

A hand holding a glowing lightbulb with a green grid background.

deNovo

Digital Accessibility Updates Every City Should Know

Iowa Municipal Finance Officers
Association

OCTOBER 22, 2026

WHO WE ARE

Your Presenter



RYAN SHENEFELT

Head of Digital,
Account Manager

- de Novian 15 Years Strong
 - ◆ 200+ Clients
- Personalized Sessions
 - ◆ Bankers
 - ◆ United Ways
 - ◆ City Governments
- Instructor @ **UI Tippie**
College of Business

Agenda

- What is Accessibility?
- Timeline & Responsibilities
 - ◆ Rule Extension
- What is WCAG?
 - ◆ Levels
 - ◆ Best Practices
- Accessibility Graders
- Priority & Next Steps
- Accessibility Statements



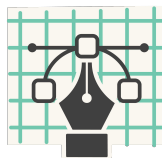


OUR CAPABILITIES

Services



STRATEGY



DESIGN



WEB



CONTENT



**DIGITAL
MARKETING**

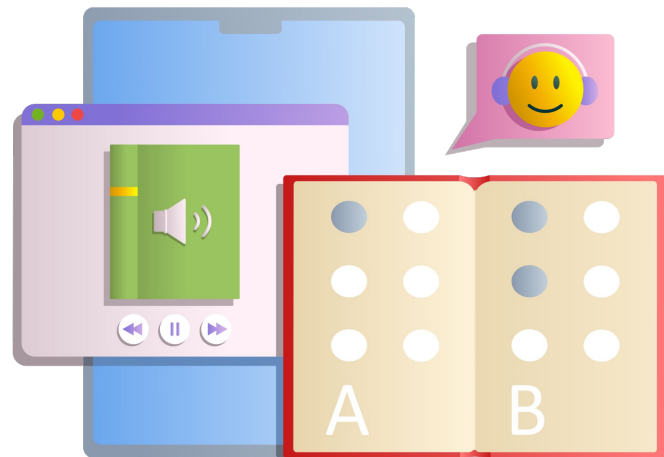


**VIDEO &
PHOTOGRAPHY**

What Actually is Accessibility?

What is Digital ADA Accessibility?

- The practice of ensuring that people with disabilities can access and use digital content and services on an equal basis with others.
- You make sure your buildings are ADA accessible...your digital platforms should be no different!





Scope of Covered Digital Assets

- Web Portals & Applications
- Native Mobile Apps
- Electronic Documents
- Social Media Postings
- Digital Media & Learning Management Systems



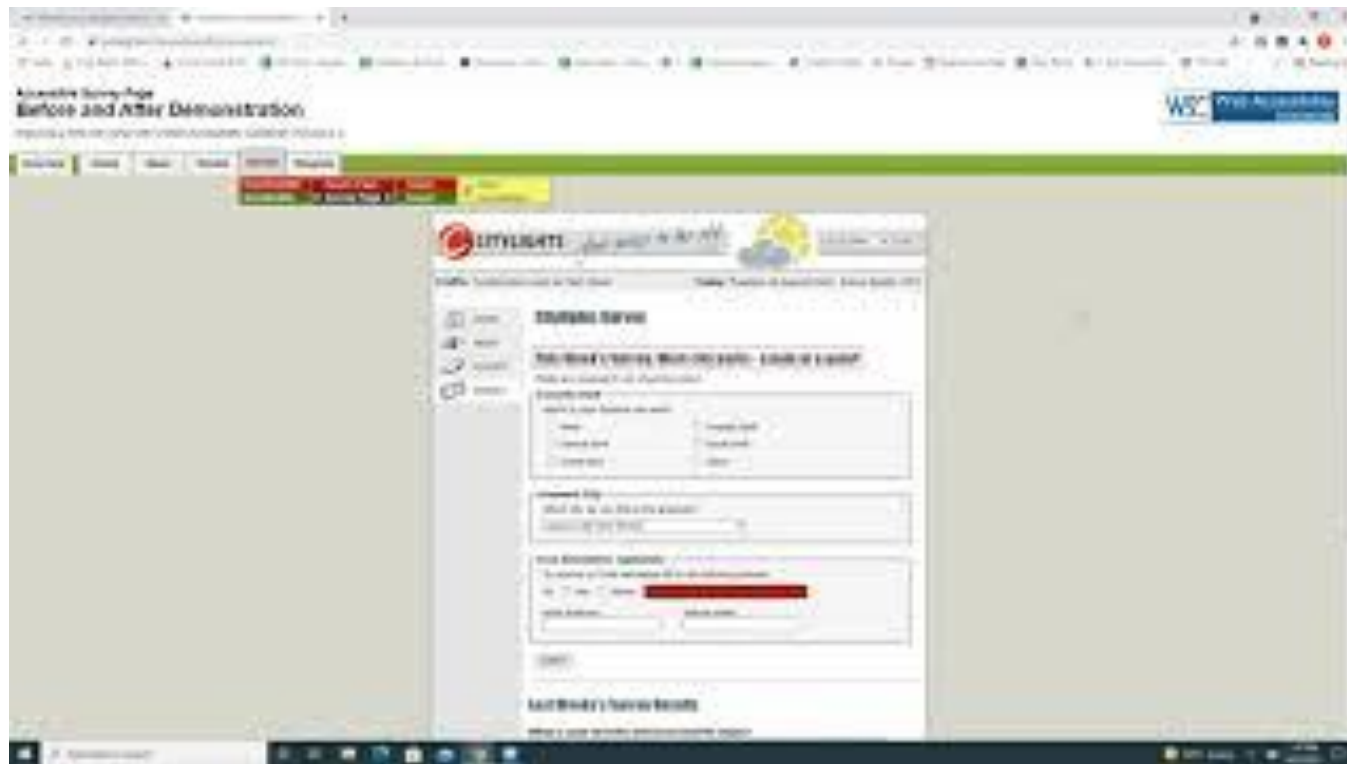


UNDERSTANDING ACCESSIBILITY

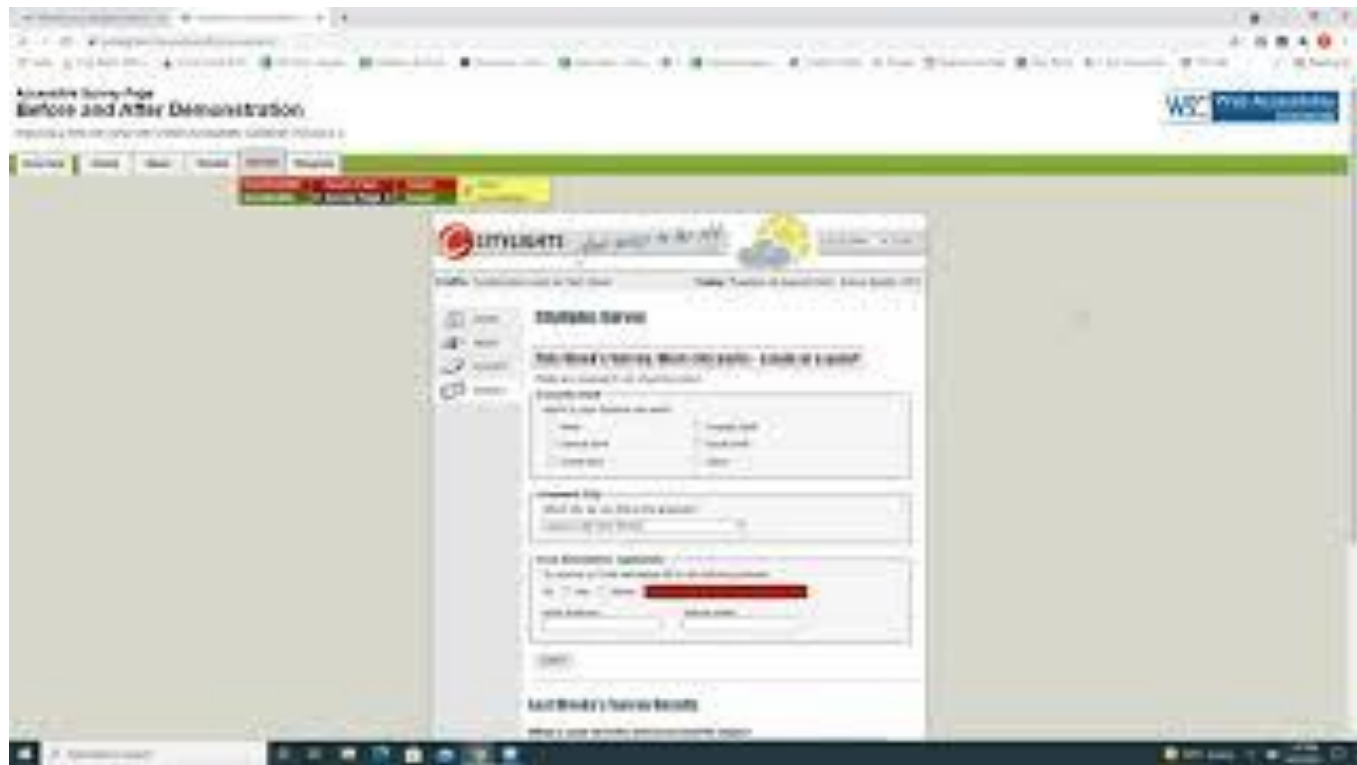
The five boxing wizards jump quickly	The five boxing wizards jump quickly	The five boxing wizards jump quickly	The five boxing wizards jump quickly
The five boxing wizards jump quickly	The five boxing wizards jump quickly	The five boxing wizards jump quickly	The five boxing wizards jump quickly
High Contrast Grayscale	Low Contrast Grayscale	High Contrast Color	Low Contrast Color

Courtesy: [Colorado State University](#)

SCREEN READER - BAD EXAMPLE



SCREEN READER - GOOD EXAMPLE



Avoid “Band-Aid” Solutions

- Increase of companies offering “overlay approach”
- Often notices come from those trying to sell services
- Additional issues w/ screen reading software



Rule Compliance Timeline



Rule Compliance Timeline

- **Tiered Approach to reach WCAG AA 2.1**
- **Municipalities 50,000+**
 - ◆ April 26, 2027 (Extended from April 24, 2026)
- **Municipalities 50,000 and under**
 - ◆ April 26, 2028 (Extended from April 26, 2027)
- **"Special Districts"**
 - ◆ April 26, 2028 (Extended from April 26, 2027)
- **Why The Extension?**
 - ◆ Content needs MORE resource allocation to correct.





Responsibilities

→ Working with a Third-Party?

- ◆ IT Provider
- ◆ Third Party Service/Maintenance
- ◆ Third Party Payment Platforms

→ Compliance ultimately comes down to the city.



What is WCAG?



LEVELS

Levels

- A, AA, AAA
- 2.1, 2.2, etc
 - ◆ WCAG 2.1 Level AA is tied to 28 CFR § 35.200





Level A

→ Level A success criteria are the most essential and cover core barriers that would make content fundamentally inaccessible.

Examples of what Level A covers

- Providing a text alternative (alt text) for non-text content
- Making all functionality available via keyboard
- Ensuring form controls have labels
- Not conveying information using color alone





Level AA (REQUIREMENT)

→ Level AA includes everything at Level A and adds criteria that address broader real-world barriers encountered by a wide range of users – not just those with basic needs.

Common AA requirements

- Sufficient color contrast for text and images of text
- Captions for prerecorded audio content
- Meaningful sequence and predictable navigation
- Identifying the purpose of form input fields (in newer WCAG like 2.2)



WCAG 2.0: The foundation

What it focused on:

- Screen readers
- Keyboard access
- Text alternatives
- Basic color contrast
- Forms and structure





WCAG 2.1: Mobile, Touch, Cognitive

Introduced criteria to support:

- Mobile devices
- Touch input
- Zooming and reflow
- Users with cognitive and motor disabilities





Best Practices

→ Four Principals

- ◆ Perceivable
- ◆ Operable
- ◆ Understandable
- ◆ Robust



Best Practices

→ Perceivable

- ◆ Information is presented in multiple ways to ensure everyone can perceive it.

→ Alt Text Examples:

- ◆ **Weak:** "People sitting in a room while one person speaks at a microphone."
- ◆ **Good:** "Residents participating in public comment during a City Council meeting."



Best Practices

→ Operable

- ◆ User interface components and navigation must be functional for all ways of operation.
- ◆ Keyboard, Mouse, Voice Commands

× menu pop up collapsed, link, Things to Do





Best Practices

→ Understandable

- ◆ Information is presented in multiple ways to ensure everyone can perceive it.

Descriptive Link Text

DO NOT

Visit the UCOP Electronic Accessibility [website](#) to [learn more](#) about accessibility: [Click Here](#).

DO

Visit the [UCOP Electronic Accessibility](#) website to learn more about accessibility.

Guidance: Use link text that describes the link's destination; use something like the destination's webpage or document title

[Click Here](#) [website](#) [learn more](#)

[UCOP Electronic Accessibility](#)

Best Practices

→ Robust

- ◆ Content must be robust enough that it can interpreted reliably by a wide variety of users and assistive technologies.

Do not...	Do...
Names 	First name Last name
First name	First name
What are you interested in? ☐ Music ☐ Drama ☐ Art ☐ Geography ☐ History ☐ Mathematics	What are you interested in? ☐ Music ☐ Drama ☐ Art ☐ Geography ☐ History ☐ Mathematics
Pick one subject to continue ☐ Music ☐ Drama ☐ Art ☐ Geography ☐ History ☐ Mathematics	Pick one subject to continue ☐ Music ☐ Drama ☐ Art ☐ Geography ☐ History ☐ Mathematics



de Novo Accessibility Grader



ACCESSIBILITY GRADER

Our Own Tool

→ thinkdenovo.com/grader

HOW'S YOUR SITE STACK UP?

An accessible website is a civic responsibility. Ensuring residents and visitors can navigate and find what they need drives user experience. Accessibility is now the standard, especially with the deadline for accessibility requirements approaching in April 2027.

But it's been hard to know where to start. Until now. Use our Accessibility Grader to discover how your site performs and see areas that need improvement.

Just enter your site's URL below and click the button to see your results.

Your Name

Jane Smith



Email Address *

jane@company.com

Website URL to audit

<https://example.com>

Checks to run



Lighthouse

Performance, Accessibility, SEO



WAVE

Errors, contrast, alerts



PDF Scanner

Crawl site for inaccessible PDFs



AI Analysis

Claude narrative & fix suggestions

RUN ACCESSIBILITY AUDIT



ACCESSIBILITY GRADER

Our Own Tool

→ thinkdenovo.com/grader

Checks to run



Lighthouse

Performance, Accessibility, SEO



WAVE

Errors, contrast, alerts



PDF Scanner

Crawl site for inaccessible PDFs



AI Analysis

Claude narrative & fix suggestions

PDF SCANNER OPTIONS

Max pages to crawl

How many pages on your site would you like us to scan? (default: 50. max: 100)

RUN ACCESSIBILITY AUDIT



ACCESSIBILITY GRADER

Our Own Tool

→ thinkdenovo.com/grader

RUN ACCESSIBILITY AUDIT



Starting the Scan...this can take up to 60 seconds to begin...



ACCESSIBILITY GRADER

Our Own Tool

→ thinkdenovo.com/grader

100

LIGHTHOUSE

ACCESSIBILITY

91

LIGHTHOUSE

PERFORMANCE

87

LIGHTHOUSE

BEST PRACTICES

92

LIGHTHOUSE

SEO

WAVE SUMMARY

18

Errors

0

Contrast

16

Alerts

106

ARIA

52

Structure

19

Features

API scan — numbers may be lower than the WAVE browser extension, which runs on the fully-rendered page.



ACCESSIBILITY GRADER

Our Own Tool

→ thinkdenovo.com/grader

SHOW 17 MORE P2 ISSUES ▼

AUDIT ANOTHER SITE

DOWNLOAD FULL REPORT



ACCESSIBILITY GRADER

WEBSITE AUDIT REPORT

<https://thinkdenovo.com/>

Generated: 2026-10-12

LIGHTHOUSE SCORES

Accessibility	100/100	✓ Good
Performance	91/100	✓ Good
Best Practices	87/100	✓ Good
SEO	92/100	✓ Good

WAVE SUMMARY (API scan – numbers may be lower than the WAVE browser extension, which runs on the fully-rendered page)

Errors	18	Alerts	16
Contrast Issues	0	Structure Issues	52
ARIA Issues	106	Features Found	19

DE NOVO SUMMARY

THINGS YOU CAN FIX (CONTENT & DESIGN)

- Update image alt tags to be descriptive but not too long.
- Remove redundant links (e.g., multiple links to the same page on one image).



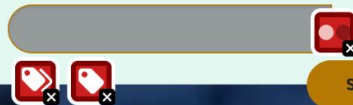
Website Accessibility Evaluation Tool

- wave.webaim.org/aimscore
- Errors
- Contrast Errors
- Alerts
- Features
- Structures
- ARIA





ARKANSAS
THE NATURAL STATE



SEARCH



  your winter getaway
starts in arkansas

PLAN YOUR TRIP >

THE
NATURAL
STATE





AIM Scores

- On a 10 point scale.
- 5 out of 10 is average.
- Doesn't always equate AA 2.1 compliance

The screenshot shows the WAVE web accessibility evaluation tool interface. At the top, it says "WAVE" and "powered by WebAIM". Below that, the address bar shows "https://cityofeldridgeia.org/". A toggle switch for "Styles" is set to "ON". The "Summary" section shows a table of results:

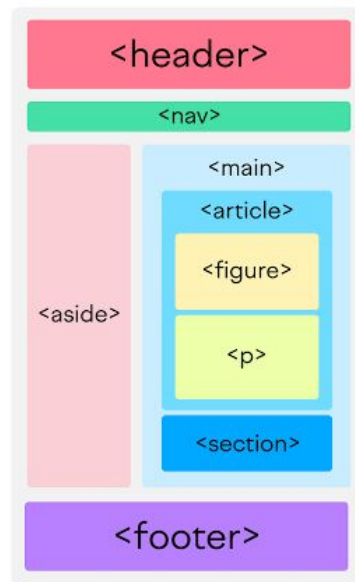
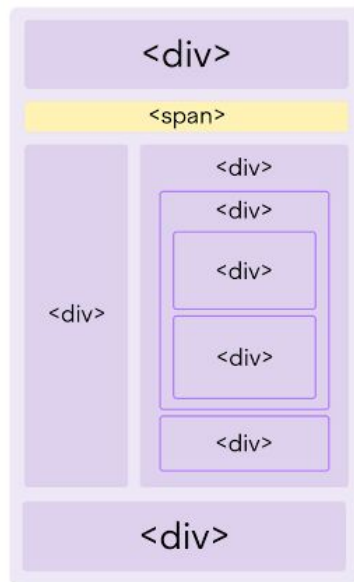
Category	Count
Errors	0
Contrast Errors	1
Alerts	10
Features	14
Structure	36
ARIA	134

Below the table, the "AIM Score" is displayed as 9.7 out of 10, with a green progress bar. The "Contrast Errors" section shows 1 error: "1 Very low contrast". The "Alerts" section shows 10 alerts, including "7 A nearby image has the same alternative text" and "2 Redundant link".

Priorities

Top 3 Ways to Improve Accessibility

- Coding “Light” Opportunities
 - Without the need to revamp your site
1. Fix structure: headings, landmarks, link/button text, and navigation
 2. Make PDFs and documents accessible (or stop relying on them)
 3. Ensure color contrast and readable text everywhere.





Exceptions

1. **Archived Web Content**
2. **Preexisting Electronic Documents**
 - ◆ Unless actively used to apply for or participate in services.
3. **Third-Party Content**
 - ◆ Posts by members of the public
4. **Individualized/Passworded Documents**
5. **Preexisting Social Media Posts**





Responsibility

- Cities Remain Liable
- Procurement Safeguards
 - ◆ Require WCAG 2.1 AA Compliance in RFPs, vendor contracts, and software renewals.
- Contractual Proof
 - ◆ Require vendors to supply a Voluntary Product Accessibility Template (VPAT) or Accessibility Conformance Report and include indemnification clauses.





Accessibility Statements



Accessibility Statement

- ➔ Easily Located Across the Site
- ➔ Reflects your Values
- ➔ Shows Intention



[Welcome](#)[Things to Do](#)[Services](#)[Government](#)[Contact](#)

Contact Us

213 First Street NW
Mount Vernon, IA 52314

PHONE: 319-895-8742
FAX: 319-895-6108
EMAIL: cmv@cityofmtvernon-ia.gov

Annual Reports

September 2024 Report
2023 Annual Police Report
2022 Water Quality Report
2022-2023 Budget Report

Common Links

Forms & Permits
Code of Ordinances
Council Meetings
Parking Tickets
City Jobs
FAQs

Newsletter / Alert Signup

First name	Last name
Street address	
Email*	Phone number
	Required to receive emergency alerts via SMS. Please format phone number +1 (XXX) XXX-XXXX

What type of updates would you like to receive from the city of Mt. Vernon*
You may select multiple options from the list below

☐ All
☐ Emergency Alerts
☐ City News
☐ Parks & Rec/Pool/LBC
☐ Events

Submit

website by de Novo Marketing | © Copyright 2024

[Privacy Policy](#)[Accessibility Statement](#)[Sitemap](#)





[Welcome](#)[Things to Do](#)[Services](#)[Government](#)[Contact](#)

ACCESSIBILITY STATEMENT
[Home](#) » [Accessibility Statement](#)

Our commitment to accessibility for all begins with this site and our efforts to ensure all functionality and content is accessible to everyone.

Our ongoing accessibility effort works towards conforming to the Web Content Accessibility Guidelines (WCAG) version 2.1, level AA criteria. These guidelines not only help make web content accessible to users with sensory, cognitive and mobility disabilities, but ultimately to all users, regardless of ability.

Our ongoing accessibility efforts work toward making [cityofmtvernon-ia.gov](#) as accessible as possible. The City of Mount Vernon welcomes feedback on how to improve the site's accessibility for users with disabilities.

Please let us know if you encounter accessibility barriers on The City of Mount Vernon's website:

Email*

Phone number

Street address

Explain the accessibility barrier you experienced on our website*

Submit



On-Demand Access & Requests

→ Accessible Format Readiness

- ◆ Though Exempt, when requested, you must send requested files.

→ Response Timelines

- ◆ Assign dedicated staff to log, review, and fulfill accessibility requests promptly.



Next Steps



Next Steps

- Phase 1 - Discovery & Inventory
 - ◆ Catalog Websites, Apps, SaaS portals, and active document libraries.
- Phase 2 - Governance & Training
 - ◆ Designate an ADA Coordinator & train content creators/web staff.
 - ◆ Run digital audit scans.
- Phase 3 - Prioritize & Remediate
 - ◆ Fix core user pathways FIRST.
 - ◆ Create Roadmap for updates.
 - ◆ Enforce WCAG clauses in contracts.
- Phase 4 - Ongoing Monitoring & On-Demand Infrastructure
 - ◆ Continuous scans & maintain accessible request channels



WHO WE ARE

Your Presenter



RYAN SHENEFELT

Head of Digital,
Account Manager

Get in Touch!

Add me on LinkedIn!

Email me:

Ryan@thinkdenovo.com

The logo for deNovo, featuring the word "deNovo" in a red, stylized, italicized font with a white outline, set against a white, torn-edge paper background.

deNovo

—
Thank You!

THINKDENOVO.COM

