Digital Accessibility: Best Practices For Inclusive Technology

will begin at 2 pm ET

Audio and Visual are provided through the on-line webinar system. This session is closed captioned. Individuals may also listen via telephone by dialing 1-857-232-0476 Access Code: 368564 This is **not** a toll-free number.

About Your Hosts…

- TransCen, Inc.
  - Mission Statement: Improving lives of people with disabilities through meaningful work and community inclusion
- Mid-Atlantic ADA Center, a project of TransCen, Inc.
  - Funded by National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR), Administration for Community Living, U.S. Department of Health and Human Services

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Listening to the Webinar

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- Control the audio broadcast via the AUDIO & VIDEO panel

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Listening to the Webinar (cont.)

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Captioning

Real-time captioning is provided; open the window by selecting the "CC" icon in the AUDIO & VIDEO panel

- You can move and re-size the captioning window.
- Within the window you change the font size, and save the transcript


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Submitting Questions

- **In the webinar platform:**
  - You may type and submit questions in the CHAT area text box or press Control-M and enter text in the CHAT area; your questions and comments will only be visible by session moderators
  - If you are connected via a mobile device you may submit questions in the CHAT area within the app

- Questions may also be emailed to**: ADAtraining@transcen.org**

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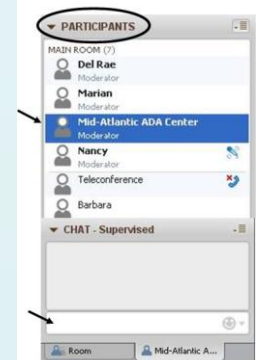
Customizing Your View

- Resize the whiteboard where the presentation slides are shown to make it smaller or larger by choosing from the drop down menu located above and to the left of the whiteboard; the default is "fit page"

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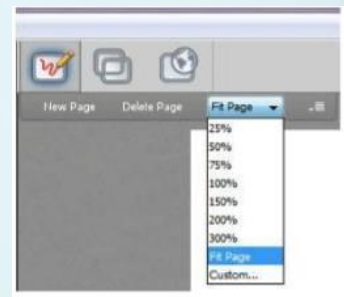
Customize Your View continued

- Resize/Reposition the CHAT, PARTICIPANT, and AUDIO & VIDEO panels by "detaching" and using your mouse to reposition or "stretch/shrink"

  - Each panel may be detached using the ☰ icon in the upper right corner of each panel

Technical Assistance

If you experience technical difficulties
- Use the CHAT panel to let us know
- E-mail ADAtraining@transcen.org
- Call 301-217-0124

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Archive

- This webinar is being recorded and can be accessed within a few weeks
- You will receive an email with information on accessing the archive

Requests for Certificate of Participation

- Please consult the reminder email you received about this session for instructions on obtaining a certificate of participation for this webinar.

- **You will need to listen for the continuing education code which will be announced at the conclusion of this session.**

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Digital Accessibility: Best Practices For Inclusive Technology
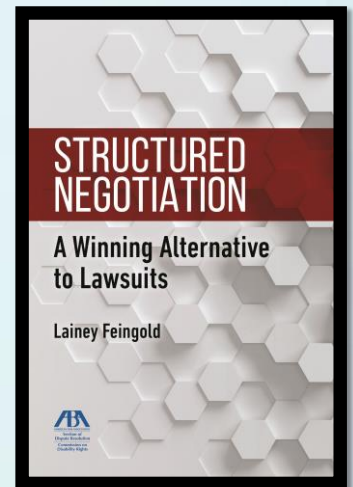
Lainey Finegold

Disability Rights Lawyer who focuses on digital accessibility, an author, and an international Speaker.

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About your speaker

- Structured Negotiation – the work
- Structured Negotiation – the book
- Legal Update-er

STRUCTURED NEGOTIATION

A Winning Alternative to Lawsuits

Lainey Feingold

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Fine Print

LFLegal.com
Legal Updates
Not Legal Advice

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Basic Terms

- What is a11y?

- Disabled People / People with Disabilities

What is Digital?

- Websites
- Mobile Apps
- Kiosks
- Electronic documents
- Books
- Platforms

What is Digital Accessibility?

- Quality of technology that allows disabled people to
  - Find and read content
  - Interact with content
  - Navigate
  - Create
- Independently and with ease

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"The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect."

Sir Tim Berners-Lee, founder of the web

First Principles

Accessibility is about people

People are….

- Users
- Clients
- Students
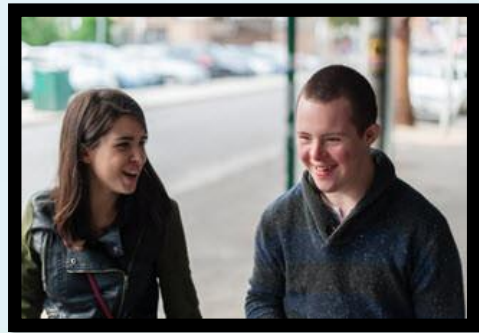- Employees
- Customers
- Patients
- Citizens
- …AND????

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Accessibility is….

A civil right of disabled people

WHY?

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With Accessibility. . . .

- Participation
- **In**clusion
- Equality

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No Accessibility?

- Left out
- **Ex**clusion
- Discrimination

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A11y is Right to information

- Education
- Transit
- Voting
- Services
- Finance

- Healthcare
- Retail
- Employment
- Community
- Sports

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Right to participate in

- Education
- Private Sector
- Public Sector
- Social community
- Employment

Accessibility is also…..

- Confidentiality
- Security
- Privacy

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(some) Barriers to Access

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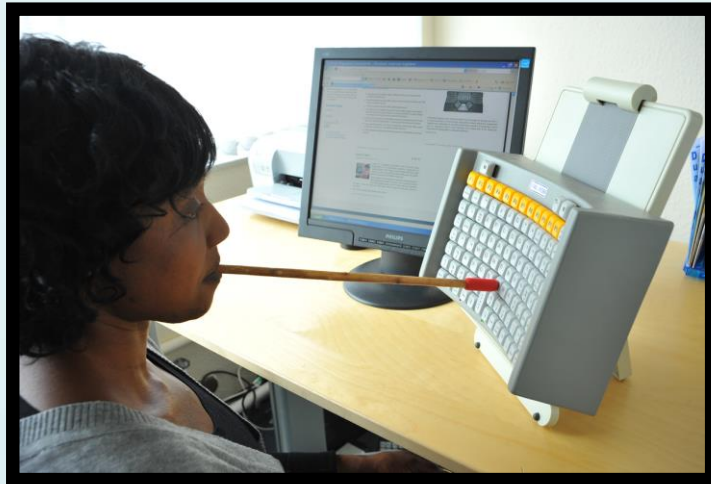# Barriers to People who Cannot Hear

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Barriers to People who Cannot See

- Pictures with no alt text
- No audio description
- Color (only) to convey meaning
- Need a mouse
- Poor Coding

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Barriers to People who Cannot Hold a Mouse

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Barriers to People with Cognitive and other Disabilities

- Lack of control
- Too much noise
- Not enough white space
- Lack of clarity
- Too many links

Where Does the Law Fit In?

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In your pocket

- How do we **talk about the law**?
- How can the law help you **do your job**?
- Can we **shift** from fear to motivation?

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Legal Math for Access

Foundation (Laws and Regulations)

+

Advocates (Who)

+

Strategies (How)
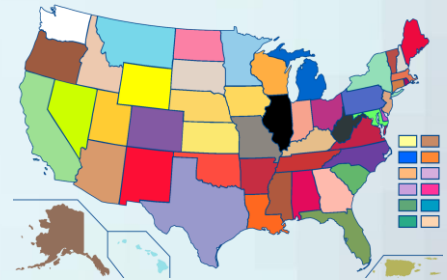

Access Wins

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Legal Foundation Supports Access

State / Local Laws

- State funded IT
- State procurement IT
- State anti-discrimination laws
- Local laws
- Higher Ed tech laws

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Federal Laws and Policies

- ADA
  - Public Sector
  - Private Sector
  - Employment
- Federally funded (504)

- Federal employment (501 and 503)
- Federal Procurement (508)
- Airline disability law

ADA Web Regulations?

No Web Regs?
No Excuses

Web Regs are Dead
ADA is Alive + Well

Foundation is Global

- **You** are part of a **global** movement
- CRPD
- W3C WAI site
    http://bit.ly/WAI-international
- LFLegal website
  http://bit.ly/LF-global

Legal Math for Access

Foundation (Laws and Regulations)

+

Advocates (Who)

+

Strategies (How)

Access Wins

Without Advocates….

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Without Strategies….

Strategies for Enforcement

Advocate's Toolbox

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Legal Strategies

- Lawsuits
    - Federal court
    - State court
- Federal Agency Complaints
- Structured Negotiation

Strategy #1

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Lawsuits - Foundational

Recent Wins

- Winn-Dixie
- Hobby-Lobby
- Blue Apron
- Blick Art Materials
- 5 Guys
- CVS
- Dave & Busters

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Recent Loss

▪Domino's Pizza

And more coming . . . .

X   8

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And more . . . .

X   30

Lots of Lawsuits

Big Picture #1

▪**Some Courts**: Need connection to physical place

▪**Other Courts**: No you don't

Big Picture #2

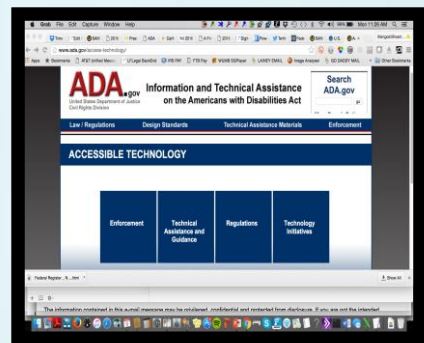- Don't be **distracted** by court losses

- Legal road leads to access

Spend Money on Access – Not on Lawyers

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Strategy #2

Gov't Agency Activity

- DOJ
- State Attorney Generals
- Dept. of Ed
- FCC

Ada.gov/access-technology

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- City and County of Denver
  1-8-18

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2000 and counting…

- Department of Ed Complaints
- Web Access
- K-12 and Higher Ed
- State Departments of Education

Strategy #3

Structured Negotiation

More Structured Negotiation Win-Wins!

Legal Math for Access

Foundation (Laws and Regulations)

+

Advocates (Who)

+

Strategies (How)

Access Wins

Good Strategies Make Access Stick

Best Practices….

▪Web and Mobile ++

▪WCAG 2.0 AA

▪Web Accessibility Coordinator- **where?**

▪Independent consultant – **who?**

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Best Practices…Higher Ed

- Technology Audit, fix
- Web + apps (video!)
- Library Systems
- Course Materials / LMS
- Training
- Accessibility Tech Coordinator in IT Dept

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Best Practices…. Training

- Who
- What
- By Whom
- Check it out….

Best Practices....Accessibility Policy

- Application
- Who
- What is accessibility standard

- Where does the buck stop
- Customer Service protocols
  - Contact
  - Escalation

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▪Best Practices…. Homepage AIP

▪http://bit.ly/AIPage
▪Contact Information
▪Commitment

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Best Practices…. More

- Add to performance evaluations
- Use a testing tool
- Usability Testing
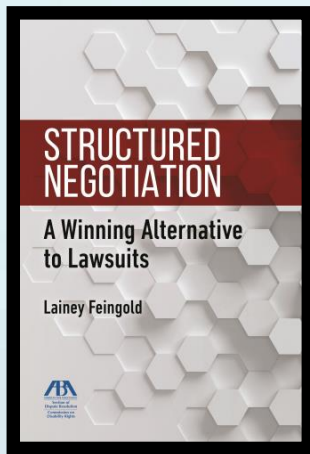- Vendor Contracts (**specificity**)!

Best Practices….Culture!

Best Practices = Results for….

- Students
- Shoppers
- Patients
- Customers
- Tax payers
- Investors

- Employees and applicants
- Fans
- Citizens
- Diners
- Home owners
- Lawyers and clients

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Want more law?

- Higher Ed Updates:
  http://bit.ly/HigherEda11y

- Lainey's A11y Legal Updates:
  http://LFLegal.com/contact

- Seyfarth ADA Blog:
  http://www.adatitleiii.com/

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LFLegal.com/book

- Stories!
- Strategies!
- A11y!
- LFLEGAL20 (thru 1-25) at shopaba.org

Stay In Touch

- @LFLegal
- LFLegal.com/contact
- LF@LFLegal.com
- Website has: updates, settlements, media, webinars

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Certificate of Participation Code:

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Thank You!

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Telephone: **301-217-0124**
ADAinfo@transcen.org
www.ADAinfo.org

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