

# WEB ACCESS

WHAT IS IT? WHY DO YOU CARE?

WHAT DO YOU DO ABOUT IT?

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Because Freedom Can't Protect Itself

# What IS website accessibility?

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**Website accessibility is the measure of a webpage's usability by people with one or more disabilities.**

There are myriad disabilities, and just as many ways that people adapt – or use adaptive technology – to use the web.

What follows are three of the more common examples.



**For people with upper body mobility disabilities, they may use...**

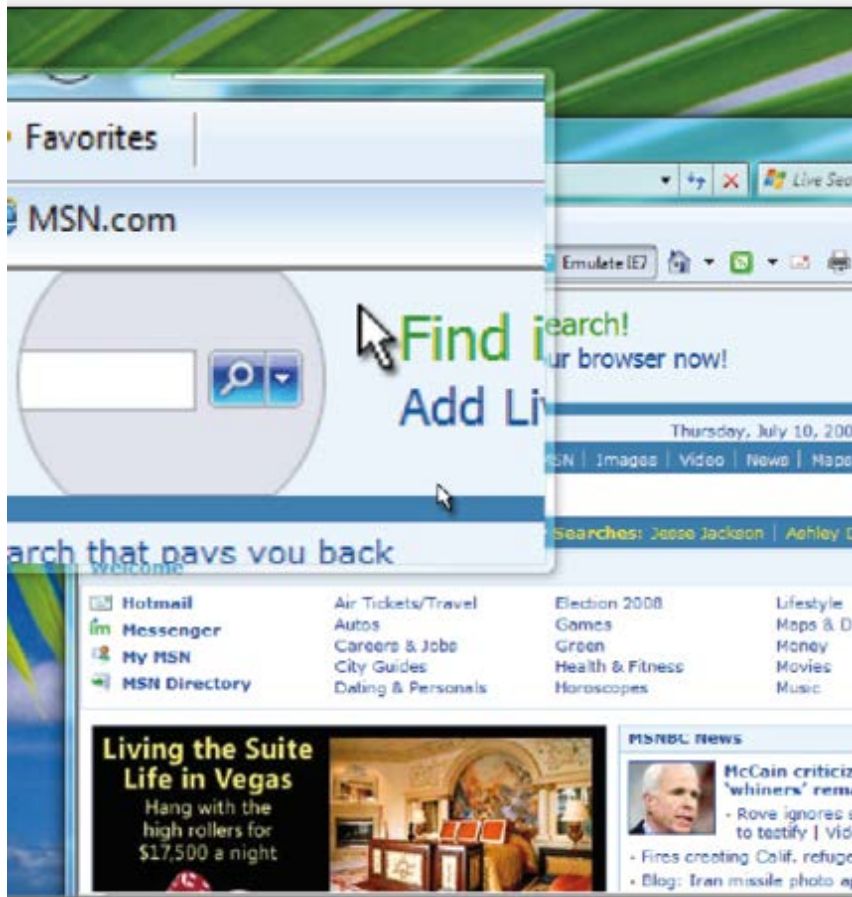
- *a mouth stick to control the computer, OR*
- *voice recognition software to direct the computer's keystrokes.*





## For people with no vision...

- *screen reader software creates access to a computer and to the web.*
- *Screen readers convert text and code to a synthesized voice.*



**For people with low or limited vision...**

*Screen magnifier software makes the screen visible for people ... but the screen can show only a portion of the webpage at a time.*

# Why Care About Accessibility?

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## It's a good idea:

- One in five voters has a disability
- 8.1 million Americans have difficulty seeing.
- 6.7 million Americans have difficulty grasping objects
- 10.6 million Americans have some type of cognitive or learning disability

# Why Care About Accessibility?

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## It's the law:

- Title II of the Americans with Disabilities Act (ADA) requires equal access to government services and programs as well as effective communication.
- An online voter registration system is a government service that must be equally available to people with disabilities.

# What do YOU do about web access?

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1. **Policies** – Set the policy. “Our website will be equally accessible to and useable by people with disabilities.”
2. **Personnel** – Designate the personnel. Identify the positions responsible for ensuring website accessibility. Include it in their performance review. (Ensure one position is high level.)
3. **Practices and Procedures** – Develop on-going procedures so that dynamic websites don’t fall out of compliance as soon as new material is posted.



# What if we need access help?

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## Web Accessibility Consultants

- Ai Squared - [www.aisquared.com](http://www.aisquared.com); Email: [sales@aisquared.com](mailto:sales@aisquared.com)
- Deque Systems, Inc. - [www.deque.com](http://www.deque.com); Email: [sales@deque.com](mailto:sales@deque.com)
- Tech For All, Inc. [www.tfaconsulting.com](http://www.tfaconsulting.com);  
Email: [info@TFAconsulting.com](mailto:info@TFAconsulting.com)
- WebAIM <http://webaim.org/contact/> Center for Persons with Disabilities, Utah State University
- Accessible Systems Inc. - [www.accessible-systems.com](http://www.accessible-systems.com)  
Email: [info@accessible-systems.com](mailto:info@accessible-systems.com)
- NetCentric Technologies, Inc. - [www.commonlook.com](http://www.commonlook.com)  
Email: [sales@commonlook.com](mailto:sales@commonlook.com)

# Most Common Barriers

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- Inaccessible forms
- Poor navigation
- Inaccessible images
- Poor website design – or the “duh” factors.
  - Text that is too small
  - Color contrast that is too low
  - Language that is too ‘high falutin’



## For more information:

The HTML and Accessible PDF versions of the ACLU Online Voter Registration report are at:

[www.aclu.org/report/access-denied-barriers-online-voter-registration-citizens-disabilities](http://www.aclu.org/report/access-denied-barriers-online-voter-registration-citizens-disabilities)

The National Federation of the Blind has a help page here:

<https://nfb.org/web-accessibility>