

WEBSITE

BOOTCAMP

A better site with very little sweat



STREAMLINE

How to engage

Audio Settings: to set speaker preferences.

Use the Q&A button to ask questions at any time.

Raise your hand if you have any problems.

Don't worry about taking notes.



Audio Settings ^



Chat



Raise Hand



Q&A

Leave Meeting



This is us.

Sloane Dell'Orto

Mac Clemmens

Streamline:

3 years, 190
special district
websites, 500+
local government
agencies using our
free compliance
tools.

Digital

Deployment:

14 years, 300+
websites for
associations,
nonprofits, and
institutions.



STREAMLINE

Welcome!



Mac Clemmens



Sloane Dell'Orto



STREAMLINE

Why bother?

- Promote your district / educate the public, media (and sometimes the legislature)
- Provide better, more efficient customer service
- Be transparent
- To be compliant with state mandates
- What else?



Week 7: Accessibility

Introduction to Section 508

Why it matters

Cost of non-compliance

Tools and resources for testing

Section 508: what it means for special districts

Mac Clemmens | Sloane Dell'Orto



STREAMLINE

What we'll cover

1. Why is accessibility important?
2. What is Section 508 / WCAG 2.0 AA
3. Understanding the new requirements in detail
4. How to check



Why is Accessibility Important?



View at [youtube.com/watch?v=20SHvU2PKsM](https://www.youtube.com/watch?v=20SHvU2PKsM)



What is Section 508?

What is Section 508?

- ✓ Technically part of the US Rehabilitation Act but referenced by the Americans With Disabilities Act (ADA).
- ✓ Requires public organizations to follow web accessibility guidelines (among other things).
- ✓ Private organizations, while not technically required, also face liability if inaccessible.

What is WCAG 2.1 AA?

- ✓ Web Content Accessibility Guidelines (WCAG) 2.0 were developed by the World Wide Web Consortium (W3C)—an international community that develops open standards to ensure the long-term growth of the Web.
- ✓ Standards range from:
level A (lowest) to **level AAA** (highest)
AA is the new requirement.

Jan 18th 2018 Deadline

- ✓ Section 508 starts using WCAG 2.1 AA
- ✓ Only applies to sites built after this date.
- ✓ Section 508 original guidelines still apply to existing sites.
- ✓ We are only going to cover WCAG 2.1 AA, but we will show you how to perform a 508 scan, too.



The requirements, in detail

1.1 – Text Alternatives

- ✓ Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.

The Lady of Shalott

A poem by Alfred Lord Tennyson.



About this painting.

Full recitation of Alfred, Lord Tennyson's poem.

The Lady of Shalott

A poem by Alfred Lord Tennyson.

Painting of a woman in a white flowing dress, sitting in a small boat.

About this painting.

Full recitation of Alfred, Lord Tennyson's poem.

Manage Content

Pages

Images

Search by filename

firefighting.jpeg



✓ May contain: human, person...

airplane-buildings.jpg

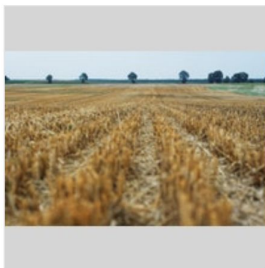


✓ May contain: building, office...

Edit Image Alt-text

Save

×

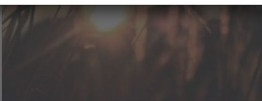


Alternative text (alt-text) provides a textual representation of images for visually impaired users. Please provide a specific and succinct description of the image below.

[Show examples](#)

Alt-text

Dry grass can be a fire hazard|

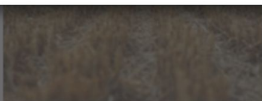


✓ May contain: light, flare, gras...

airplane-wing.jpg



✓ May contain: transportation, ...

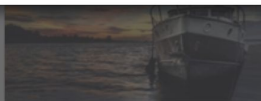


✓ Dry grass can be a fire hazard

firefighters.jpeg



✓ May contain: human, person...



✓ May contain: boat, vehicle, tr...

fire-hydrant.jpg



✓ May contain: fire hydrant and...



✓ May contain: plant, tree, natu...

fire-burned-trees.jpg



✓ May contain: nature, outdoor...

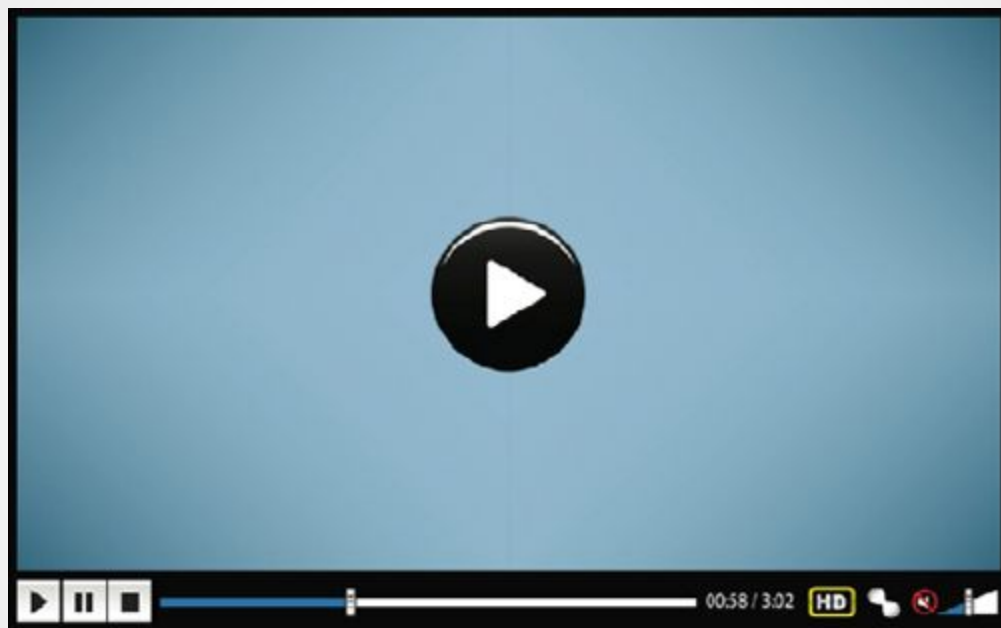
1.1 – Text Alternatives Exceptions

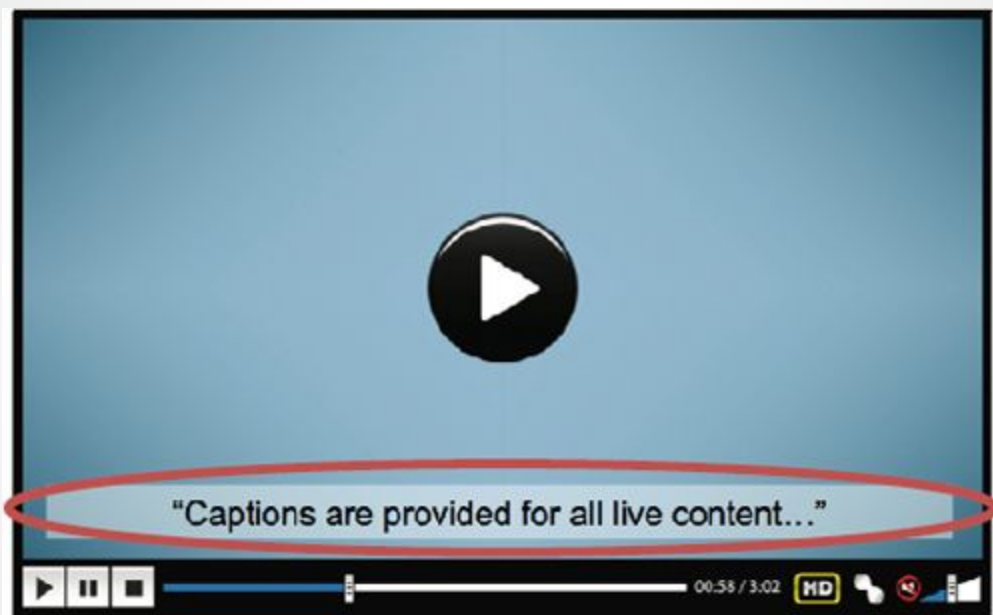
- ✓ Controls, Input
- ✓ Time-Based Media
- ✓ Tests
- ✓ Sensory
- ✓ CAPTCHAs
- ✓ Decoration, Formatting, Invisible

1.2 – Time-based Media

Provide alternatives for time-based media.

- Provide captions for live and pre-recorded audio
- Applies to audio and video, except when the audio or video is a media alternative for text and is clearly labeled as such.
- Audio description track if something more than a talking head video (e.g. Olympics)







[Click here to listen to the audio version of this video](#)

Mr Gary Szeto

Hearing Impaired

Many video clips on the Internet
do not provide subtitles.

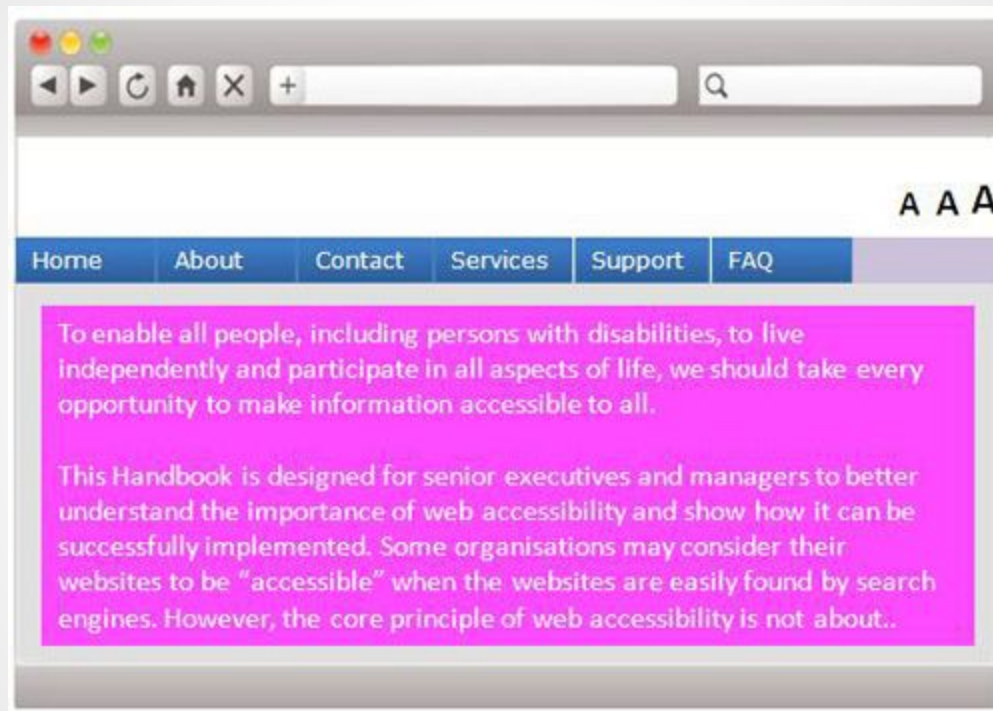


1.3 – Adaptable

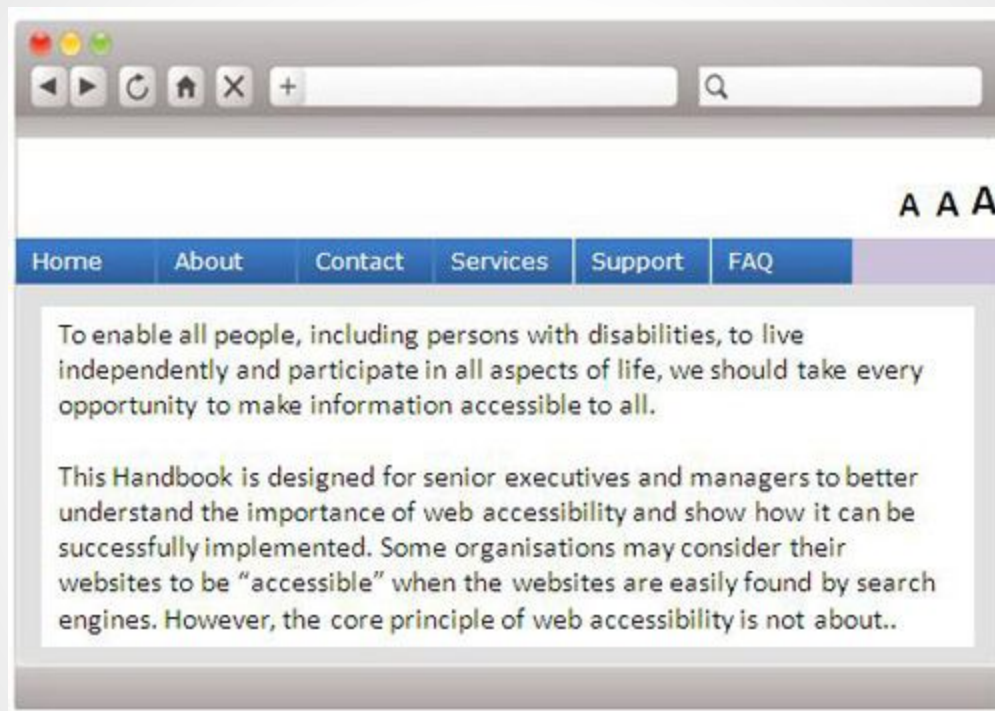
- ✓ Create content that can be presented in different ways (for example simpler layout) without losing information or structure.
- ✓ What this means: don't mess with your content to make it look different than it should

1.4 – Distinguishable

- ✓ Make it easier for users to see and hear content including separating foreground from background.
- ✓ Add audio controls with ability to change volume
- ✓ Sufficient contrast (except large text, decoration, or part of a logo)
- ✓ Resizable text (G124 says it's OK to just use browser zoom)
- ✓ No images of text



Fail



Pass

[Introduction to Web Accessibility](#)[WebAIM Training](#)

Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker

Foreground Color



Lightness



Background Color



Lightness



Contrast Ratio

8.86:1

[permalink](#)



Related Resources

- [Quick Reference: Testing Web Content for Accessibility](#)
- [Constructing a POUR Website](#)
- [Web Accessibility for Designers](#)
- [Links having a 3:1 Contrast Ratio with Surrounding Text \[W3C\]](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.



SERVICES



Job Openings

We're hiring! All jobs are open to any candidate regardless of race, color, religion, gender, nationality, sexual orientation or sleep schedule.

- [Office Manager](#)
- [Customer Success Manager](#)

[READ MORE »](#)



MEETINGS



Prop 218 Notice of Rate Increase

Per Proposition 218 requirements, the Acme Municipal Utility District hereby offers notice of an upcoming hearing to consider a possible rate increase for the 2018-2019 fiscal year. The public is..

[READ MORE »](#)



STAFF



FOLLOW US



Upcoming Events

When we do things, we post about them on our website so that you can decide to come do things too.

- [Oct 20 Fundraiser](#)
- [Jul 5 Sloane's Birthday](#)

[READ MORE »](#)



Fail



SERVICES



Job Openings

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STAFF



FOLLOW US



Upcoming Events

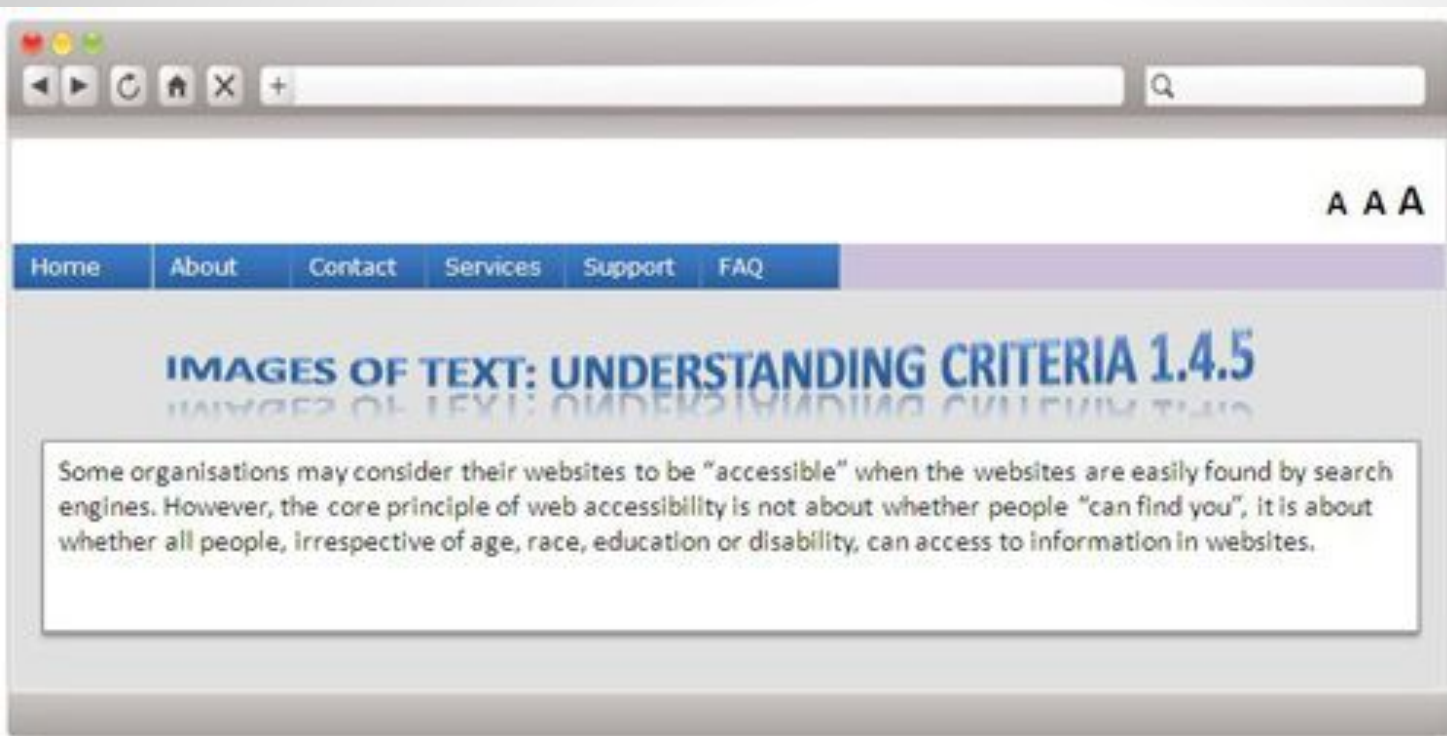
When we do things, we post about them on our website so that you can decide to come do things too.

- [Oct 20 Fundraiser](#)
- [Jul 5 Sloane's Birthday](#)

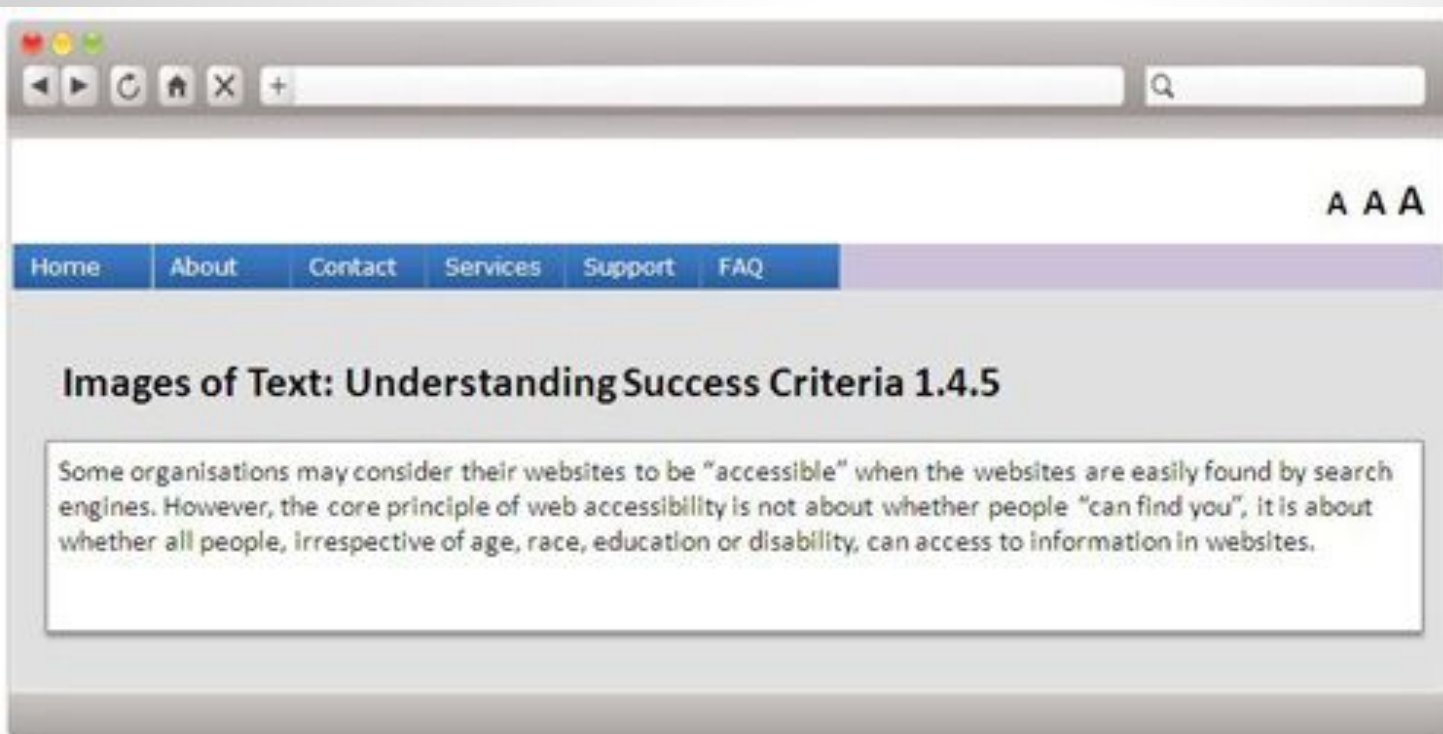
[READ MORE »](#)



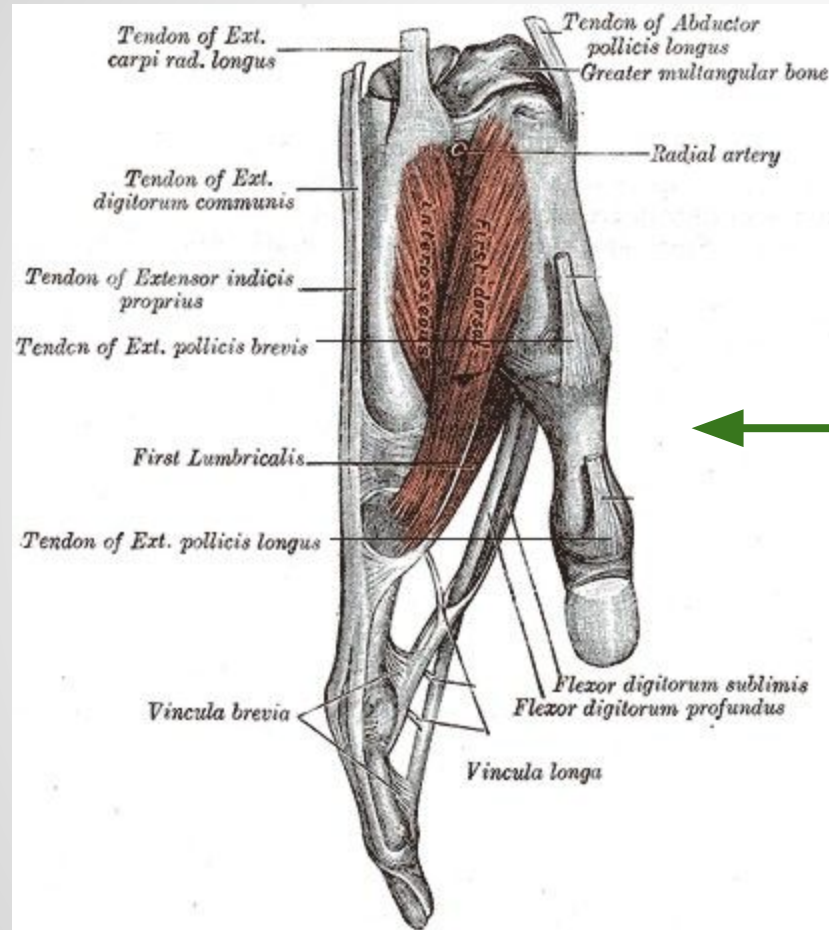
Pass



Fail

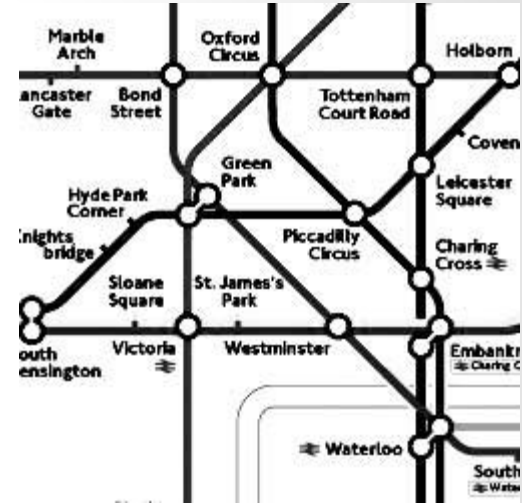


← Pass



OK

Sometimes
images with
text are
necessary.



Be careful when relying on color. Never rely only on color to convey meaning.

The meetings in red
have been canceled:

Jan 3, 2018

Feb 7, 2018

Mar 10, 2018

Apr 2, 2018



Don't
do this

Never rely solely on color to convey meaning.

The meetings in red
have been canceled:

Jan 3, 2018

Feb 7, 2018 (cancelled)

Mar 10, 2018

Apr 2, 2018



Do this
instead.

Never rely solely on color to convey meaning.

2.1 – Keyboard Accessible

- Make all functionality available from a keyboard.
- This is probably the easiest to try out for yourself. Can you use your website without a mouse? (using the tab, space, and arrow keys.)
 - Try to go to your [homepage](#), visit your contact page, and fill out a form to contact someone or perform some other normal business function.
- Don't have traps that a user cannot exit, (like a map on the contact page) and if you do, explain how to exit.

2.2 – Enough Time

- Provide users enough time to read and use content.
- If you have timers, allow them to be turned off or adjusted.
 - Exceptions: real-time auctions, essential activities, or 20 hours+ time limits
- For moving, blinking, auto-updating information (like a carousel), allow a user a way to pause it

2.3 – Seizures

- Do not design content in a way that is known to cause seizures.
 - No more than three blinks in a one second period
 - Especially with the color red

2.4 – Navigable

- Provide ways to help users navigate, find content, and determine where they are.
- Users are able to skip blocks of repeated information with their screenreader. (Skip to nav link or ARIA landmark)
- Follow good structure (use headings appropriately)
- Make sure your tab order is correct
- Make sure your links make sense in context and be careful with “read more” or other generic links.



Monterey County Regional Fire District

[Contact Us](#)[Go!](#)[Home](#)[What We Do ▾](#)[Backyard Burning](#)[Governing our District ▾](#)[Contact Us](#)[Employment](#)[Administration](#)[Board of Directors](#)[Board Meetings](#)[Transparency](#)

Residential Fire Prevention

Wildfire Season in California is nearly year-round - are you ready? For some tips on how to prepare your home for the threat of fire, watch the Ready! Set! Go! video on this page.

[ABOUT US](#)[TWITTER](#)[FREQUENTLY ASKED QUESTIONS](#)

3.1 – Readable

- Make text content readable and understandable.
- Set the language of your page and for page parts if you have an alternative language.

3.2 – Predictable

- Make Web pages appear and operate in predictable ways.
- Use an industry-standard content management system
- Be careful with homegrown systems
- Don't let the way a disabled user navigates the site trigger some kind of action (such as navigating a form element)
- Have a consistent navigation and consistent website identity

3.3 – Input Assistance

- Help users avoid and correct mistakes.
- Identify errors in form inputs in an industry-standard way
- Add labels and instructions on form elements that are properly attached to the elements they relate to.
- Offer suggested corrections, when appropriate.
- For legal, financial, or important data, allow submissions to be reversible, checked against existing data (to allow the user the opportunity to correct it) and add a confirmation page to review the submission.

4.1 – Compatible

- Maximize compatibility with current and future user agents, including assistive technologies.
- Make sure your site follows good HTML markup practices (W3C guidelines for HTML5, etc.)
- Make sure your site adds ARIA (Accessible Rich Internet Application) labels.

Beyond WCAG 2.1 **AA** to **AAA**

1.2.6 Sign Language (Prerecorded)

1.2.7 Extended Audio Description (Prerecorded)

1.2.8 Media Alternative (Prerecorded)

1.2.9 Audio-only (Live)

1.4.6 Contrast (Enhanced)

1.4.7 Low or No Background Audio

1.4.8 Visual Presentation

1.4.9 Images of Text (No Exception)

2.1.3 Keyboard (No Exception)

2.2.3 No Timing

2.2.4 Interruptions

2.2.5 Re-authenticating

2.3.2 Three Flashes

2.4.8 Location

2.4.9 Link Purpose (Link Only)

2.4.10 Section Headings

3.1.3 Unusual Words

3.1.4 Abbreviations

3.1.5 Reading Level

3.1.6 Pronunciation

3.2.5 Change on Request

3.3.5 Help and 3.3.6 Error Prevention (All)



How to check

Try a tool

- Note that tools cannot perfectly evaluate your accessibility
- However, they do imply a reasonable effort to comply
- There are many tools and services out there

Today we'll use *achecker.ca*

Step 1: Visit achecker.ca

[Login](#) [Register](#)

Web Accessibility Checker

ACHECKER®

 [Web Accessibility Checker](#)

Check Accessibility By:

Web Page URL **HTML File Upload** **Paste HTML Markup**

Address:

[Check It](#)

► [Options](#)



Welcome to AChecker. This tool checks single HTML pages for conformance with accessibility standards to ensure the content can be accessed by everyone. See the Handbook link to the upper right for more about the Web Accessibility Checker.

Translate to **English** | [German](#) | [Italiano](#)

Web site engine's code is copyright © 2011

Step 2: enter URL and choose test type

Check Accessibility By:

Web Page URL **HTML File Upload** **Paste HTML Markup**

Address:

▼ **Options**

☐ Enable HTML Validator ☐ Enable CSS Validator ☐ Show Source

Guidelines to Check Against

☐ BITV 1.0 (Level 2) ☐ Section 508 ☐ Stanca Act

☐ WCAG 1.0 (Level A) ☐ WCAG 1.0 (Level AA) ☐ WCAG 1.0 (Level AAA)

☐ WCAG 2.0 (Level A) ☒ WCAG 2.0 (Level AA) ☐ WCAG 2.0 (Level AAA)

Report Format

☒ View by Guideline ☐ View by Line Number

WCAG 2.0 AA:
New/Current Standards

Section 508:
Standards before Jan
18, 2018

Step 3: evaluate results

Accessibility Review

Accessibility Review (Guidelines: [WCAG 2.0 \(Level AA\)](#))

Export Format: PDF Report to Export: All [Get File](#)

Known Problems(0) Likely Problems (0) Potential Problems (166) HTML Validation CSS Validation

 **Congratulations! No known problems.**

Step 4: what to do if there are errors

Accessibility Review

Accessibility Review (Guidelines: [WCAG 2.0 \(Level AA\)](#))

Export Format: Report to Export:

Known Problems(21)

Likely Problems (0)

Potential Problems (521)

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 7: [Image used as anchor is missing valid Alt text.](#)

Repair: Add Alt text that identifies the purpose or function of the image.

❌ **Line 267, Column 122:**

```
<img src="/sites/main/files/imagecache/hero/main-images/ddhome.jpg" alt="" title="" width="1920" he ...
```



Most Common Pitfalls

- ✓ Color contrast
- ✓ Not having ALT tags for images
- ✓ Labels on forms
- ✓ Not using closed captions on video/audio files
- ✓ Not having a mobile-responsive site
- ✓ Non-semantic HTML (common with homegrown systems)

Final Thoughts

- ✓ Remember, accessibility goes beyond your website.
- ✓ Accessibility applies to PDFs, videos, and other content, too.
- ✓ Reasonable effort counts.
- ✓ Take quick action if you receive an accessibility complaint. Most issues are politely resolved.
- ✓ Consider adding a page about your accessibility policies and contact information on your site.



Week 8: Site analytics

Introduction to Google Analytics

Basic reporting

Other resources

Questions?

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

Next week: Google Analytics



STREAMLINE