



deNovo

Website Compliance & Accessibility: Tips to Protect Your City

Iowa Municipal Finance Officers Association
de Novo Marketing

10/17/24



ABOUT US

The de Novo Team



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A Brief Overview

- About de Novo
- Understanding Website Accessibility
- The Digital ADA Approach
- Best Practices & Tips
- Tools to Ensure Compliance
- Ongoing Commitment
- Questions





About de Novo

Think Fresh.



OUR CAPABILITIES

Services



DESIGN



WEB



DIGITAL



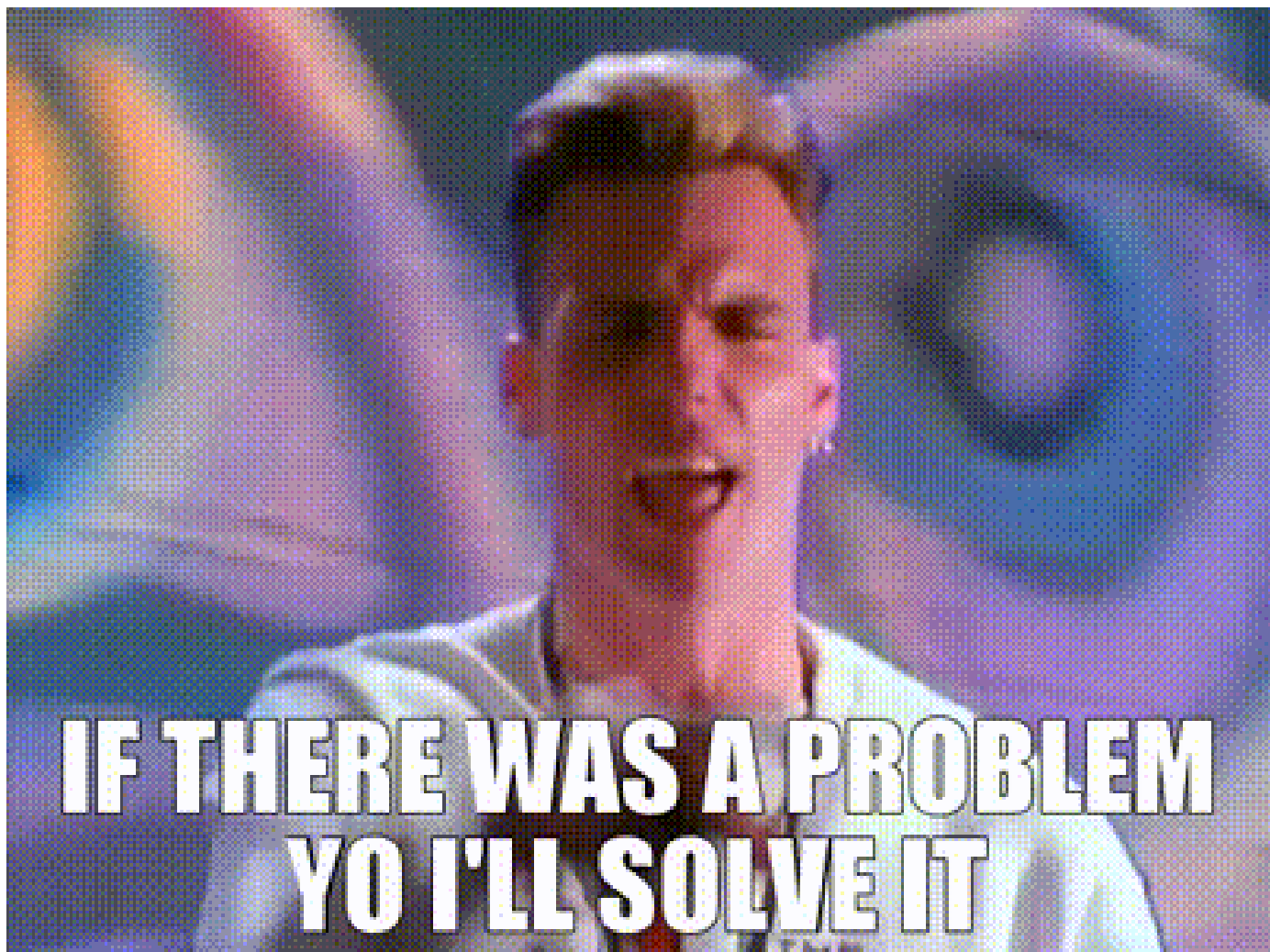
CONTENT



STRATEGY



VIDEO



**IF THERE WAS A PROBLEM
YO I'LL SOLVE IT**

ABOUT US

How We Work



ABOUT US

Our Philosophy



Your *goals* **ARE** our *goals*.





Understanding Website Accessibility

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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 website should be no different!



What Are The Rules?

- Guidelines, not laws
- Consequences for non-compliance
- Wild West - but not as hard as it seems to make improvements and get started!





The Digital ADA Approach

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Avoiding “Band-Aid” Solutions

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



The “Foundation Up” Approach

- Investing time and thought in the early stages of web development.
- Build solutions into the foundation of your site.
- Hard to “retrofit” a solution





Best Practices & Tips

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Common Accessibility Features

- HTML: H1 / H2 Tags
- Newer: ARIA Tags
- ALT Tags
- Contrast Ratios
- Text in Graphics
- Forms / PDFs
- Captions in Video
- Transcripts



Best Practices & Tips

Accessibility Statement

- Easily Located Across Site
- Reflects Your Values
- Shows Intention

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 cityofmountvernon-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

*Required to receive emergency alerts via SMS. Please format phone number +1 0000 XXXX 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/Pwd/LBC
- Events

Submit

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Tools to Ensure Compliance

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Tools to Ensure Compliance

- How are things being reported and tracked?
- WCAG Standards
- Self-Check Tools
 - ◆ wave.webaim.org
 - ◆ [Google Lighthouse](#)
 - ◆ de Novo Audit





Ongoing Commitment

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Responding to Concerns

- Demand Letters vs. Scare Tactics
- Reasonable Accommodation
- Legal Consultation



Future-Proofing Your Site

- Constantly evolving landscape: Keep up with the news / changes to ADA guidelines
- Ongoing, regular checks as new content is added or changed



Ongoing Commitment

Why Does It Matter?

- Ensure an equitable experience for all your residents.

- It's just the right thing to do!





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Questions?

THINKDENOVO.COM



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