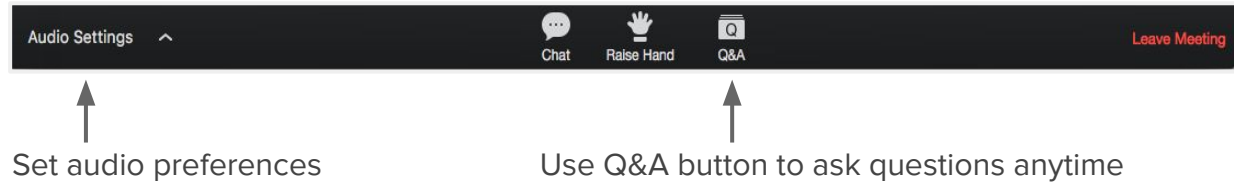


How Streamline can help with website accessibility

Please acquaint yourself with the Zoom toolbar while we wait for additional attendees to join:



STREAMLINE

Don't worry about taking notes, we'll send the recording later today.

Who we are

Streamline: 3 years, 270+ special district websites, 500+ local government agencies using our free compliance tools.

Digital Deployment: 15 years, 300+ websites for associations, nonprofits, and institutions.



Mac Clemmens



Sloane Dell'Orto



STREAMLINE



Michael R Dell Orto Station

EERS NEEDED

UMNE HILL F.D.

-or- Email: Chief@mckehillfire.com

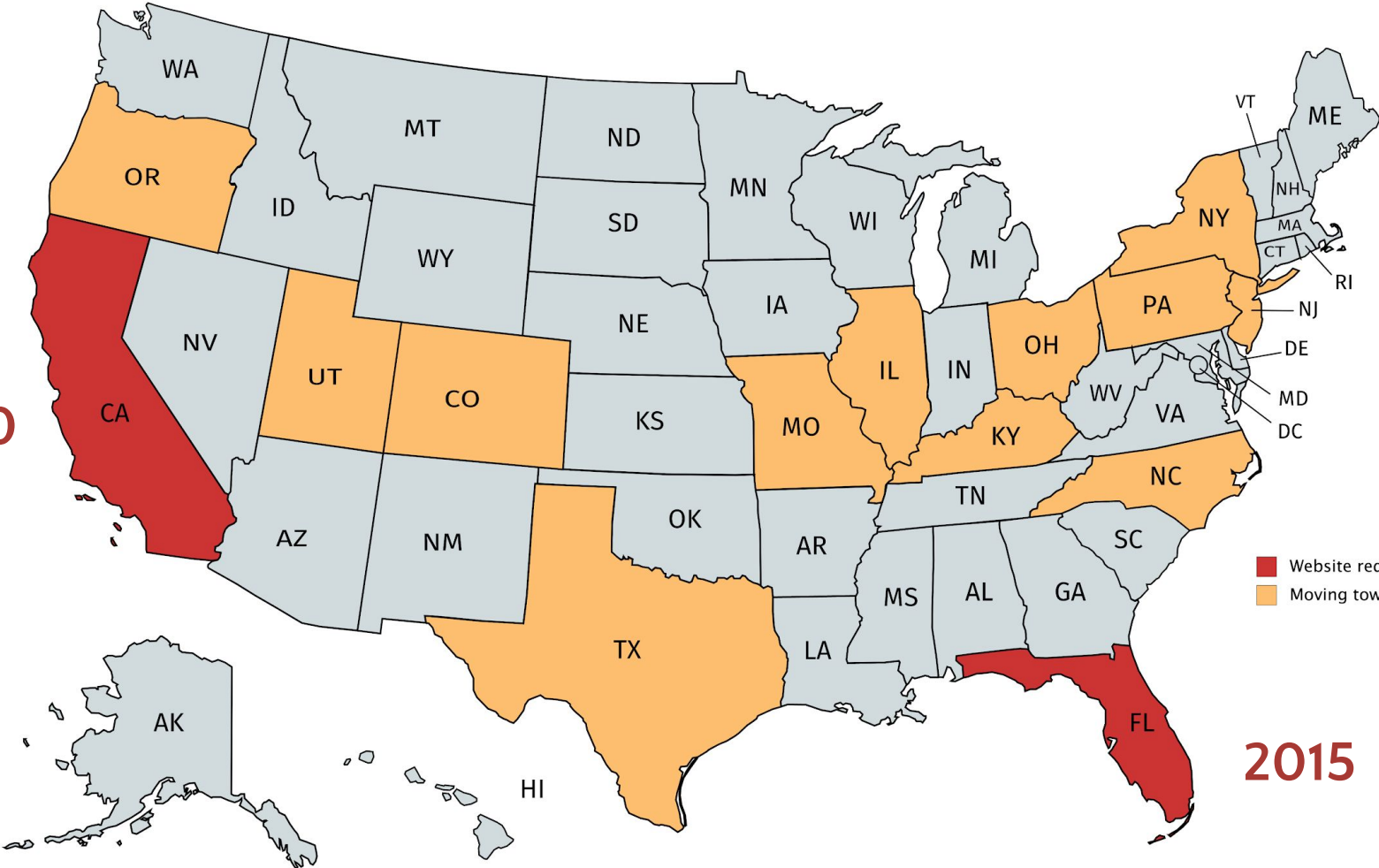
NO
PARKING
FIRE LANE
KEEP CLEAR
AT ALL TIMES



2020

2015

- Website required
- Moving toward requirement





What we'll cover today

1. How we got here
2. The impact on districts
3. What's coming in the next few webinars



How we
got here



How we got here

- Florida was the first to pass a transparency law that required having a website—with the most comprehensive posting requirements in the nation (~ 42)
- California's law goes into effect Jan. 2020 (5 posting requirements)



How we got here

- Florida went from < 25% of districts with websites to > 95% in less than one year
- California is facing the same situation this year



How we got here

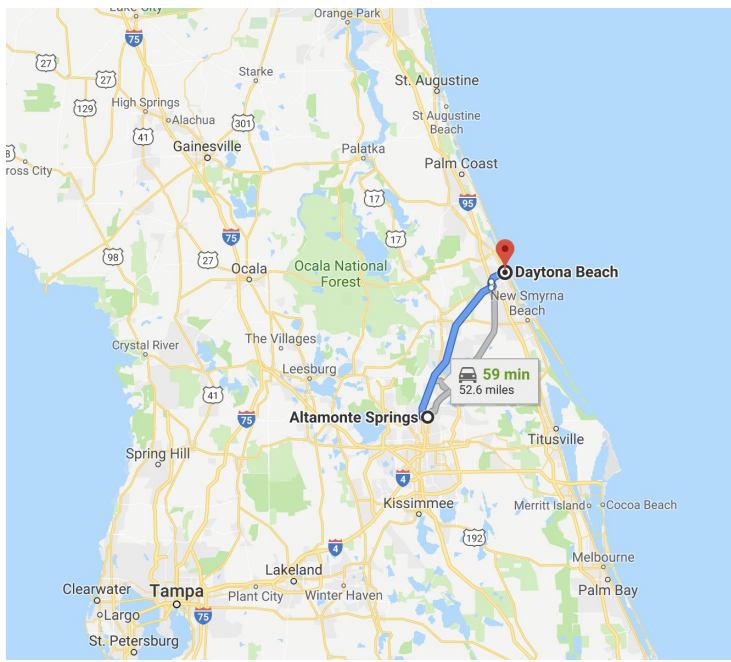
- ◉ Which makes us an easy target
 - Note that any local government agency can be sued for lack of accessibility; the states with website requirements are simply more obvious targets

A close-up, low-angle shot of a man with dark hair, wearing a dark suit, white shirt, and striped tie. He is looking upwards with a contemplative or emotional expression. A single tear is visible on his right cheek. The background is a blurred, warm-toned outdoor setting.

The impact on districts

A story of accessibility lawsuits

- In Florida, districts started getting sued after websites were required
 - Most using the same law firm:
Scott Dinin
 - Three plaintiffs are filing thousands of suits



Orlando Sentinel

For example, Daytona Beach resident Joel Price, who is legally blind, recently sent a letter to Altamonte Springs City Manager Frank Martz requesting that the city make available on its website budgets for the past four years and all City Commission agendas, along with backup material, **since 2015.**

“I depend on a screen reader to help me understand electronic documents,” Price wrote. “My screen reader would not work with your electronic documents.”

Miami resident Juan Carlos Gil, who is legally blind, has filed nearly 200 lawsuits in Florida and across the country accusing government agencies, restaurants and stores of violating the ADA by not taking steps to ensure that documents on their websites can be accessed by anyone's personal computers.



REQUEST FOR ACCOMMODATION

Dear Maria Waldrop;

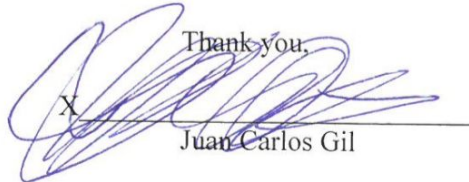
On 3/18/19 I went to your information site (the website www.itsmymaitland.org) trying to learn about the governmental functioning of Maitland, Florida through the documents you provide within your site.

I am legally blind, so I depend on a screen reader to help me understand electronic documents. My screen reader would not work with your electronic documents. I was specifically interested in documents related to the budget of the City of Maitland, Florida (electronic documents) for 2018, 2017, 2016 and 2015 and all City Commission agendas and back up material for year 2018, 2017 and 2016. Would you please make these documents accessible in your site so that they will work with screen readers?

I have visited www.itsmymaitland.org in the past and I continue to desire to visit www.itsmymaitland.org in order to become an active participant in the Maitland, Florida governmental process and to become informed about the programs, services and activities offered by Maitland, Florida as related to my intended future visits to Maitland, Florida.

Your site has many other electronic documents other than the specific ones which I have asked for above. In addition to the specific documents listed here, can you also make the other electronic documents within your site accessible so that they will work with screen readers so I don't have to take the steps to ask for each document in a mail request?

I appreciate your reply as soon as possible.

Thank you,

X
Juan Carlos Gil



Orange County soon will implement closed-captioning to comply with the ADA. (Orange TV website)

In a similar incident, the **Palm Beach County** Commission settled a lawsuit for \$15,000 with Miami resident Eddie Sierra, who is deaf, demanding that videos on the county's websites include closed-captioning.

● Not all are settling

Palm Beach County Sheriff Ric Bradshaw is fighting a suit filed by blind Miami resident, Andres Gomez, who claims the agency is violating the ADA because documents on its website aren't accessible to people like him. Over the years, Gomez has filed 425 ADA lawsuits.



In addition to mentioning Gomez's impressive litigation history, attorneys representing Bradshaw say Gomez has no reason to access the sheriff's website.

“Even assuming plaintiff were in Palm Beach County and needed police services, the website would not be the mechanism to obtain those services. Rather plaintiff would have to call 9-1-1.”

—Attorney Suhail Morales

“Plaintiff does not reside in Palm Beach County and, in fact, resides two counties away — in Miami-Dade County. Therefore, plaintiff is not eligible to receive police services from PBSO.

—Attorney Suhaill Morales

Gomez countered that he is considering moving to the county and wants to know whether it is safe to do so. Not allowing him to access the information is demeaning, he said.

The Palm Beach Post

● Settling vs. going to trial

- ◎ **Who gets the money when you settle?**
 - Settlement examples
 - **\$2,500** ea. in group settlement for 23 CDDs
 - **\$9,500** Palm Beach County Clerk / Comptroller
 - **\$15,000** Boca Raton School Board
- ◎ Remediation isn't always required (but you can get sued...again)



- Sued under Title III
- \$109,000 for attorney fees and court costs
- Had spent \$9M on website
- Will cost between \$37,000 – \$250,000 to remediate
- **No Title II rulings yet**



Causes of suits

1. Actual website pages fail compliance
2. Documents (PDFs) not properly tagged
3. Audio/video without closed captioning

How many sites are actually compliant?

- ⦿ We have no idea
- ⦿ We do know of one site that is not...



How many sites are actually compliant?

FloridaJobs.com

Accessibility Review

Export Format: PDF Report to Export: All Get File

Accessibility Review (Guidelines: WCAG 2.0 (Level AA))

Known Problems (7) Likely Problems (0) Potential Problems (695) HTML Validation CSS Validation

1.1 Text Alternatives: Provide text alternatives for any non-text content

Success Criteria 1.1.1 Non-text Content (A)

Check 58: Image used for input element is missing Alt text.

Repair: Add an alt attribute that describes the image to input element.

Line 56, Column 25:

```
<input type="image" name="ctl00$btnSearchSubmit" id="btnSearchSubmit" class="searchButton" text="Sea ...
```

1.3 Adaptable: Create content that can be presented in different ways (for example simpler layout) without losing information or structure.

Success Criteria 1.3.1 Info and Relationships (A)

Check 57: input element, type of "text", missing an associated label.

Repair: Add a label element that surrounds the control's label. Set the for attribute on the label element to the same value as the id attribute of the control. And/or add a title attribute to the input element. And/or create a label element that contains the input element.

Line 55, Column 25:

```
<input name="ctl00$txtSearch" type="text" id="txtSearch" class="searchBox" placeholder="Search this ...
```

7 known accessibility problems

How many sites are actually compliant?

- ⦿ The web doesn't stay static, so even if requirements don't change (as they did Jan. 2018), content does



Accessibility



Why is accessibility important?

- **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 (15 - 20% of the population has a disability that may affect their ability to get the information they need from your site)
- **Increases search engine optimization / findability**
- **Legality:** government agencies are required by law, or board decree, to meet a certain level of website accessibility



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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 mouse, 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...



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What does accessibility cover?

- Font colors and contrast (low vision, color blind)
- Text alternatives for any non-text content so that it can be changed into other forms (braille or screen readers)
- Labels on form fields so a visitor knows what each field is for
- Captions on videos (especially meetings!)
- It also applies to PDFs



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Common pitfalls

- No closed captions on video/audio files
- Not having accessible PDFs / documents
- Not having ALT tags for images
- Lack of labels on form fields
- Color contrast
- Not having a mobile-responsive site
- Non-semantic HTML

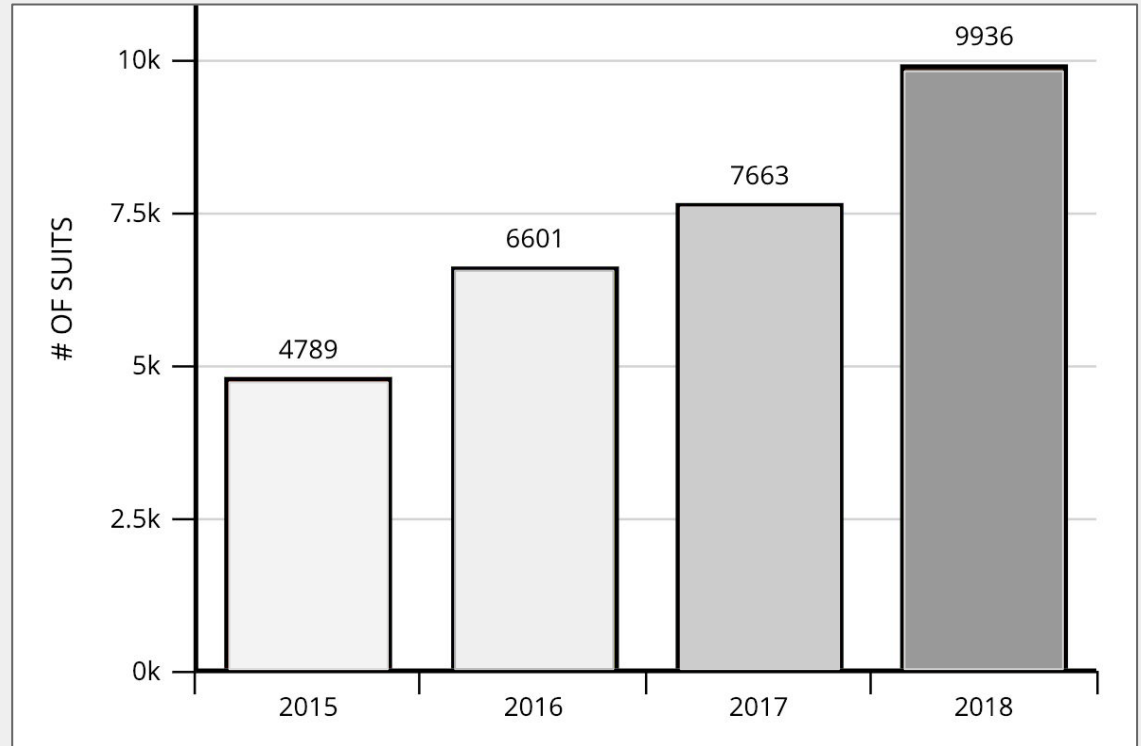
Getting sued can be very, very expensive



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SECTION 508 LAWSUITS

(This is a count of all suits in the US, not just local government)





Don't panic

Compliant websites are required, but the basics aren't that hard...

Week two

Next week, we'll go over how to test for website accessibility and the actual requirements you need to comply with

Week three

In the last week, we'll show you how to make accessible PDFs (documents) and what to consider for video and audio files

Questions?

www.getstreamline.com
sloane@getstreamline.com
(916) 900-6619

See you next week!



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