Digital Accessibility

PREPARING OUR COUNTY FOR ADA TITLE II

What Is Accessibility

Accessibility: Ensuring people with disabilities can access the same information, interactions, and services as others with equal effectiveness, independence, and opportunity even if the experience is not identical.

INACCESSIBLE	ACCOMMODATION	ACCESSIBLE
EQUALITY	**EQUITY**	**INCLUSION**
Everyone receives the same support, regardless of need.	Individuals given different support / accommodation to enable access.	Everyone has access: No need for support / accommodation

Accessibility Timeline

(Pre 1970s)

Historically people with disabilities were often excluded
from education, employment, transportation, and public life.

Accessibility Timeline Continue

(1970 - 1980s)

The Disability rights movement push for the Rehabilitation Act of 1973 – Civil law that prohibits discrimination based on a disability.

Laid important groundwork for future laws like the ADA (1990) that prohibits discrimination in all areas of public life

Accessibility Timeline Continue

Recent:

World Wide Web Consortium (W3C) introduced Web Accessibility Initiative (WAI) and Web Content Accessibility Guidelines (WCAG)

Why is Accessibility Important?

- ADA Title II requires state and local government to provide equal access to their programs including web & digital services

- 1 in 4 adults in the US lives with some form of a disability (CDC Disability and Health).

- Accessibility promotes equal opportunity, Innovation , and a better experience for all.

Examples of better experience for all

Close Captions Logo

Automatic Door

Contrast

High Visability

Low Visability

Vibrates

High Visual Contrast

Accessibility checker ✕

Inline images must have alt text

Alt text is used by screen readers to describe inline images to people who can't see the screen. Good alt text helps visually impaired people understand the information shown in inline images.

Fix this

Some issues were found

Fix the issues listed above, then check for accessibility issues again.

Check again

Accessibility checker

No issues were found

Your content passes all checks for accessibility issues.

Check again

Copilot

Send

To   Helpdesk ✕   Bcc

Cc

Boot   Draft saved at 4:34 PM

Add alt text

Lugz Men's Hudson 6-inch Water-Resistant Classic Boot

OK   Cancel

Electronic Content Affected

◦ **PDF's**

◦ **Videos**

◦ **Images**

◦ **Recordings**

◦ **Web Pages**

Content Exceptions

Archived Web Content

- **Criteria:** Content must have been created before the compliance date, be held solely for reference or research, and remain unchanged in a dedicated archive section.

- **Example:** A 2019 water quality report kept for historical records.

Preexisting Conventional Electronic Documents

- **Criteria:** Documents (PDFs, Word, Excel, PowerPoint) available before the compliance deadline are exempt.

- **Constraint:** This does **not** apply to documents currently used to apply for or participate in county services.

Content Posted by Independent Third Parties

- **Criteria:** Content uploaded by individuals or groups not affiliated with the government entity.
- **Constraint:** Does not apply if the third party is posting under a contract or formal agreement with the county.

Individualized Password-Protected Documents

- **Criteria:** Conventional documents specific to a single person, property, or account that are secured by a password (e.g., PDFs).
- **Example:** Personal utility bills, medical records, or student transcripts

Compliance Action Plan

Core Objective: Ensuring all county digital content—including websites, social media posts and public documents—meets **WCAG 2.1 Level AA** standards by the [April 24, 2026] federal deadline.

Goal: To transform our internal workflows from "accessibility as an afterthought" to **"accessibility-first"** through unified tooling and training.

The Roadmap:

Phase 1 | Foundation: Deploying standardized tools and updating office workflows.

Phase 2 | Empowerment: conducting training for PIOs (Public Information Officers) and Staff.

Phase 3 | Execution: Auditing existing public assets, including web pages and ensuring future vendor compliance.

Phase 1 | Building the Foundation

Accessibility-First Procedures:

◦ Updating departmental workflows to include accessibility checks *before* publishing.

◦ Mandatory Alt-Text for images, captions and transcriptions for all video content.

The County Accessibility Toolkit:

Document Remediation: Utilizing tools such as Adobe Acrobat Pro for tagged PDFs.

Visual Standards: Deploying contrast checkers to maintain a **4.5:1 ratio** on all graphics.

Continuous Monitoring: Implementing various tooling, testing, and reporting to track compliance progress in real-time.

Phase 2 | Empowering Our Team

PIO Contacts:

◦ Public Information Officers are a direct line of support for departmental accessibility questions and content checking.

Office/Department Training:

◦ The County is Providing online and in person Digital Accessibility training for offices and departments county wide.

Phase 3 | Inventory & Remediation

Public Asset Audit
◦ Identifying and prioritizing high-traffic documents.

Legacy Content:
◦ Evaluating older content for remediation or archiving based on current DOJ exemptions.

Vendor Accountability:
◦ Updating contracts to require **WCAG 2.1 AA** compliance from third-party partners.

Resources

DOJ Resource Pages:
- https://www.ada.gov/resources/2024-03-08-web-rule/
- https://www.ada.gov/resources/2024-03-08-web-rule/#summary-of-the-exceptions

WCAG Guidelines:
- https://www.w3.org/TR/WCAG21/

DequeUniversity (County ADA Training Partner):
- https://dequeuniversity.com

Questions?