

DON'T PANIC! **PLAN IT!**

Preparing for New Digital Accessibility Requirements

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Web Content Accessibility Guidelines (WCAG)

The U.S. Department of Justice updated Title II of the ADA to include digital accessibility requirements.

Public websites and mobile apps must meet WCAG 2.1 Level AA accessibility standards.

Entities with a population of 50,000 or more must comply by April 26, 2027. Those under 50,000 have until April 26, 2028 to comply.



**Who's
Responsible
for This?**

The Initial To-Do List



Edina's To-Do List

- Review web-based platforms and apps
- Review documents posted online
 - Remove documents
 - Remediate documents
 - Move historical documents to archive
- Write policy and remediation plan for making platforms and documents accessible

Black Hawk County's To-Do List

- Provide organization-wide education
 - Research
 - Educate leadership
- Initial inventory
 - Websites/Web pages
 - Social media accounts
 - Documents
- Assemble team
- Interview vendors/Find money



Governance

Black Hawk County's Digital Accessibility Committee

- **Core Team:**
IT (x2), Comms (x2), Board Admin, Attorney
- **Larger Accessibility Committee:**
at least one representative from department

Edina's Digital Accessibility Committee

- Deputy City Manager
- City Clerk
- Communications Director
- I.T. Director
- Risk & Safety Manager

Support from owners of all platform and apps and Communications staff



Inventory

Web-Based Platforms and Apps

- VPATs/ACRs
- Social Media Accounts

Documents

- Assessments

Public Meetings

- Live captioning
- Recordings of meetings

Staff

- Platform “owners,” those who create documents or post online

Evaluate What You Have

Create an inventory “tracker”

Prioritize based on user impact, legal risk



Voluntary Product Accessibility Template/ Accessibility Compliance Report

*Scan QR code
to view*





Policy

Black Hawk County's Policy

No specific policy.

- Creating the plan that guides our work
- Working toward a culture of Fix Forward Accessibility
- Addresses Training Needs
- Review current policies, such as procurement, electronic communications, etc. and add accessibility guidance, language, templates in the policies.

Edina's Policy

Digital Accessibility: From Compliance to Practice

1. Set the Standard

WCAG 2.1 Level AA

Clear expectations for City websites, documents, platforms and digital services.

2. Build it In

Accessible-by-design

Use accessible templates, technology and procurement practices rather than fixing accessibility after the fact.

Edina's Policy

3. Make it Sustainable

Shared responsibility

Communications, IT, Risk & Safety, City Clerk and departments work together to identify barriers, prioritize improvements and maintain compliance.

Bottom Line:

Digital accessibility is how we make sure everyone can access City information and services.



*Scan QR code to
view Edina's Policy*



Plan

Black Hawk County's Plan

Elements of the Plan

- Purpose/Scope
- Governance/Policy
- Personnel
- Training
- Grievance/Complaint Process
- Process of compliance/Timeline
- Undue Burden
- Appendix with inventory, templates, statements, etc.

*Scan QR code to
view Black Hawk
County's Plan*



Edina's Plan

Elements of the Plan

- Inventory
- Transition Plan
- Key Performance Indicators
- Implementation
- Digital Accessibility Statement
- Policy & Guidelines
- Training & Awareness
- Toolbox

*Scan QR code to
view Edina's Plan*





**It's Progress,
Not Perfection**

Is Black Hawk County Ready for April 2027?

Not by a long shot.

- No dedicated staff
- Beginning a website refresh
- Finalizing inventory
- Pushback from staff who rely on PDFs
- Internal Remediation to start with
- Ensuring social media staff have guidelines to follow
- Closed Captioning of meetings (live/recorded)

Is Edina Ready for April 2027?

Not Quite...

- Operationalizing procurement practices
- Training staff on creation and remediation of documents, making presentations
- Continuing to gather current VPATs/ACRs
- Implementing custom integrations of DocAccess
- Implementing audio descriptions
- Continuing to write guidelines for some platforms
- Educating the public

Use of Outside Vendors ... It's Different for Everyone!

- Budget
- Staffing
- Needs Addressed

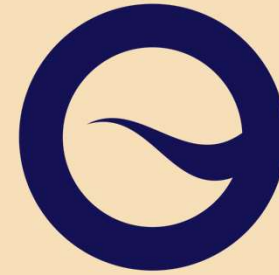
Black Hawk County's Vendors

- Accessiblü



Edina's Vendors

- Siteimprove
- WeCo
- Doc Access



Siteimprove



DocAccess
POWERED BY CIVICPLUS



Questions



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Winners!

- Pam Allen
- Monique Bechard
- Mary Beth Block
- Lori Botterman
- Thomas Bunn
- Jennifer Chapman
- Madison Craven
- Stacey Crockett
- Doug Donahoo
- Dee Driver-Geddie
- Erin Frazier
- Catherine Glasby
- Mia Gleason
- Emily Glimco
- Stephanie Grams
- Trisha Hall
- Julia Huisman
- Ashley Klemer
- Laura Magness
- Tony Michalka
- Rachael Pattillo
- Stacy Schuble
- Whitney Tucker
- Oliver Walter
- Christine Wilson