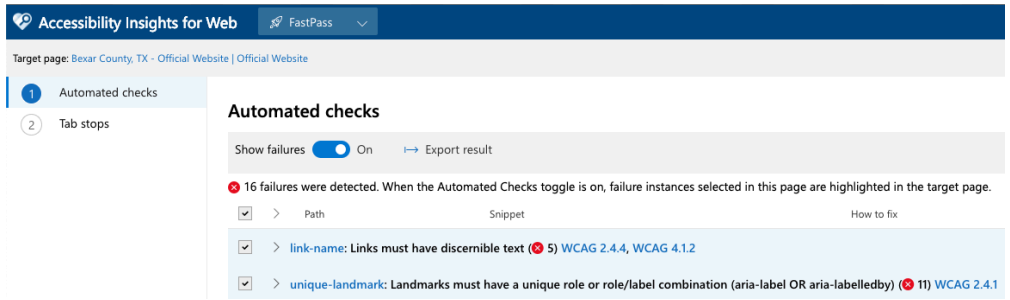


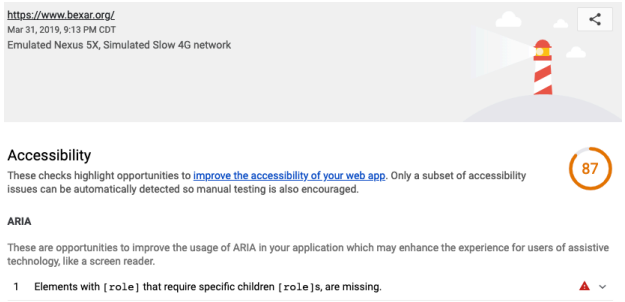
West Valley City	
	ERRORS / SCORE (-100)*
WAVE	0
Siteimprove	12
Accessibility Insights	13
Lighthouse*	89 (11)
TOTAL	**36**

Bexar County, TX





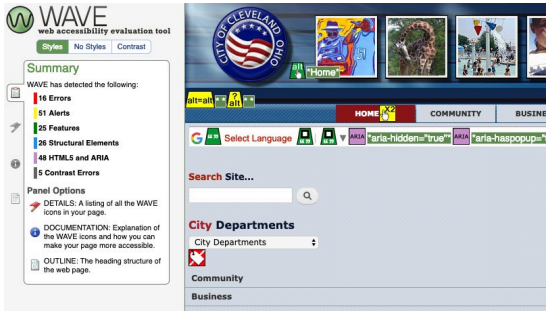


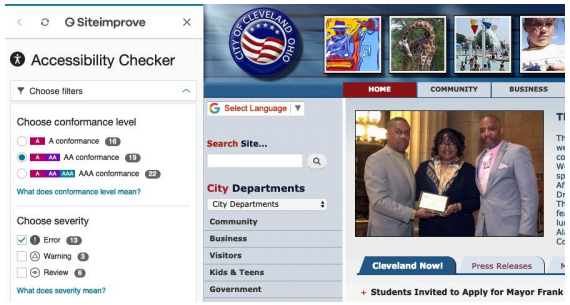


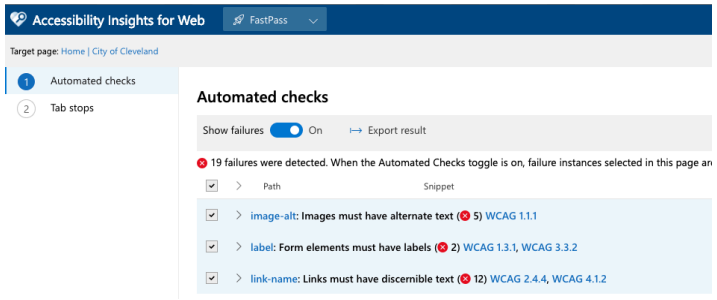
Bexar County

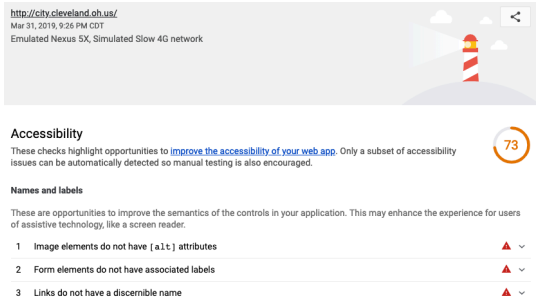
	ERRORS / SCORE (-100)*
WAVE	5
Siteimprove	8
Accessibility Insights	16
Lighthouse*	87 (13)
TOTAL	**42**

Cleveland, OH









Cleveland	
	ERRORS / SCORE (-100)*
WAVE	16
Siteimprove	13
Accessibility Insights	19
Lighthouse*	73 (27)
TOTAL	**75**

Scores

Boston	
	ERRORS / SCORE (-100)*
WAVE	12
Siteimprove	13
Accessibility Insights	32
Lighthouse*	61 (39)
TOTAL	**96**

Flagler County	
	ERRORS / SCORE (-100)*
WAVE	10
Siteimprove	15
Accessibility Insights	70
Lighthouse*	77 (23)
TOTAL	**118**

West Valley City	
	ERRORS / SCORE (-100)*
WAVE	0
Siteimprove	12
Accessibility Insights	13
Lighthouse*	89 (11)
TOTAL	**36**

Bexar County	
	ERRORS / SCORE (-100)*
WAVE	5
Siteimprove	8
Accessibility Insights	16
Lighthouse*	87 (13)
TOTAL	**42**

Cleveland	
	ERRORS / SCORE (-100)*
WAVE	16
Siteimprove	13
Accessibility Insights	19
Lighthouse*	73 (27)
TOTAL	**75**

Compliant Websites
That Don’t Sacrifice Design

Takeaways

- **Do Something** – Doing nothing implies that you don't care or aren't trying—get the easy stuff done first (alt tags, headings, fonts, etc.)
- **Accessibility Statement** – Add one to your website as soon as possible
- **Training** – Conduct monthly or quarterly WCAG 2.0 trainings with your content editors and document it
- **100% Compliance** – It's almost impossible
- **Checklist** – Implement a checklist for content editors to go through each time they add website content
- **PDFs** – Use them sparingly or make them compliant with available tools; the largest reason websites become non-compliant

Resources

Accessibility Statement Template

- Microsoft Word - http://bit.ly/2Uct904
- PDF - http://bit.ly/2OB1Sy1

Accessibility Checklists

- How to Meet WCAG 2.0 (Quick Reference) - https://www.w3.org/WAI/WCAG21/quickref/
- Basic and Condensed Checklist - http://bit.ly/2uLRI4L

Single Page Scan Tools

- *WAVE Evaluation Tool - http://bit.ly/2FLd88m
- *WAVE Chrome Extension - http://bit.ly/2FYn5iH
- *Siteimprove Chrome Extension - http://bit.ly/2YJSo8q
- *Accessibility Insights Chrome Ext. - http://bit.ly/2OK7Cpv

*Suggested tools, not endorsed by CivicPlus

Resources (Continued)

AudioEye Accessibility Scan – http://bit.ly/2UadqOP

*Contrast Checker from WebAIM – http://bit.ly/2U42rGN

*Contract Checker Chrome Extension from WebAIM - http://bit.ly/2uMLgKM

*WCAG 2.0 Contrast Checker Extension - http://bit.ly/2P7qPBL

*PAVE PDF Evaluation Engine – http://bit.ly/2OCdTTZ

Making Word Docs Accessible – http://bit.ly/2YLy9Hk

*Suggested tools and not endorsed by CivicPlus

Resources (Continued)

audioeye

AudioEye Managed
AudioEye analyzes and validates issues of accessibility; its engineers author necessary remediations to be applied through our dynamic remediation technology.

AudioEye Toolbar
A set of free assistive tools embedded in AutioEye Managed websites that help individuals who may not have access to assistive technology or who need help, such as aging populations and individuals who have vision, hearing, motor, or intellectual (cognitive) disabilities, to fully consume content; e.g., Humboldt County, CA

AudioEye Trusted Certification
The AudioEye Certification shows your commitment to accessibility and lets all visitors to your website see that your community is committed to accessibility; Help Desk provides a lifeline to end users, allowing users to report accessibility and usability issues

audioeye TRUSTED

Resources (Continued)

Accessibility Services Offered By CivicPlus

- **Training** – Build accessibility into your DNA (onsite and virtual training available)
- **Website Audit** – Comes with a full report of findings and a plan to go forward
- **PDF Remediation** – Convert your PDF files to screen reader compliant PDF/A or HTML content
- **Closed Captioning Services** – For live streams and videos of board and council meetings
- **Automated Website Remediation** – AudioEye runs in the background of your website automatically finding errors and correcting them

Questions

Thank you.

Don Torrez| Partner Manager

Certified ADA Coordinator

888-228-2233

302 South 4th Street, Suite 500
Manhattan, Kansas 66502

www.civicplus.com