Did you Know Websites Need to Have Wheelchair Ramps?

HBSC Conference
August 27, 2019
Introductions

• John McInerney – PA Association For the Blind
• Jason McKee – Accessibility Shield
• David Middleton – Accessibility Shield
• Bob Moran – Accessibility Shield
Agenda & Ground Rules

• Overview
• John – His Story and Experiences
  • Q & A
• Dave – Inaccessible Websites
  • Q & A
• Jason – The Law and The Impact
  • Q & A
• Wrap Up
What is WCAG?

Web Compliance Accessibility Guidelines

W3C International Guidelines

This includes Web Sites, Mobile & Desktop Apps, (PDFs, Docs) etc.
Americans with Disabilities Act (ADA)

Title II & III requires **ALL** digital media to be accessible

This includes Web Sites, Mobile & Desktop Apps, (PDFs, Docs) etc.
To Make Digital Content Accessible to Everyone
Hands On Demo – John McInerney

- Introduce assisted technology solutions; i.e. Jaws
- Walk the audience through accessible sites
- Walk the audience through inaccessible sites
  - AmEx
  - Helen Keller Foundation
Dave Middleton
Our Platform

Accessibility Shield
Hands On Demo – Dave Middleton

- What is auto scanning, manual testing, remediation, compliance
- The truth about auto scanning
- The necessity for manual testing
- Review of the Accessibility Shield Platform and comprehensive solutions – including our proprietary project management system
- Our commitment to this cause
- Walk through several sites including Tony Robbins with assisted technology
  - Describe the infractions, manual testing, remediation
  - Blockers and other critical violations
- Our commitment to stand by our partners/clients in legal disputes
Jason McKee
Review of Legal Implications

Accessibility

Accessibility Shield
Americans with Disabilities Act

- 1990
- Inspired by Civil Rights
- Fair and Equal for Everyone
Americans with Disabilities Act

• Title I
  • Prohibits Discrimination in Employment
• Title II
  • State and Local government
• Title III
  • Places of Public Accommodation
• Section 508
Public and Non-Public Content

- Websites
- Meeting Minutes
- PDFs
- Video
Lawsuits (one per hour)

• Target
• Netflix
• Winn-Dixie
• Hooters
• GNC
• Domino’s
Government Lawsuits

• Palm Beach, Fl; Carver, Minn., Atlanta, Ga.
• Highest number of cases in Florida
What to do next?

• W3C
• WCAG
• Talk to IT
• Scan Site
• Understand Manual Tests
• Make a plan (Kroger v Diaz)
Thank you!