

S | D | A | O

Is Your Website ADA Compliant?

(and tips for those pesky PDFs!)

With live demos
and examples!



Mac Clemmens
Streamline

What we'll cover



what

What is ADA Compliance?

ADA, Office of Civil Rights, and the DOJ

why


Why it matters

And how it affects members of your community

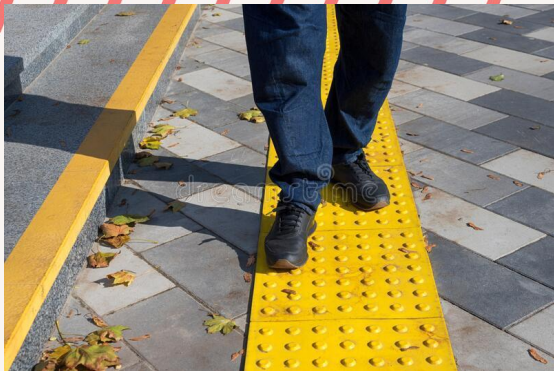
how

10 steps to get compliant

Tools to check your district & policies to protect you



What comes to
mind when you
hear the word
“accessibility?”





Pop quiz!

Why is accessibility important?

Social responsibility: providing accessible services for individuals with disabilities is the right thing to do!

- ? of the population has a physical or mental disability that may affect their ability to get the information they need from your site.
- Disabilities can be physical (vision, motor) or even cognitive.

Good business: Increases the ability for search engines to find / index your site.

Legality: it's not just for federal agencies!



Why is accessibility important?

Social responsibility: providing accessible services for individuals with disabilities is the right thing to do!

- 15 - 20% of the population has a physical or mental disability that may affect their ability to get the information they need from your site.
- Disabilities can be physical (vision, motor) or even cognitive.



Good business: Increases the ability for search engines to find / index your site.


Legality: it's not just for federal agencies!





How does someone with a disability:

1. Read about an evacuation notice or service outage?
 2. Report an issue with a playground?
 3. Request a book rental?
 4. Contact the district?
 5. Check the tax rates?
 6. See how to dispose of hazardous materials?
 7. Read your most recent agenda?
 8. Make a donation to your volunteer department?
- 
- 



What does
"accessible"
mean?

What does “accessible” 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, braille readers, browser zoom, etc...

BAD

GOOD
CONTRAST


BAD

BAD

What it's like to use
a screen reader to
surf the web...



What becomes possible
when technology *is*
accessible...



Accessibility

The Greatest



Legal foundations for website accessibility

WCAG 2.1 AA Guidelines

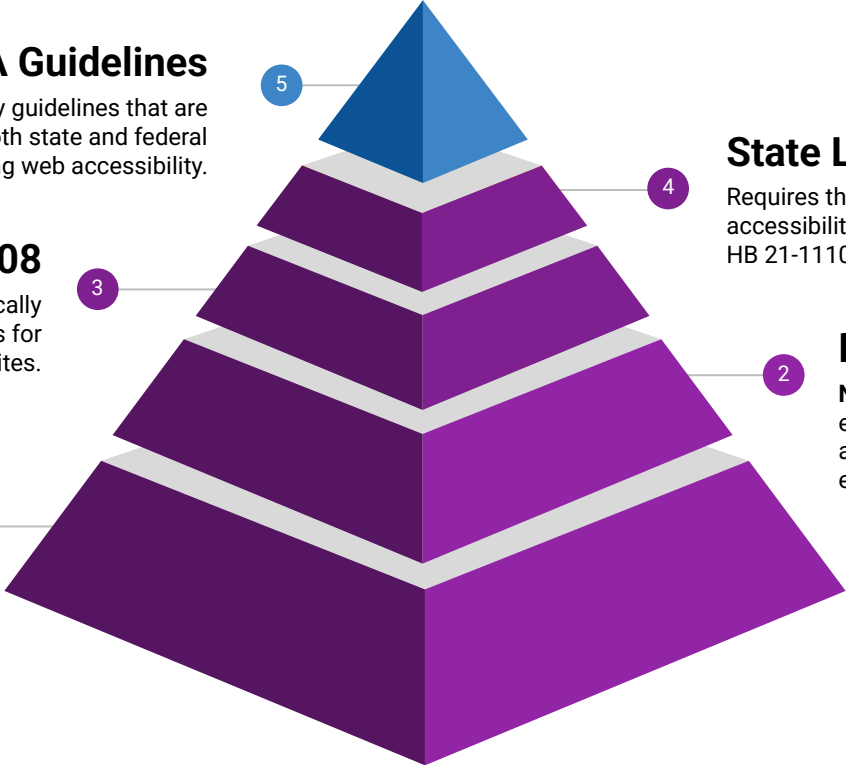
The international web accessibility guidelines that are referenced (directly and indirectly) by both state and federal laws regarding web accessibility.

Section 508

A law referenced by the ADA that more specifically outlines how to meet accessibility standards for electronic content, including websites.

ADA Compliance

The Americans with Disabilities Act protects the rights of people with disabilities. It's broad reach extends to websites, but doesn't reference web accessibility specifically.



State Laws

Requires that state agencies comply with accessibility guidelines. Examples include HB 21-1110 in Colorado or AB 434 in California.

DOJ 28 CFR Part 35

New guidance released June 24, 2024 explaining how special districts must comply and how the Department of Justice will enforce website accessibility. [Full rule](#)



Pop quiz!

Website accessibility lawsuits

4,605 ADA website lawsuits in 2023

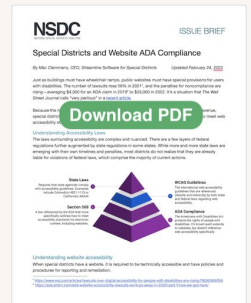
Average ADA Claim in 2019: \$4,000

Average ADA Claim in 2022: \$39,000

Percent of Districts Hit: 6% (2,403+)



Sources: <https://www.wsj.com/articles/lawsuits-over-digital-accessibility-for-people-with-disabilities-are-rising-11626369056>
<https://ada.jbmb.com/ada-website-accessibility-lawsuits-wont-go-away-in-2020-part-1-how-we-got-here/>
<https://info.usablenet.com/ada-website-compliance-lawsuit-tracker> (state and federal)



Website accessibility lawsuits

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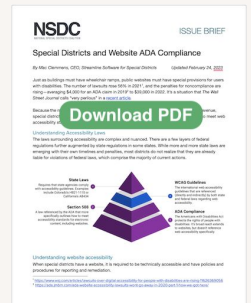
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Website accessibility lawsuits



What insurance will protect from ADA claims?

- A) EPLI (Employment Practices Liability)
- B) Cyber-insurance
- C) Statewide or other insurance pools
- D) None of the above

Website accessibility lawsuits



What insurance will protect from ADA claims?

- A) EPLI (Employment Practices Liability)
- B) Cyber-insurance
- C) Statewide or other insurance pools
- D) None of the above**

Prowriters offers a plan for ADA coverage (\$300/mo).
Neither plugins nor scanners offer liability protection.

Sources: <https://www.wsj.com/articles/lawsuits-over-digital-accessibility-for-people-with-disabilities-are-rising-11626369056>
<https://ada.jmbm.com/ada-website-accessibility-lawsuits-wont-go-away-in-2020-part-1-how-we-got-here/>
<https://info.usablenet.com/ada-website-compliance-lawsuit-tracker>

New trends with ADA actions

3,862 federal filings in 2023

90% of cases were filed by 10 firms

| Plaintiff Name | Firm Name | Total Lawsuits | Percentage | Jan | Feb | Mar | Apr | May | Jun | July | Aug | Sept | Oct | Nov | Dec |
|--------------------|--------------------------------|----------------|------------|-----|-----|-----|-----|-----|-----|------|-----|------|-----|-----|-----|
| Perla Mageno | Manning Law, APC | 172 | 4.45% | 1 | 0 | 12 | 27 | 22 | 22 | 14 | 20 | 14 | 11 | 20 | 9 |
| Jose Casillas | Custodio & Dubey LLP | 95 | 2.46% | 1 | 0 | 0 | 0 | 17 | 0 | 1 | 54 | 21 | 0 | 0 | 1 |
| Alejandro Espinoza | Mendez Law Offices, PLLC | 87 | 2.25% | 5 | 5 | 13 | 5 | 15 | 7 | 6 | 12 | 3 | 7 | 6 | 3 |
| Jenny Hwang | Mars Khaimov Law, PLLC | 83 | 2.15% | 6 | 5 | 16 | 22 | 11 | 8 | 8 | 7 | 0 | 0 | 0 | 0 |
| Victor Ariza | Roderick V. Hannah, Esq., P.A. | 80 | 2.07% | 3 | 8 | 13 | 7 | 6 | 4 | 4 | 4 | 8 | 5 | 11 | 7 |
| Luis Licea | Pacific Trial Attorneys, APC | 78 | 2.02% | 2 | 0 | 11 | 6 | 7 | 11 | 9 | 9 | 2 | 4 | 10 | 7 |
| Andrew Toro | Mars Khaimov Law, PLLC | 75 | 1.94% | 9 | 18 | 14 | 25 | 6 | 3 | 0 | 0 | 0 | 0 | 0 | 0 |
| Luis Toro | Mars Khaimov Law, PLLC | 70 | 1.81% | 0 | 0 | 15 | 8 | 17 | 16 | 12 | 2 | 0 | 0 | 0 | 0 |
| James Watson | J. Courtney Cunningham, PLLC | 69 | 1.69% | 7 | 7 | 6 | 14 | 6 | 3 | 4 | 7 | 2 | 5 | 0 | 8 |
| Rusty Rendon | Pacific Trial Attorneys, APC | 66 | 1.71% | 4 | 0 | 5 | 8 | 12 | 10 | 3 | 10 | 4 | 5 | 2 | 3 |
| Nelson Fernandez | Roderick V. Hannah, Esq., P.A. | 63 | 1.63% | 1 | 4 | 11 | 6 | 5 | 6 | 6 | 4 | 4 | 7 | 3 | 6 |



77% of cases in 2023 targeted entities
with a **revenue under \$23 million**

| Number | Platform Summary | Total Lawsuits | Percentage |
|-----------------------|-----------------------------|----------------|-------------|
| 1 | Shopify | 1378 | 35.68% |
| 2 | WordPress | 700 | 18.13% |
| 3 | Salesforce Commerce Cloud | 149 | 3.86% |
| 4 | Magento | 146 | 3.78% |
| 5 | Squarespace | 102 | 2.64% |
| 6 | BigCommerce | 100 | 2.59% |
| 7 | Wix | 59 | 1.53% |
| 8 | Other Custom Coded Websites | 1228 | 31.38% |
| Total Lawsuits | | 3862 | 100% |

Wordpress, Wix,
and custom-coded
websites comprised
51%
of actions.

**24.5% of Federal
ADA actions were
filed against
websites with
accessibility
widgets**

| Number | Accessibility Widget | Total Lawsuits | Percentage |
|---|-------------------------|----------------|---------------|
| 1 | accessiBe | 348 | 37.46% |
| 2 | UserWay | 246 | 26.48% |
| 3 | AudioEye | 72 | 7.75% |
| 4 | Accessibly | 63 | 6.78% |
| 5 | EqualWeb | 38 | 4.09% |
| 6 | UsableNet | 20 | 2.15% |
| 7 | eSSENTIAL Accessibility | 18 | 1.94% |
| 8 | CodeInspire | 17 | 1.83% |
| 9 | Accessibility Enabler | 15 | 1.61% |
| 10 | Level Access | 15 | 1.61% |
| Total of top 10 widgets | | 852 | 91.71% |
| Other widgets | | 77 | 8.29% |
| Total lawsuits against websites with overlay widgets | | 929 | 100% |

History of ADA website actions

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

We propose that the parties engage in negotiations on an expedited basis, with the goal of achieving an enforceable agreement providing for injunctive relief and reasonable attorney's fees and costs. We would be willing to pursue these negotiations either directly or with the assistance of a mutually acceptable mediator.

The remedial measures would include, at a minimum, the following:

- Designate one or more individuals to manage web accessibility testing, repairing, implementation, maintenance and reporting for a WCAG 2.0 compliant website within a reasonable time period;
- Create, adopt and maintain a web accessibility policy consistent with prevailing standards;
- Initiate a needs assessment and subsequent training for web and content development personnel on WCAG 2.0 accessibility programming, functionality and design;
- Contractually require that services procured and performed by third-party developers and other relevant service providers conform to prevailing WCAG 2.0 compliant accessibility standards and your web accessibility policy;
- Conduct independent third-party monthly automated and disabled end-user testing of website; and
- Implement other related policy, technology and programming, monitoring, and training measures as they are identified and needed.
- Pay compensation to our Client within 10 days in the amount of: \$6500.00

Whether the Claimant secures your Website's compliance through pre-suit resolution and remediation or protracted litigation rests solely within your discretion. To that end, in the unfortunate circumstance that your Company fails to respond to this demand within **thirty (30) days** after the date of this correspondence, then we reserve the right to seek judicial enforcement, without further notice.

This letter is a confidential settlement communication and cannot be used in any action before any court. The statements of either party in these settlement negotiations cannot be considered admissions nor are they binding upon parties if no settlement is reached.

An actual
demand
letter sent...
(and paid!)



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JUSTICE NEWS

Department of Justice

Office of Public Affairs

FOR IMMEDIATE RELEASE

Friday, March 18, 2022

Justice Department Issues Web Accessibility Guidance Under the Americans with Disabilities Act

The Department of Justice published guidance today on web accessibility and the Americans with Disabilities Act (ADA). It explains how state and local governments (entities covered by ADA Title II) and businesses open to the public (entities covered by ADA Title III) can make sure their websites are accessible to people with disabilities in line with the ADA's requirements.

The guidance discusses a range of topics, including the importance of web accessibility, barriers that inaccessible websites create for some people with disabilities, when the ADA requires web content to be accessible, tips on making web content accessible and other information and resources. The guidance offers plain language and user-friendly explanations to ensure that it can be followed by people without a legal or technical background.

“We have heard the calls from the public on the need for more guidance on web accessibility, particularly as our economy

RELATED LINKS

[Speeches and Press Releases](#)

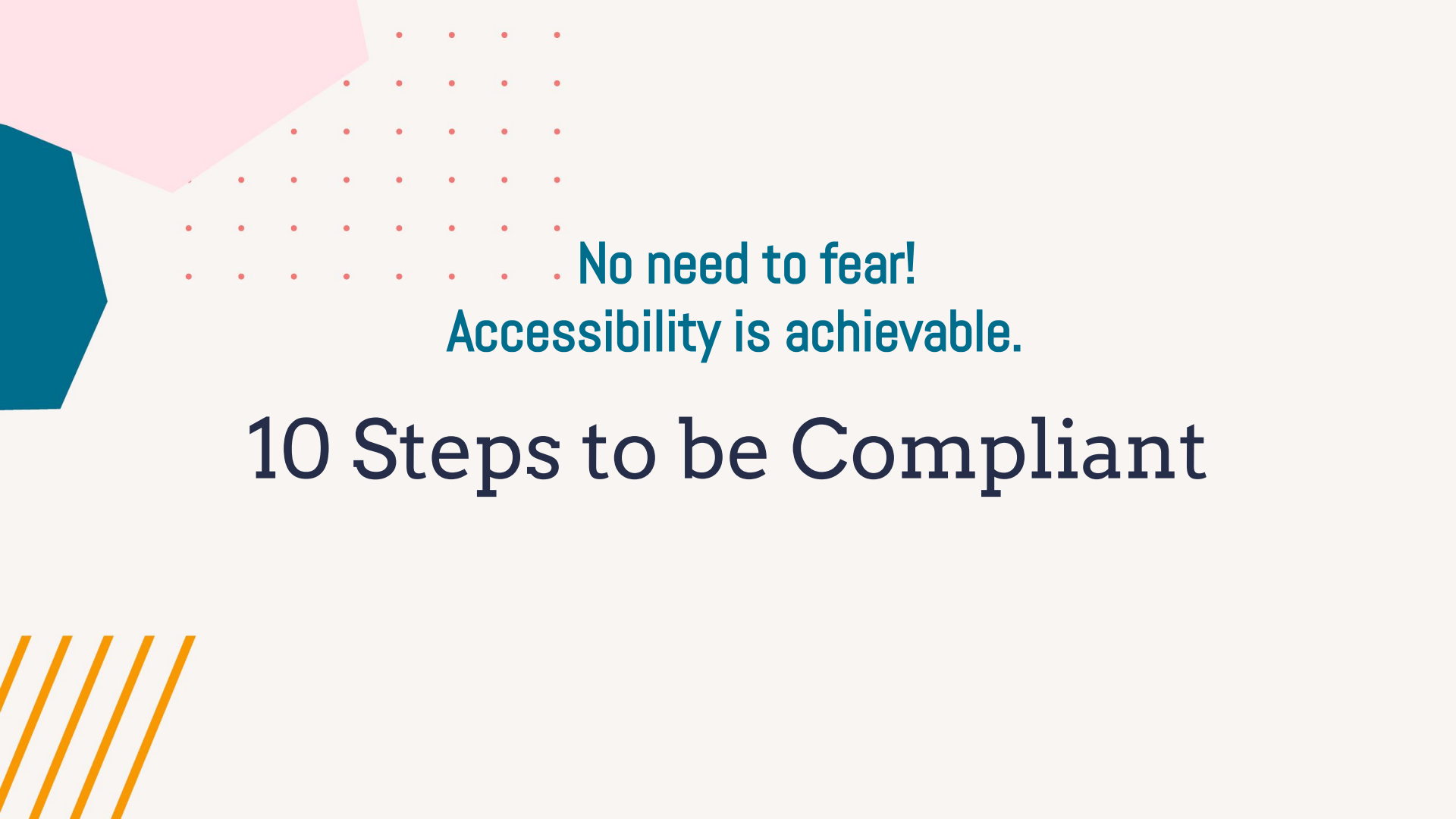
[Videos](#)

[Photos](#)

[Blogs](#)

[Podcasts](#)





No need to fear!
Accessibility is achievable.

10 Steps to be Compliant

ADA Checklist

For Oregon Special Districts



<https://tinyurl.com/sdaoADA2025>



STREAMLINE

S D A O SPECIAL DISTRICTS
ASSOCIATION OF OREGON

Oregon 2025 Web Accessibility Checklist

Updated Nov 7, 2024.

Congratulations on your commitment to ensuring that your district's website is accessible to your entire community, including those with disabilities. This checklist will help you ensure ongoing compliance with **WCAG 2.1 AA** and **DOJ 28 CFR Part 35**.

If you haven't already

- Review the [Small Entity Compliance Guide](#) from ada.gov.
- Perform an initial scan to check for known issues using [checkmydistrict.org](#) or another tool
- Have your website provider's contact information to report any issues

One-time actions

1. **Designate an accessibility coordinator** - We have designated one staff member as the accessibility coordinator who will be the go-to contact for accessibility issues.
2. **Create and post an accessibility statement** - We have an accessibility statement that includes the level of accessibility as WCAG 2.1 AA. If we have components that are not yet compliant, we have added information about our remediation plan and timeline to get compliant. <https://getstreamline.com/accessibility-statement>
3. **Create a process for community concerns** - We have a process in place where a community member can submit a concern via form, phone number, and/or email address. Two different methods are required.
4. **Enable closed captions on your videos** - Our videos all have closed captions, and we have a process for including closed captions in future videos. (YouTube includes this for free when enabled. [Learn how](#). It is important that a human verifies the general accuracy of the captions.)

Ongoing actions - recommended once per month

5. **Scan your website pages each month** - We have scanned every page of our website, every page has a score and list of issues to remediate. Free tools include [checkmydistrict.org](#), Google Chrome Lighthouse (F12 will activate), and [wave.webaim.org](#). Demand your web developer address any issues that arise.
6. **Check your attachments** - We have checked all of our attachments and written a disclaimer for any third-party attachments that we do not have the ability to remediate.
7. **Perform remediations** - We have taken action to fix issues detected by a scan or reported by our community.

Other actions to consider

- **Third-party ADA audit** - larger districts should consider hiring an outside firm to conduct an audit. Manual testing by users with disabilities is the gold standard to ensure access.
- **Indemnification** - Choosing a platform or insurance that indemnifies or insures you against the risk of fines



One-time Actions

To get your district compliant

1

Designate Accessibility Contact

- ✓ Select a person in your organization to handle these requests
- ✓ Usually the person who updates your website

2

Approve a Website Accessibility Statement

✓ Here's one to start:

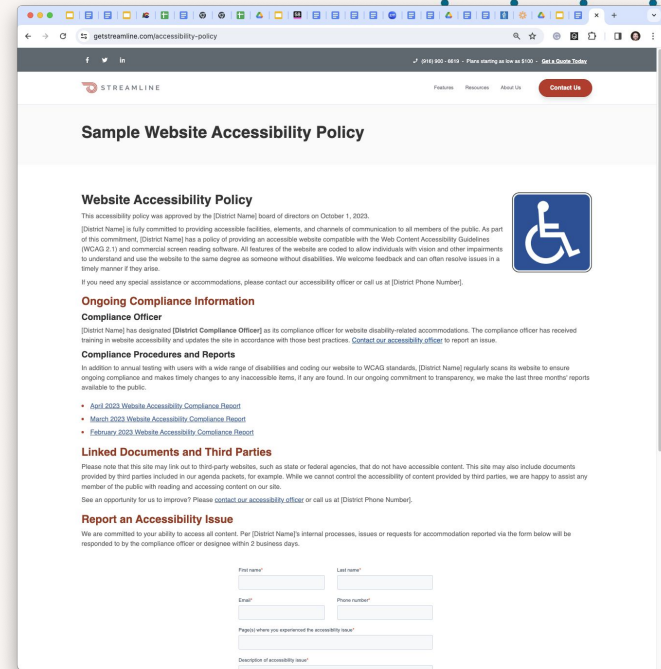
getstreamline.com/accessibility-policy

3

Create Accessibility Page

- ✓ A page listing your accessibility contact and your policy, and how to contact the district

(We are removing the publication of the scans as a recommendation)



4

Create Process for Requests

- ✓ Just like you do for public records requests
- ✓ Ensure timeline is included

5

Enable Closed Captions

- ✓ If you have videos on your page, or you link to YouTube, make sure Closed Captioning is enabled
- ✓ If you are a larger district, consider hiring a closed captioning service
- ✓ If using Zoom, enable live captions



If you click this, do you see captions?



Your channel

Mac Clemmens



Dashboard



Content



Analytics



Comments



Subtitles

Channel subtitles

All

Drafts

Published

Video



Good Day Sacramento - Forever Fun Run 2021

Team Mac ran from the Sacramento Zoo to the state Capitol in support of foster youth. They all had the same bib number - 9174 - to represent the number of foster youth awaiting a permanent family



Join me in solidarity for foster youth!

There are 9,174 youth waiting for permanent homes in Sacramento. I hope you'll join me on Saturday, April 17, 2021 at the west steps of the California State Capitol to make a stand for change for Stanford...



Best Places To Work Video

Digital Deployment is honored to be named one of the best places to work in Sacramento by the Business Journal!



Step 1

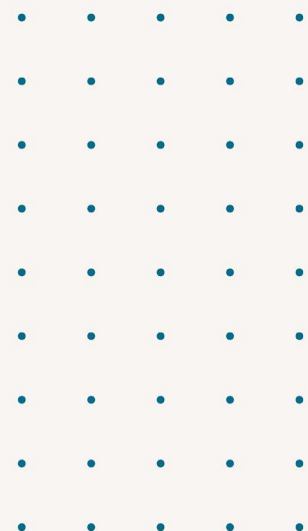


Step 2

Step 3: choose language

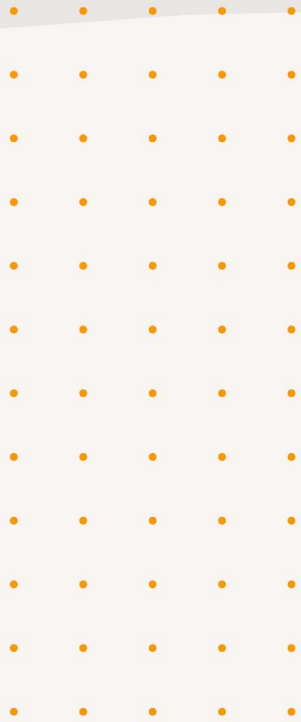
YouTube Studio interface showing the 'Video subtitles' settings. The left sidebar includes 'Channel subtitles' and a video thumbnail. The main area displays 'Video subtitles' with a dropdown menu set to 'English', a checked checkbox for 'Make this the default for my channel', and a blue 'CONFIRM' button.

Step 4: confirm



Ongoing Actions

Recommended once per month



6

Scan your website pages

Not a replacement for a full human verification, but a good way to assess your district's general accessibility.

- ✓ Free: Lighthouse (in-browser), WAVE, CheckmyDistrict.org
- ✓ Commercial solutions

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checkmydistrict.org

The Special District Website Accessibility Report


Is your special district website accessible?

We know web accessibility can be difficult and ADA lawsuits can be scary, but we can help!

Enter your URL to see how close you are to being compliant

[View your report](#)

Prepared with support from our outstanding partners ❤️





We are preparing your report...

Close X

We just need a bit more information so we can send you your special district accessibility report

What you'll find in your report:

1. [Your current accessibility / risk snapshot](#)
2. [Top accessibility issues on your site](#)
3. [Pages that need to be fixed](#)
4. [Your timeline to reach accessibility](#)
5. [Your monthly progress tracker](#)



Where should we send your accessibility report?

Organization Name*

Your Name*

Email*

Job Title*

- I'd like to receive monthly accessibility reports (free)
- My organization is a special district or local government agency.

[Send my Accessibility Report](#)

The Special Distr

Prepared with support from outstanding partners

ible?
elp!



checkmydistrict.org


The Special Distr

We are preparing your report... Close


Download or share your accessibility report Close

By staying informed about your accessibility needs, you're already ahead of the game. Take advantage of the options below to subscribe, share, or download your accessibility reports.

[Have additional questions about your report? Contact us and we'll be happy to help.](#)

 **Option 1: Share monthly reports with a team or board member**

Add Recipient

 **Option 2: Download a PDF of your accessibility report from the last 6 months**

- [October 2022](#)
- [September 2022](#)
- [August 2022](#)
- [July 2022](#)
- [June 2022](#)
- [May 2022](#)

My organization is a special district or local government agency.



Send my Accessibility Report

Prepared with support from outstanding partners

able?

!p!

FASD



checkmydistrict.org

The Special District Website Accessibility Report

Download or Email this Report

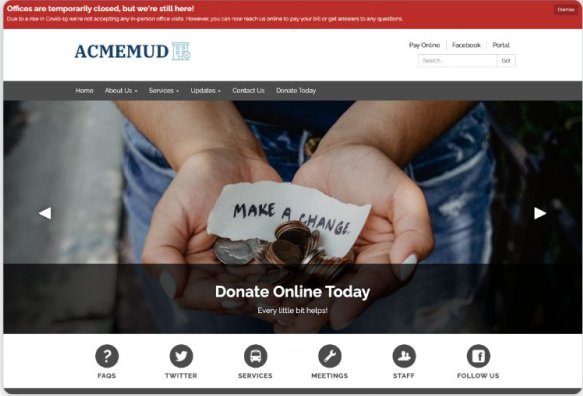
ACME Municipal Utility District

Web Accessibility & Risk Report

Prepared on 11/13/22 - 10:03am

What you'll find in this report:

- [1. Your current accessibility / risk snapshot](#)
- [2. Top accessibility issues on your site](#)
- [3. Pages that need to be fixed](#)
- [4. Your timeline to reach accessibility](#)
- [5. Your monthly progress tracker](#)



Offices are temporarily closed, but we're still here!
Due to a fire in CALIF we are not accepting any in-person office calls, however you can now reach us online to pay your bill or get answers to any questions.

ACMEMUD

Pay Online | Facebook | Portal


Home | About Us | Services | Updates | Contact Us | Donate Today

MAKE A CHANGE

Donate Online Today
Every little bit helps!

FAQ | TWITTER | SERVICES | MEETINGS | STAFF | FOLLOW US

Prepared with support from our outstanding partners



1. Your current accessibility / risk snapshot

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checkmydistrict.org A1&starting-point-node-id=2833%3A572&show-proto-sidebar=1&hide-ui=1

The Special District Website Accessibility Report

Download or Email this Report

1. Your current accessibility / risk snapshot

Overall Accessibility & Risk Score



33
FAIL

Your current accessibility & risk score: 33/100 (FAIL)

It appears [ACME Municipal Utility district](#) needs a bit of work to reach accessibility, but don't worry you're not alone. Countless other districts are in the same boat. The most important thing to do is set up a plan to reach compliance.

Why is 100% compliance critical?

- More than **2,403 districts** have been affected by an accessibility action.
- **The median settlement is \$25,000.**
- **Very few if any**, special district insurance policies even partially cover the costs of web accessibility issues.

2. Top accessibility issues found on your site

Understanding your accessibility issues 🤔

Accessibility issues come in all shapes and sizes. Some are more obvious to the naked eye like "color contrast issues". However, others are more structural in nature and related to the code that's on your site. These types of issues affect how screen readers interpret your site. Understanding the specifics of each type of error can be tricky. [Here's an article will help get you up to speed.](#)

Solving your accessibility issues 🍊

1. **Tackle low hanging fruit first.** Items like "images that are missing alt text" or "incorrect heading order" can often be solved by your team through your CMS tools.

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checkmydistrict.org

The Special District Website Accessibility Report [Download or Email this Report](#)




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Solving your accessibility issues 🍊

1. **Tackle low hanging fruit first.** Items like "images that are missing alt text" or "incorrect heading order" can often be solved by your team through your CMS tools.
2. **Reach out to IT or your web developer.** Many items, even color contrast issues, will require coding assistance to get your site compliant (This can require time and/or budget).
3. **Use accessibility tools.** A handful of website platforms will have accessibility tools built in. (For example, if you're using Streamline for your special district website, you already have a tool that points out the exact spot on the page and shows you how to fix it without ever having to get a programmer involved.)

| Your accessibility issues | Total |
|--|-------|
|  Alt Text Missing | 12 |
|  Duplicate ID | 48 |
|  Iframe Missing Title | 25 |

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checkmydistrict.org

The Special District Website Accessibility Report

[Download or Email this Report](#)

3. Pages that need to be fixed

The following pages on your site require remediation to become ADA compliant. We recommend using Google Analytics to discover which of these pages currently receive the most web traffic and starting there. If you use Streamline, you can find your to-do list within your ADA dashboard.

| Page(s) | Score |
|--|-------|
|  Homepage | 95 |
|  Contact | 88 |
|  About | 78 |
|  Services | 99 |
|  Board | 99 |
|  Meetings & Agendas | 99 |
|  Bill Pay | 99 |
|  Calendar | 99 |

[See results for all 280 pages](#)

checkmydistrict.org

The Special District Website Accessibility Report [Download or Email this Report](#)





5. Your timeline to reach accessibility

Obviously, **timeline is the big question**. While we don't know all the ins and outs of your organization or tech stack, we do know the major factors that affect can affect the timeline of your accessibility plan. We've laid out the known factors and a couple of scenarios below that would get you back to compliance and away from risk.

Factors for your timeline

| | |
|--|-----------------------------|
| Factor 1: Your CMS | Wordpress |
| Factor 2: The type of errors on your site | Structural + Presentational |
| Factor 3: The volume pages on your site | 38 pages |
| Factor 4: The amount of time your staff has available to work on daily remediation | unknown |

Estimated Remediation Scenarios ✔

| | Details |
|--|--|
| <p> Option 1: Do it yourself</p> <p>Your internal team takes on the remediation with the help of IT and/or web developer.</p> | <p> Between 45 - 90 days of hands-on remediation.</p> <p>Plan for dedicated developer and staff time each week.</p> |
| <p> Option 2: Hire a remediation service</p> <p>Your team hires a remediation service to overhaul code and content issues and set up long-term remediation contract.</p> | <p> Custom quote required for timeline</p> <p>Plan for an in-depth audit, a website content and code overhaul, & ongoing consulting for future issues.</p> |

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checkmydistrict.org

The Special District Website Accessibility Report

Download or Email this Report

6. Your monthly progress tracker

Charting your progress is a key component of remediation. To make this step easy for you we've recorded the past 6 months of accessibility metrics for your site below. Feel free to [subscribe and even share this report](#) with your team or board members.

6 Month Site Scan Snapshot - Overall Website Score

| Month | Overall | Pages that require remediation | Images missing alt text |
|-------|---------|--------------------------------|-------------------------|
| Aug | 50% | | |
| Sep | 90% | | |
| Oct | 95% | | |
| Nov | 100% | | |
| Dec | 30% | | |
| Jan | 35% | | |

6

Scan your website pages (cont.)

Two most common issues:

- ✓ Missing Alt Text
- ✓ Color Contrast

Fixing Alt Text on Wordpress

Image Details ✕


Alternative Text

[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Caption

DISPLAY SETTINGS

Align




Fixing Alt Text on Drupal 9

bit Delete Revisions Clone Usage

Add or select media ✕

The media item has been created but has not yet been saved. Fill in any required fields and save to add it to the media library.



The image shows the NSDC logo at the top, with the website URL www.nationalandspecialdistricts.org below it. Below the logo are three devices: a smartphone, a laptop, and a tablet, each displaying the NSDC website. The website features a blue header with the NSDC logo and a main content area with a large image of an American flag and a person.

Name *

Alternative text *

Short description of the image used by screen readers and displayed when the image is not loaded. This is important for accessibility.

✕

Fixing Alt Text on Streamline

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.

"Woman in a lab coat using a microscope"

"Man in a suit walking down stairs"

[Hide examples](#)

Alt-text

Man jumping in the air against a cloudy blue sky

Images: flyers



FAIL
←



PASS
→

Water conservation is the practice of using water efficiently to reduce unnecessary water usage. According to [Fresh Water Watch](#), water conservation is important because fresh clean water is a limited resource, as well as a costly one. As a homeowner, you're probably already well aware of the financial costs of inefficient water use. Conservation of this natural resource is critical for the environment — and our wallets.

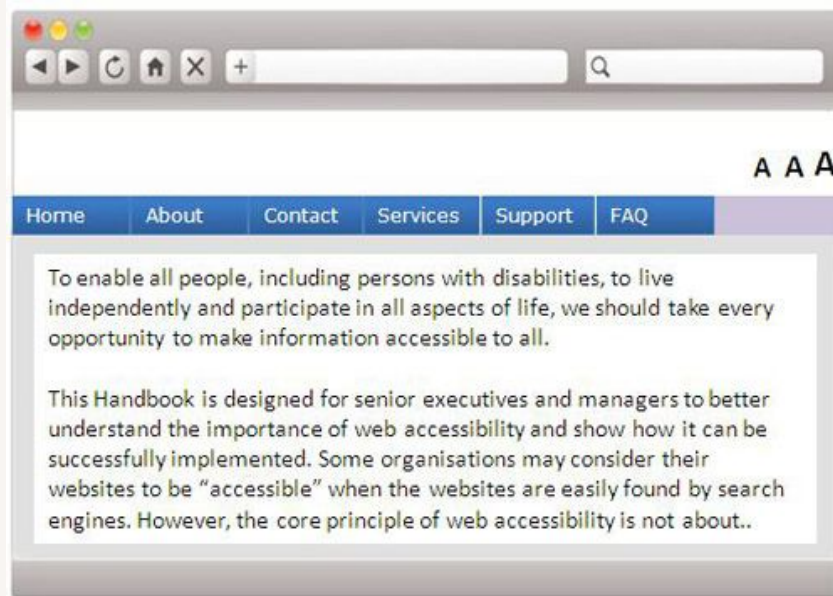
America's population [has doubled](#) over the last half century, and our demand for water has tripled. Water conservation is more important than ever, and the world is looking for tips on saving water. The great news is that with just a few simple changes, you can reduce your water footprint. And Constellation is here to help!

How to save water: 10 tips for saving water around the home

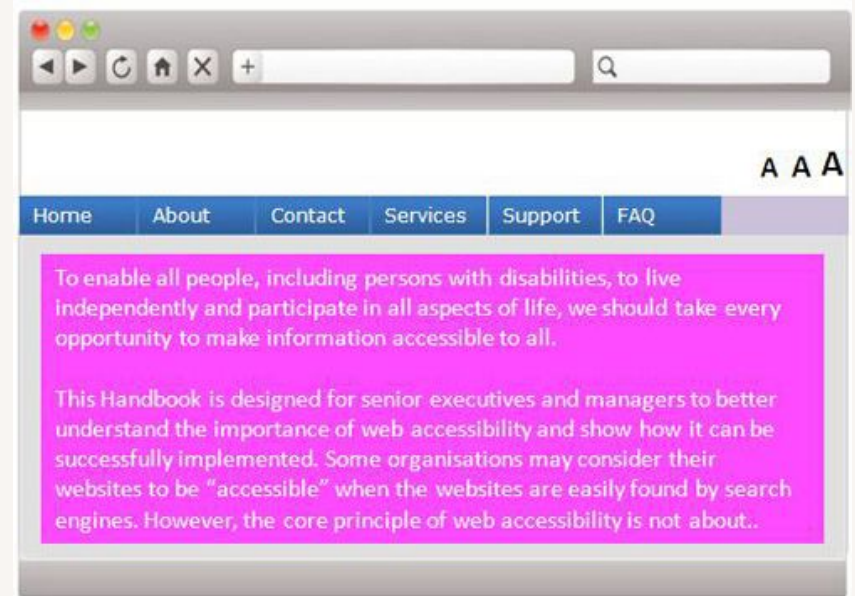
The majority of household water use comes from toilets, washing machines, showers, baths, faucets and leaks, but what you can do to save water is fairly simple. These 10

Color contrast

Our favorite tool: [WebAIM color contrast checker](#)



pass



fail

6

Scan your website pages (cont.)

- ✓ Having a process to check your website on a monthly basis can protect you
- ✓ Keep copies of the results
- ✓ Some districts even post their results



Website Accessibility Compliance Report

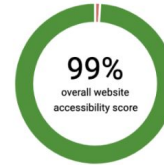
Download

Reporting Period: September 2023

Compliance Snapshot

Overall website score: 99%

At the time of this report, 99% of the pages on this website meet accessibility requirements



Number of pages scanned: 63

This website currently has 63 pages that are accessible to the public. All of these pages were scanned and evaluated in preparation of this report.

Pages in the process of remediation: 3

This website currently has 3 pages that require remediation to meet full compliance.

[View list of pages that require remediation](#)



Focus areas for remediation

We have identified these issues on some pages for remediation, and we will provide an update and improvement in our next monthly report.

[View list of focus areas for remediation](#)



Accountability Snapshot

Website Accessibility Officer

Telephone: (800) 222-7777

7

Check attachments

- ✓ PAC 2024 (free)
- ✓ CommonLook PDF Validator (free)
- ✓ Adobe Acrobat Pro

7

Check attachments

- ✓ Develop a process for non-compliant documents
 - ~~○ Option 1: remove all documents and repost when remediated (No longer the way!)~~
 - Option 2: add statement of remediation on pages with known issues or on accessibility page
- ✓ Tip: prioritize most popular content first

Other Resources for DIY Remediation

- **The Accessibility Guy**: This is a great YouTube channel with a focus on not only how to remediate your documents, but also create accessible documents going forward. He has two videos going into detail on creating accessible agendas that utilize Streamline to verify!
- **DOJ's Small Entity Implementation Guide**: This gives detailed legal requirements for local governments on how to comply with the ADA online. (Such as the definition of archived content.)



Part 1: [Make a simple agenda fully compliant](#)

Part 2: [Make a more complex document fully compliant](#)

Pressed for time? Consider a service

- ✓ CommonLook (\$7/page)
- ✓ Don't boil the ocean, make a plan and work your way through your documents
- ✓ May not be possible to fix all documents, so label and archive ones that are infrequently accessed

Your Accessibility Dashboard

Last Site Scan: 1/28/22

Re-scan Site

View/Download Reports

Overview

Pages

Files

Images

Videos

Embedded Content

Reported Issues

Settings

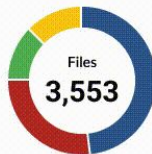
Accessibility Defense New



File Compliance

File compliance is the latest threat to special districts that can result in legal action. Use this space to review which files need attention and take action.

Need help? Check out our [new, built-in PDF remediation](#) & [archiving tools](#).



File Status

- Pending Approval
- Not Accessible
- Requires Review
- Accessible

Instances

- 56
- 22
- 12
- 12

Found 4 Files

Filter Results:

Search...

All File Types

All Visibility Status

All Accessibility Status

Reset

| File Name | Archived / Visible | File Type | Views/Downloads | Accessibility | Action |
|---------------------|-------------------------------------|-----------|-----------------|---|--------------|
| Agenda-9-21-23.pdf | | PDF | 400 | ! Pending Approval | Review & Fix |
| Agenda-10-21-22.pdf | | PDF | 652 | ! Pending Approval | Review & Fix |
| Agenda-11-21-22.pdf | | PDF | 152 | ! In Remediation | Review |
| Agenda-9-21-22.pdf | | PDF | 56 | ↻ Scanning File | Review |
| Agenda-9-21-22.pdf | 🔒 | PDF | 201 | ! Not Accessible | Review & Fix |
| Agenda-9-21-22.pdf | | PDF | 199 | ! Not Accessible | Review & Fix |
| Agenda-9-21-22.docx | | Word | 201 | ! Requires Review | Review & Fix |

8

Perform Remediations

- ✓ Insist your vendors do the web remediations
 - contact us for language if you get pushback
 - Add to all RFP language to comply with WCAG 2.1 AA standards ([vendor letter template](#))
- ✓ Establish a process

8

Perform Remediations

- ✓ Keep an eye out for nonstandard content
- ✓ if you're embedding a map, adding an infographic, linking to a third-party site, etc. try to provide the content in an accessible format, or at least describe the content so people will know what they are missing and how to contact you for more information.

9

Third-Party ADA Audit

- ✓ If larger district, consider 3rd party test
- ✓ Use software that is audited, ask for copy of last report or VPAT
- ✓ Especially if manual testing was performed, you can include in your plan

10

Consider Platform/Insurance

- ✓ Ask what assurances/indemnification your platform provides
- ✓ Evaluate insurance options, if needed
 - e.g. Prowriters, AAATraq
 - Most standard insurance won't cover (e.g. EPLI, Statewide pools, Cyber)
 - Streamline has added coverage for districts

Things to watch for in the future

1. **Technologies:** How will new technologies make remediation and accessibility easier?
2. **Liability:** Who will be responsible for liability—the website vendors or the districts?
3. **Transparency:** Will districts stop communicating online out of fear?

(answer: No! We must keep telling our story!)



Contact us!

We're here to help!

S|D|A|O

SPECIAL DISTRICTS
ASSOCIATION OF OREGON



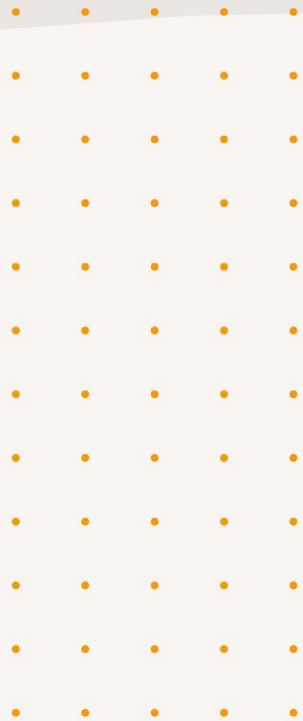
Mac Clemmens

mac@getstreamline.com

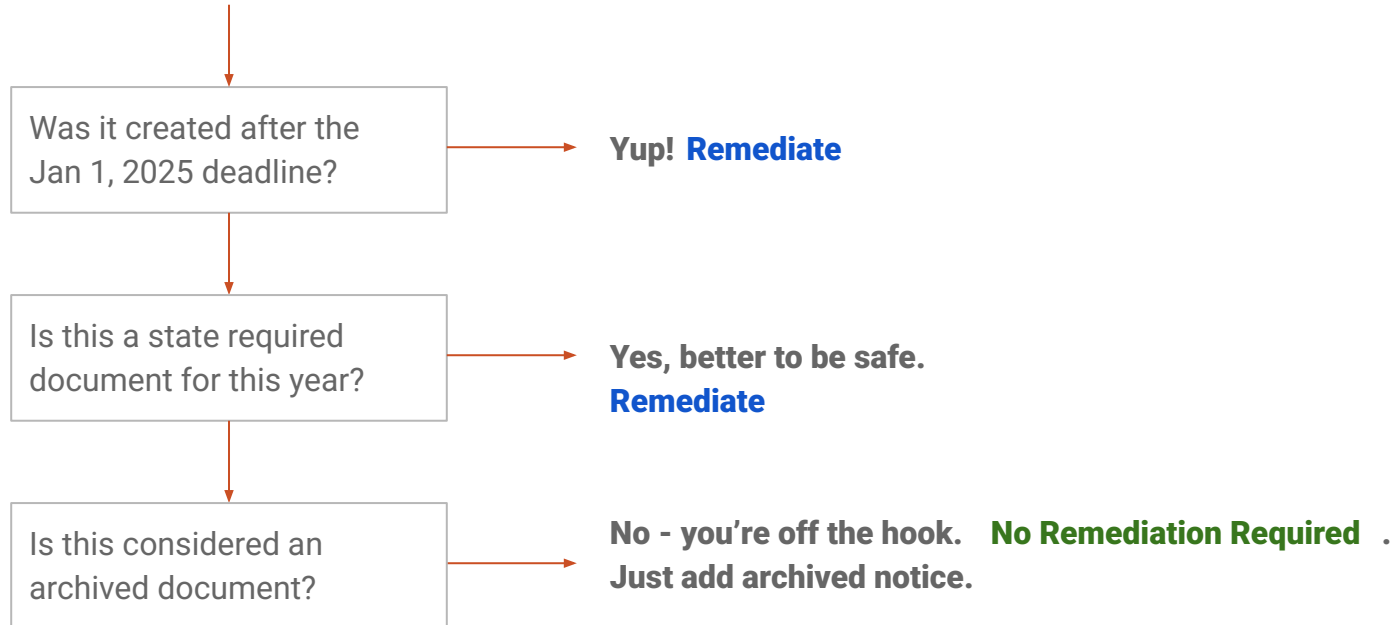
Jennifer Quisenberry

jquisenberry@sdao.com

Appendix



To remediate or not to remediate a PDF?



What is archived content?

1. The content was **created before the date** your government must comply with this rule, or reproduces paper documents or the contents of other physical media (audiotapes, film negatives, and CD-ROMs for example) that were created before your government must comply with this rule, AND
2. The content is **kept only for reference, research, or recordkeeping**, AND
3. The content is **kept in a special area** for archived content, AND
4. The content **has not been changed** since it was archived.

[Archived Content as Defined by DOJ](#)

Prioritizing Document Remediation

Start by making your most important and frequently accessed documents accessible. Here's a suggested order:

1. **Upcoming Meeting Agendas:** Ensure community members can participate fully in district decision-making.
2. **Most Recent Meeting Minutes:** Provide a record of district actions that everyone can understand.
3. **Financial Documents (Budgets, Audits):** Transparency in finances is key to public trust.
4. **Public Notices and Announcements:** Reach the widest possible audience with important information.
5. **Frequently Requested Forms:** Make it easy for everyone to interact with your district.

Remediation Options

- **Do It Yourself (DIY)**

Tools like CommonLook PDF or Adobe Acrobat empower you to remediate documents in-house.

- **Automated Remediation**



Our platform offers a convenient built-in tool to send PDFs for remediation at a flat rate per page.

DIY: Manually Remediating PDFs

Remediating PDFs: Adobe Acrobat vs. CommonLook PDF

- While Adobe Acrobat has some accessibility features, it does not test your document against the full suit of WCAG requirements.

[View Full Comparison »](#)

| | CHECKPOINT |  |  |
|--------------------------------|---|---|---|
| General | Displays tags and physical representation of PDF | Yes | Yes |
| | Displays physical view for reference | Yes | Yes |
| | Split text runs | Yes | Yes |
| | Physical view and Tags tree display together | Yes | Yes |
| | Physical view and Tags tree selection synchronized | Use "Show tag from Selection" | Yes |
| | Display only untagged Elements in a separate view | No | Yes |
| | Multiple selection modes (Exact, Text Only, Images Only, Tags Only, etc.) | No | Yes |
| | Selection reordering (Logical/Physical) | No | Yes |
| | Level up tags | No | Yes |
| | Level up children of tags | No | Yes |
| | Change tag order up/down | No | Yes |
| | Unlimited Undo/Redo for all operations | No | Yes |
| | Automatically calculate bounding boxes for Figures, Formulas and Tables | No | Yes |
| Support for Named Destinations | Yes | Yes | |

Common PDF Remediation Tasks

Making PDFs accessible typically involves these key steps:

1. **Tagging:** Adding tags to define the structure of the document (headings, paragraphs, lists, tables) so assistive technology can interpret it.
2. **Reading Order:** Ensuring the content flows in a logical order for screen readers.
3. **Alternative Text for Images:** Providing text descriptions of images so people who cannot see them understand their content.
4. **Hyperlinks:** Making sure links have descriptive text (not just "click here").
5. **Tables:** Adding proper table headers and data structure.
6. **Forms:** Ensuring forms are interactive and usable with assistive technology.
7. **Color Contrast:** Checking that text and background colors have sufficient contrast for people with low vision.