


Building ADA-Compliant Websites

Presented by Tim McCausland
Session # 2



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Grand Prize - iPad Mini

All day, every day life



Life, here, is posted

Touch ID fingerprint sensor

Don't forget to fill out your card!



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What is Website Accessibility?

Providing website content and features without barriers to those with disabilities

 <p>Screen Reader Braille Machine</p>	 <p>Keyboard Only</p>
 <p>Closed Captioning Text Transcripts</p>	 <p>Limited Reading Capacity</p>

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Website Accessibility Laws & Standards

Americans with Disabilities Act (ADA)

Section 508 of the Rehabilitation Act
– 2000

Adoption of WCAG 2.0 AA Standards of Accessibility
– 2017
Web Content Accessibility Guidelines, version 2, Level AA (WC3)

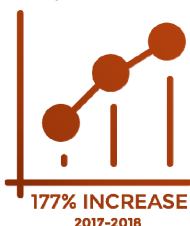


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Risk of Non-Compliance

2018 - 2,258 ADA LAWSUITS



- Mostly NY, Florida and Pennsylvania
- Penalties up to \$75,000
- Settlements average \$15,000+
- PLUS cost of website compliance updates



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What makes a Compliant Website?

WCAG 2.0 AA Standards of Accessibility (2017)



PERCEIVABLE – Ex: Images are not used as text replacement.

OPERABLE – Ex: The website can be used with only a keyboard.

UNDERSTANDABLE – Ex: Not using “Click here” to access a form.

ROBUST – Ex: Using video and audio to enhance content.



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How to Comply? (Content)



“Alt” text description on your images



Don't use images instead of text



Post “readable” PDF files. Not scans.



Closed caption all videos



Provide text transcripts for audio files



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Are You Compliant?

Web Accessibility Checker
<https://achecker.ca/checker/>

WAVE Web Accessibility Evaluation Tool
<https://wave.webaim.org/>

WebAIM Contrast Checker
<https://webaim.org/resources/contrastchecker/>

Information & Education
<https://webaim.org/>



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Thank You!

Stop by our booth to learn more.

Tim McCausland
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Thursday

3:20 p.m. Smart Cities 101

Friday

11:20 a.m. Be Prepared with a Cybersecurity Incident Response Plan

12:20 p.m. Visualizing your Data

2:45 p.m. Protecting Your Municipality from Human Error

3:15 p.m. Safekeeping Data: Beyond Password Protection

Saturday

9:45 a.m. Crafting a Social Media Policy

11:45 a.m. Streamlining Business License Applications

1:10 p.m. Text Messaging Archiving Basics

Don't forget to turn in your card!

All-day battery life

Less than a pound

Track ID fingerprint scanner

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