



GRANICUS

Best Practices and ADA Considerations for Municipal Websites

Welcome!

Granicus is Transforming how Government and People Connect Digitally

Serving
the public's
needs &
interests since
1999.



Connecting
with
government-
provided
information and
services

Today's Speaker



Liam McAloon

Quality Assurance and
Accessibility Lead

Granicus

Agenda Today

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WCAG History

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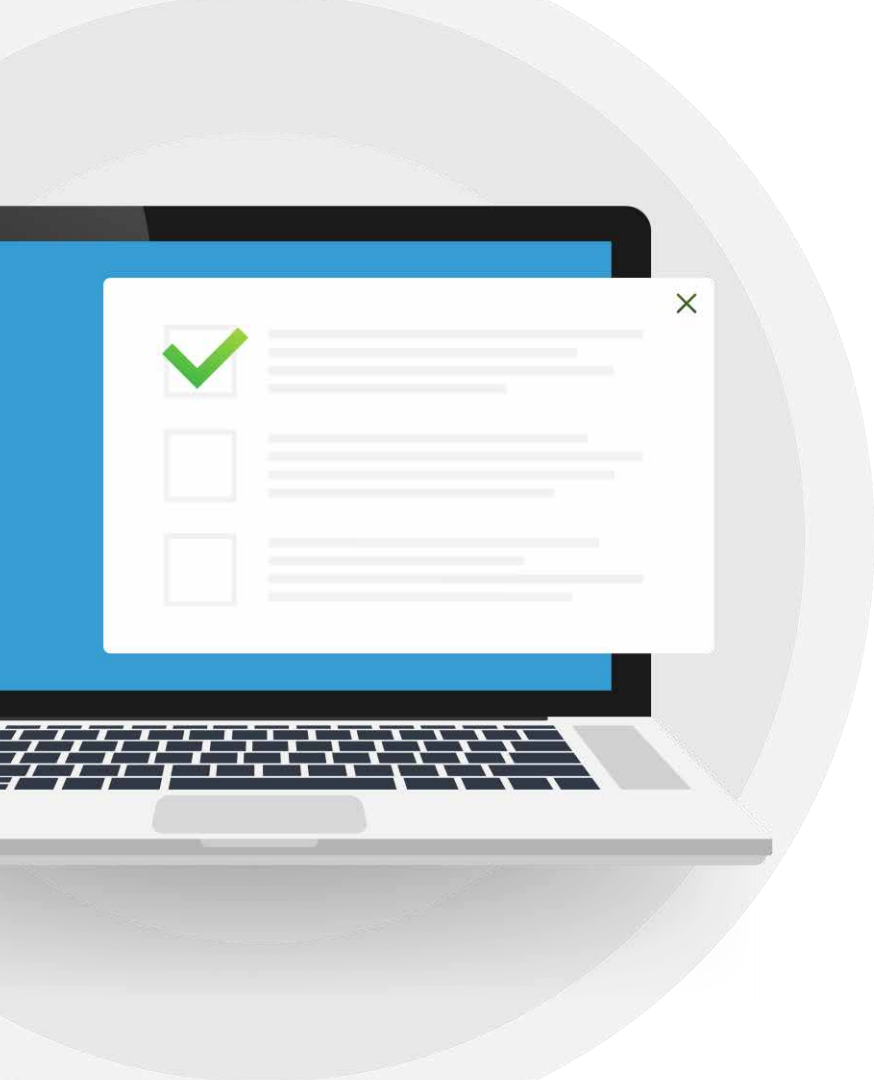
Accessibility and Resident Experience

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Digital Strategy and Accessibility

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Q&A



Question?

How familiar are you with
WCAG (Web Content
Accessibility Guidelines)?

1 in 4 and 1 in 6

Disability around the world

- Worldwide estimates are 1 in 6
- CDC estimates for the USA are 1 in 4



WCAG History

What is WCAG?

- » WCAG stands for Web Content Accessibility Guidelines
- » It is a set of recommendations for making web content more accessible to everybody
- » Published by the World Wide Web Consortium (W3C) and the Web Accessibility Initiative (WAI)
- » It has 4 guiding principles and 3 levels (A, AA, AAA)
 - Perceptible
 - Operable
 - Understandable
 - Robust

WCAG 1.0

May 5, 1999



- 14 guidelines
- HTML and text equivalence
- Step forward towards an accessible web

WCAG 2.0 and 2.1

2.0 was released December 11th 2008

- Scope was expanded to cover other digital technologies and applications
- Introduced the four principles and related success criterion
- Became an ISO standard in October 2012
- WCAG 2.1 was published on June 5th 2018
- Added new requirements for mobile devices as well as more support for low vision and cognitive disabilities

WCAG 2.2?

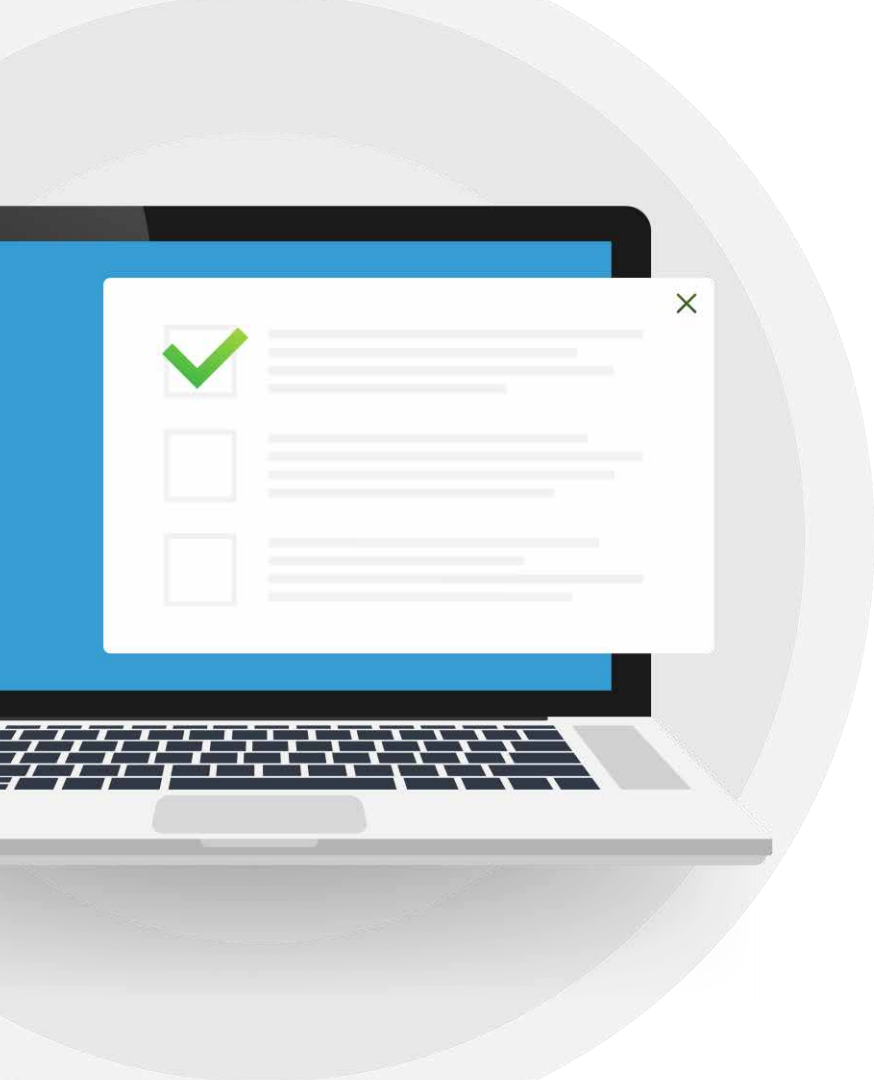
2.2 is slated to be released in Q3 2023

- Builds on WCAG 2.1 adding requirements for
 - Focus indicators
 - Dragging movements
 - Target size
 - And more
- Primary goal is to make the focus indicator more visible and useable

WCAG 3.0!?

Still just a draft

- Restructures the requirements
- Faster updates
- Applies to a broader swath of the web
- More clarity in how to assess a site for accessibility



Question?

Are you familiar with
Colorado's accessibility
legislation (HB21-1110)?

So, What About Enforceable Standards?

- » Use best practices to ensure programs are accessible to and usable
 - Examples: websites, meeting agendas, online content
- » WCAG 2.0 AA (DOJ recognizes as best practice)
- » Section 508 of the Rehabilitation Act references WCAG 2.0

Alternate Means of Access to Public Programs

- ✔ Title II of the ADA does not necessarily require a public entity to make each of its existing facilities accessible to and usable by individuals with disabilities
- ✔ Programs must be accessible when viewed in their entirety
- ✔ Providing virtual access as an alternative for access to a program may eliminate the need for structural barrier removal
- ✔ Typically, the cost of designing an accessible website is less than the cost of removing architectural barriers



ADA Considerations

for Government

Why Does Digital Accessibility Matter?

- ① Websites deliver public services, programs, and activities
- ② Websites provide alternate means of access to public services, programs, and activities
- ③ ADA-title II prohibits discrimination against people with disabilities
- ④ It matters whether there are standards or not

Auxiliary Aids & Services to Provide Effective Communication

- Sign language, captions, assistive listening systems, VRI, CART
- Braille, large-print, audio recordings, tagged PDF files
- Screen-readable (text) content
- Sufficient visual contrast



The Difference Between Accessibility & Accommodation



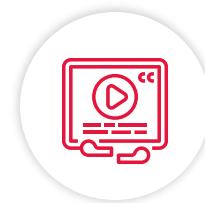
Virtual facilities
must be
(independently)
accessible



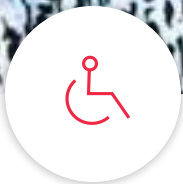
Accommodations
must be requested
(disclosure &
advance notice)



Streamed or
archived audio
content must be
captioned



Streamed or
archived video
content must be
described



Accessibility

and Resident Experience

Are Your 3rd Party Apps Accessible?



Outside apps — such as employment application forms — are covered by title I of the ADA (employers are responsible)



What's accessible today might not be tomorrow (software updates often damage accessibility)



Website accessibility is not a one-time project; like cyber security, it's an ongoing program



508 may require entities receiving federal funding to purchase accessible technology



Site structure, external applications, and owner uploaded content must be accessible

Social Media Sites are Typically not Inclusive



Navigation and many features of social media sites are often inaccessible to some people with disabilities



On social media sites: add/edit alternative text to pictures and add captions & description to videos



Alternative text must be meaningful



Automatically generated alt-text & captions are almost always *meaningless* — at best, inaccurate



Memes with scanned text are not accessible



Any content posted on social media by a public entity should *also* be duplicated on an accessible website

What Makes a Website Accessible?

WCAG 2.0 AA – 4 principles:

- ✓ Perceptable
- ✓ Operable
- ✓ Understandable
- ✓ Robust



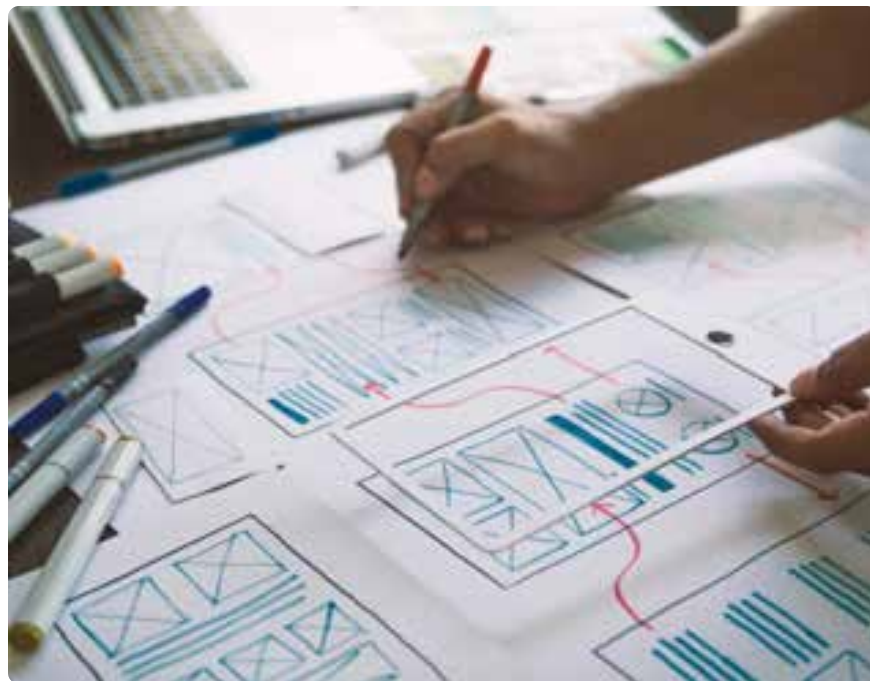
Is Your Website Navigable Without a Mouse?



- Technical criteria of WCAG
- Pass/fail
- Typical problems: missing form labels, contrast, missing text on links, etc.

What About Website Content?

- Untagged PDF files
- Images without alternative text
- How to create accessible documents and images
- How to make sure your links are accessible
 - Same window or new window?



Improving Civic Engagement for Disabled Residents



Become ADA Compliant by posting meeting:

- Agendas
- Notes
- Videos

Fixing Virtual Barriers

- How to fix global problems – templates & CSS
- Missing alt-tags or untagged PDFs – cannot be fixed globally



Digital Accessibility – Policies & Practices



- Gatekeepers
- Trained content creators

Specific ADA Content Required on Websites

- Public notice
- ADA coordinator
- Grievance procedure
- Sitemap (CA)





Digital Strategy

Building-in Intentionality

Beyond Buildings: Virtual Architecture



Create inclusive digital engagement by

- Using accessibility as a core part of your digital engagement design
- Providing services in an inclusive way, beyond just visual and hearing impairment

Inclusive Approach to Design

Vision

Color contrast

- WCAG success criteria

Site is properly responsive

- Text wraps so only one direction scrolling is required

Clickable elements clear

- Change in color, plus underlines added

Left justification of text

- Improved readability and tracking

Cognitive Abilities

Site navigation & search

- Consistently located on all page headers

Text hyperlinks underlined

- Clear indication that a piece of text is a clickable link

Top tasks displayed prominently

- Provide users with a list of the most likely activities they've come to the site to perform

Physical & Motor Skills

Large clickable elements

- WCAG criteria: target size for pointer inputs
- Homepage listings (e.g. news), make entire element clickable to support users who struggle with fine motor control

Note: Element sizes are reliant on how they're styled; ensure a sufficient size is used within the design.

City of San Antonio, TX

Problem: The city accumulated too much “UX Debt” on their custom-built site.

- Page / site sprawl
- Most sites weren't fully responsive
- Technical teams spending more time supporting rather than innovating

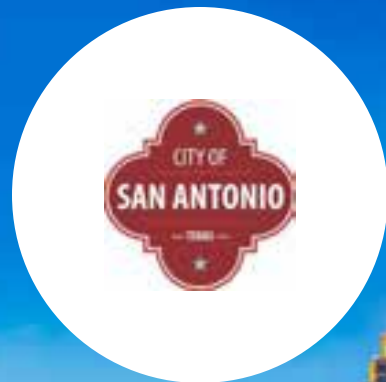
Results:



Accessibility score jumped from the mid 60s to the high 90s

12

Weeks spent re-platforming to Granicus



City & County of Denver, CO

Problem: City was plagued with accessibility issues and a fragmented approach to the resident experience.

- Site maintenance / creation fell on a small team
- 200+ content publishers lacked technical capabilities to easily create / manage content

Results:



Launched a new site in three months



Within 1-month of launch, team was saving 450-minutes/week

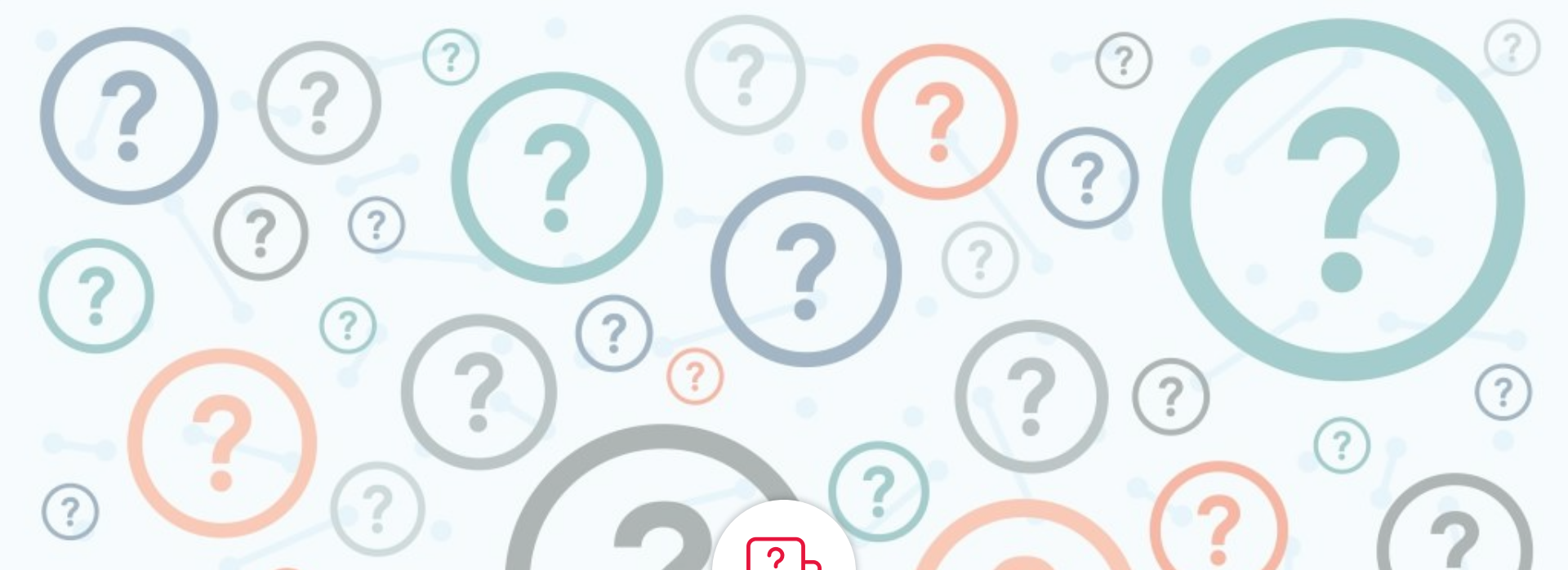


Commitment + Iteration

Continually work to consider & connect all by:

- Enabling staff to update inclusive assets such as websites
- Creating a continuous experience across the highest impact communications, website, service, meetings and agendas, emails, and SMS





Questions

We're here to help



Trusted by 6,000 governments



Granicus grant support program



Meet and exceed resident expectations



Improve agility in an ever-changing environment



Contact us

info@granicus.com

[granicus.com](https://www.granicus.com)





Thank You