



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)



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

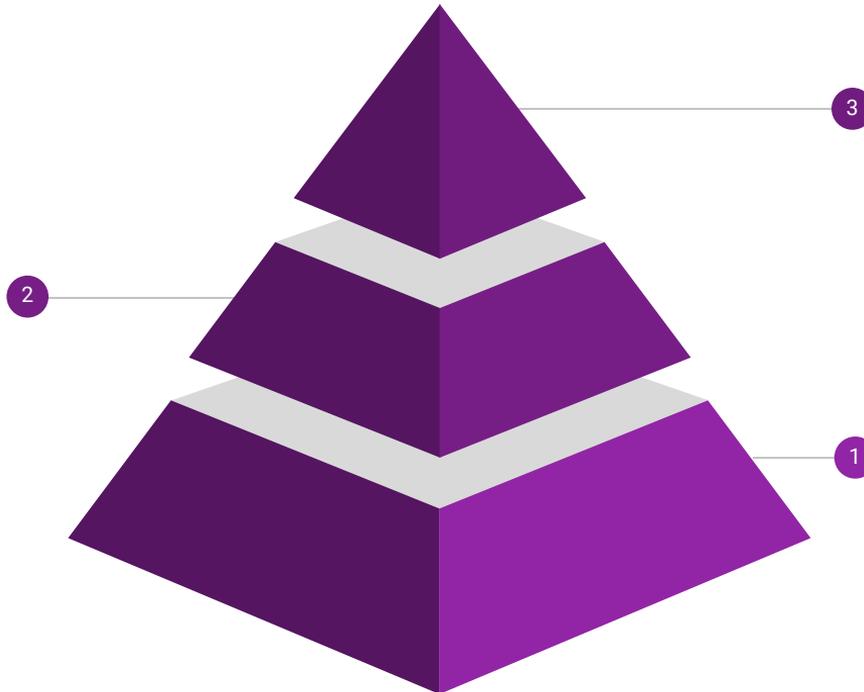


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Key Term Review

Section 508

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



WCAG Guidelines

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

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.

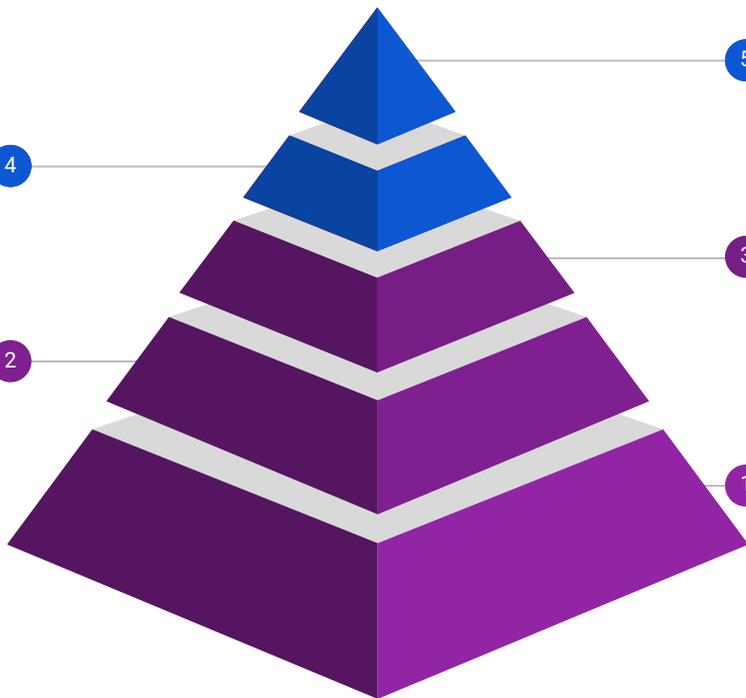
New Terms

Gov. Code Section 7405 & 11135

Code sections referenced by AB434 that outline requirements for equal rights and benefits for people with disabilities, with regards to electronic technology and information.

Section 508

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



AB 434 / CA Gov. Code 11546.7

Requires that CA state agencies comply with Gov. Code Section 7405 and 11135 and WCAG 2.1 AA guidelines, and that the agencies post a certification on their website verifying their compliance.

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Feeling lost?

Let's break that down into 3 steps...



Steps to meet AB 434 requirements

1. Follow WCAG 2.1 AA guidelines for website content
2. Follow Section 508 guidelines for other electronic content like PDFs, Word documents, Excel spreadsheets, etc. that you post on your website or send electronically to the public
3. Download, fill out, and post the [Website Accessibility Certification Form](#) on your state agency website by July 1, 2019



Let's dive in...



How do I meet WCAG 2.1 AA guidelines?

- ▶ Visit digitaldeployment.com/webinar/website-accessibility to view the second webinar in our website accessibility series, specifically on WCAG 2.1 AA guidelines
 - ▶ The slidedeck also includes resources for more information

How do I check my website's accessibility level?

- ▶ There are many online tools available to check your website for accessibility issues
- ▶ Automated scanning tools are helpful, but even the best of them can only find 20-30% of issues
- ▶ For a complete understanding of your website's accessibility level, some companies offer full audits which include scanning tools, manual site and work flow testing by users with disabilities, and guided remediation
- ▶ Which tool, or tools, you use depend on your needs, skills, and budget
- ▶ WebAIM's [review on accessibility evaluation tools](#) is a good place to start for anyone who's looking to have their website professionally checked for success criteria

If you're interested in working with Digital Deployment on an accessibility audit, email me at steph@digitaldeployment.com

How do I make files accessible?

- ▶ The Department of Rehabilitation [Document Accessibility Toolkit](#) provides easy to follow instructions for:
 - ▷ Microsoft Word
 - ▷ Excel Tables
 - ▷ PowerPoint
 - ▷ Portable Document Formats (PDFs)
 - ▷ Multimedia and Captioning
- ▶ WebAIM.org outlines [PDF accessibility](#) and offers low-cost, [4-week training courses](#) in document accessibility that start the first week of each month
- ▶ Section508.gov offers [instructions for creating accessible digital products](#)

What if I can't meet the deadline?

- ▶ Very few state agencies will be able to fully and successfully meet the July 1 deadline
- ▶ Maintaining a fully accessible website is a constant process
 - ▷ Each piece of content that you add now and in the future will need to follow the same guidelines (which are subject to change)
- ▶ Work with your agency's legal team to create a version of the [certification letter](#) that you're comfortable with posting on your website

What are the consequences for not meeting the deadline?

- ▶ We don't know yet
- ▶ None of the AB 434 documentation outlines fines or ramifications for not posting a certification letter
- ▶ We will know more after the July 1 date passes

What are examples of accessible government websites?

- ▶ [CA Department of Rehabilitation](#)
 - ▶ [Accessibility page](#) language: “The website **meets most of** the W3C Web Content Accessibility Guidelines 2.1 (WCAG 2.1 - Priority 1, Priority 2, and most of Priority 3) and all of the DOJ Section 508 guidelines.”
- ▶ [CA Department of Technology](#)
 - ▶ [Accessibility page](#) language: “**We believe** the DOT website satisfies [all guidelines]...”
 - ▶ States “The California Department of Technology accepts no responsibility for the content or accessibility of the external websites or external documents linked to on this website.”
- ▶ [CA Department of Motor Vehicles](#)
 - ▶ [Accessibility page](#) **lists reason why** their site is accessible and provides tips on how to customize your browser to meet your needs
 - ▶ States “Difficulty Accessing Material: If you have difficulty accessing any material on this site because of a disability, please contact us in writing and we will work with you to make the information available. You can direct your request to our Webmaster.”

No one is perfect...



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No one is perfect...

Foreground Color
#002F3E
Lightness

Background Color
#BF3D3D
Lightness

Contrast Ratio
2.67:1
[permalink](#)

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Fail**

Text Input

Q&A





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