



DIGITAL DEPLOYMENT

Website Accessibility (WA) Webinar Series

WA 101 // Web Accessibility 101 (5/22/19)

WA 201 // WCAG 2.1 AA Guidelines (5/29/19)

WA 301 // AB 434 Requirements (6/5/19)





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WA 101 // Web Accessibility 101

Today we will go over web accessibility basics:

- What is it?
- Why is it important?
- Terms you should know



Presenter: Steph Bradley

Director of Content Services, Digital Deployment

- ▶ Worked at Digital Deployment for 4 years and developed the content services team
 - ▷ Oversee DD's growing team of content specialists, migrators, and CMS trainers
 - ▷ Lead improvements in the company's content offerings
- ▶ Led content strategies for more than 50 organizations across the US
- ▶ I'm enthusiastic about website accessibility because I want to make sure online users of all abilities have the best possible experience when visiting Digital Deployment websites
- ▶ This has led me to do in depth research on federal and state laws regarding accessibility



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07 FAQs

1. What does website accessibility mean?
2. Why is it important?
3. What is ADA compliance?
4. What are the legal implications under the Americans with Disabilities Act?
5. What is Section 508?
6. What is WCAG 2.1?
7. What are the different WCAG levels?

Question: How is this presentation formatted?

- Detailed response will be in bulleted text




Bottom line / main takeaway will appear in the blue band below.

Q1

What does “website accessibility” mean?

- The major categories of disability type, in relation to website accessibility, are:
 - **Visual:** blindness, low vision, color-blindness
 - **Hearing:** deafness and hard-of-hearing
 - **Motor:** Inability to use a mouse, slow response time, limited fine motor control
 - **Cognitive:** learning disabilities, distractibility, inability to remember or focus on large amounts of information
- People with disabilities often rely on assistive technology (AT)
 - Screen readers, browser zoom, text to speech, etc...



An “accessible website” is one that accommodates all, users on all devices, regardless of the situation, circumstances, or ability of the user.

Q2

Why is website accessibility important?

- There are a number of reasons organizations would want to have an accessible website:
 - **Corporate social responsibility:** including individuals with disabilities is the right thing to do
 - **Good business practice:** an organization's target audience most likely includes individuals with disabilities, so having an accessible website expands their reach; also increases search engine optimization
 - **Legality:** federal agencies and other organizations are required by law, or board decree, to meet a certain level of website accessibility



15% of the world's population lives with some form of disability.

Key Terms

Section 508

A law referenced by the ADA that more specifically outlines how to meet accessibility standards for electronic content, including websites.

2



WCAG Guidelines

The international web accessibility guidelines that are referenced (directly and indirectly) by both state and federal laws regarding web accessibility.

3

ADA Compliance

The Americans with Disabilities Act protects the rights of people with disabilities. It's broad reach extends to websites, but doesn't reference web accessibility specifically.

1

Q3

What is ADA compliance?

- The Americans with Disabilities Act (ADA) became a law in 1990, and has been amended several times since
- The purpose of the law is to make sure that people with disabilities have the same rights and opportunities as everyone else
- The ADA is divided into five titles (or sections) that relate to different areas of **public life**



A U.S. law protecting the rights of people with disabilities.

5 ADA Titles

Title I: Employment

Prohibits private employers, State and local governments, employment agencies and labor unions from discriminating against qualified individuals with disabilities in **job application procedures**, hiring, firing, advancement, compensation, **job training**, and other terms, conditions, and privileges of employment.

Title II: State & Local Government

Protects qualified individuals with disabilities from discrimination on the basis of disability in **services, programs, and activities** provided by State and local government entities.

Title III: Public Accommodation & Commercial Facilities

Prohibits discrimination on the basis of disability in the activities of places of **public accommodations** (including the internet).

Title IV: Telecommunications

Title V: Misc. Provisions

Q4

What are the legal implications under the Americans with Disabilities Act?

- The ADA is extremely broad and does not specify guidelines for websites
- The number of website accessibility lawsuits filed in federal court rose from 814 in 2017 to at least 2,258 in 2018
- Lawsuits can hit any industry
- Many judges in California are determining that complying with WCAG guidelines, or showing movement in that direction, provides a reasonable level of accessibility



Working toward WCAG 2.1 AA standards can help you avoid lawsuits.

Q5



What is Section 508?

- An amendment (added in 1998) to the U.S. Workforce Rehabilitation Act of 1973
- Referenced by the Americans with Disabilities Act (ADA)
- Mandates that “all electronic and information technology developed, procured, maintained, or used by the federal government be accessible to people with disabilities”
- Updated with new requirements in 2018



A law that requires public organizations to follow web accessibility guidelines (among other things).

Q6

What is WCAG 2.1?

- Web Content Accessibility Guidelines (WCAG) 2.0 and 2.1 were developed by the World Wide Web Consortium (W3C)—an international community that develops standards to ensure the long-term growth of the Web
- WCAG 2.0 (and 2.1 subsequently) guidelines were established based on these four basic principles:
 1. Perceivable
 2. Operable
 3. Understandable
 4. Robust

The international standard for website accessibility guidelines, referenced by U.S. state and federal laws.

Q7

What are the different WCAG “levels”?

- There are three levels of success criteria outlined by WCAG
 - **Level A:** lowest level of accessibility, lowest restraint on design
 - **Level AA:** medium level of accessibility, medium restraint on design
 - **Level AAA:** highest level of accessibility, highest restraint on design



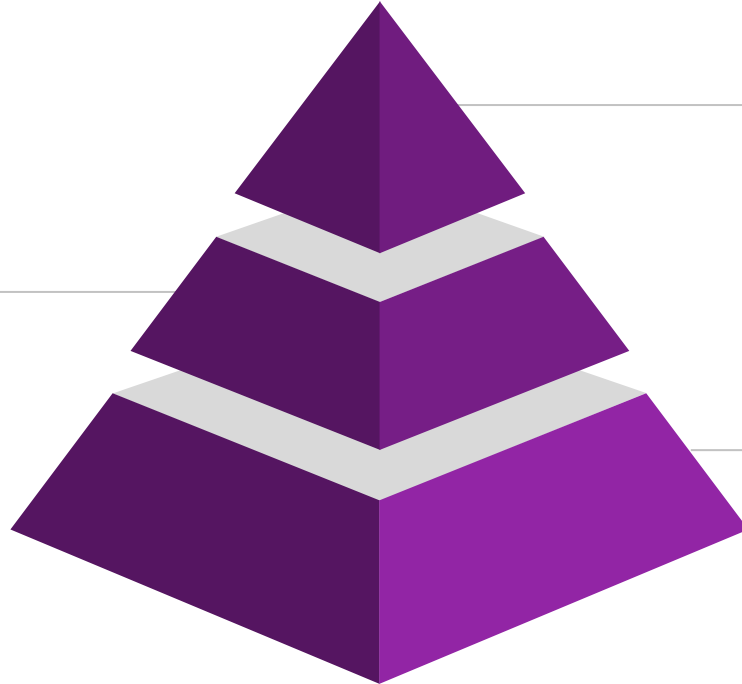
Aim to follow WCAG 2.1 Level AA standards, unless otherwise specified.

Review

Section 508

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2



WCAG Guidelines

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ADA Compliance

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1

Final takeaway



Aim to follow **WCAG 2.1 Level AA** guidelines in order to:

- Provide the best possible web experience for all of your users
- Increase your site's search engine optimization
- Widen your target audience
- Help avoid lawsuits



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A person with long blonde hair, wearing a dark jacket and pants, stands on a dark, rocky outcrop. They are looking out over a vast, misty landscape under a pale sky. The person's hair is blowing in the wind.

Learn more about website accessibility

There are many online resource if you're looking for a more thorough explanation of website accessibility. Here are a few that we recommend:

1. [WebAIM.org](https://www.webaim.org)

WebAIM's mission is to empower organizations to make their web content accessible to people with disabilities. Their list of [articles](#) goes through most aspects of accessibility thoroughly in a way that non-technical employees can understand.

2. [W3.org/WAI](https://www.w3.org/WAI)

The World Wide Web Consortium (W3C) develops international standards for the web: HTML, CSS, and many more, while the W3C Web Accessibility Initiative (WAI) develops standards and support materials to help you understand and implement accessibility. Start on the [WAI main page](#) for resources, or visit [Introduction to Web Accessibility](#) for a more general understanding.

3. [W3.org filterable criteria view](#)

All of W3C's criteria, filterable by version, level, tags, techniques, and technologies. Filter by version 2.1, level AA, to see the criteria for federal agencies and the standards that Digital Deployment aims for.



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Thank you for joining!