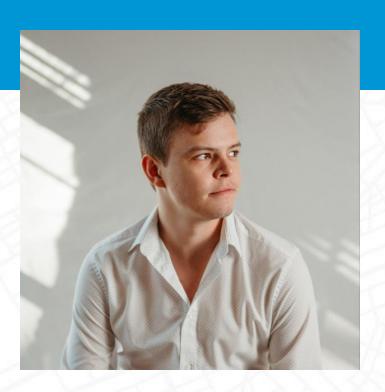


With You Today:



August Erickson | CPACC
Development Manager
at Miles Partnership





- 1. What is Digital Accessibility?
- 2. The Carrot & The Stick
- 3. How to Get Started
- 4. North Myrtle Beach's Efforts



What is Digital Accessibility?

The process of ensuring digital products (primarily websites) are accessible to those with disabilities.

At a very high-level this entails continuous analysis of digital products, to remove any digital barriers detected.

Important Acronyms:

ally » Accessibility

ADA » Americans with Disabilities Act

WCAG » Web Content Accessibility Guidelines

W3C » World Wide Web Consortium



What Are the Web Content Accessibility Guidelines (WCAG)?

 Internationally recognized guidelines, published and maintained by W3C

 WCAG outlines specific success criteria which are designed to remove digital barriers for individuals with disabilities

In short, they're the 'Gold Standard' of digital accessibility.



What Are Assistive Technologies?

 Any technology used by individuals with disabilities in order to perform functions that might otherwise be difficult or impossible.

- Some examples include:
 - Screen readers
 - Screen magnifiers
 - Speech input devices





Web Content Accessibility Guidelines (WCAG) Versions

• The current version of WCAG is **2.2** – which was finalized by W3C on October 5th 2023.

Each version of WCAG is built "on top" or previous versions.

 As an example, WCAG 2.2 introduced 9 NEW success criteria, which were not outlined in WCAG 2.1



Web Content Accessibility Guidelines (WCAG) Conformance Levels

Level A is the minimum level of conformance.

Level AA includes all Level A and AA success criteria.

 Level AAA is the highest possible level and includes all Level A, AA, and AAA success criteria.



§ Success Criterion 1.4.3 Contrast (Minimum)

(Level AA)

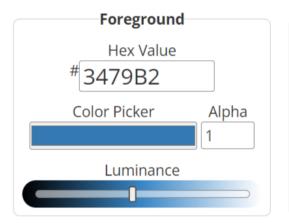
The visual presentation of <u>text</u> and <u>images of text</u> has a <u>contrast ratio</u> of at least 4.5:1, except for the following:

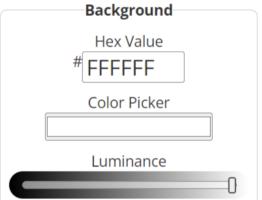
Understanding Contrast (Minimum)

How to Meet Contrast (Minimum)

Large Text

Large-scale text and images of large-scale text have a contrast ratio of at least 3:1;





Contrast Ratio

4.64:1



Ratio of 1.17:1

This is a Test

© FAILED

Ratio of 1.43:1

This is a Test

OFAILED

Ratio of 2.64:1

This is a Test

O FAILED

Ratio of 8.9:1

This is a Test

PASSED



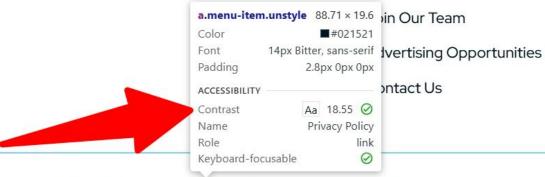


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Who We Are

Why We're Here

How We Think



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Stay in Touch

Sign up to receive emails on the la and trends in destination market. tourism industry.

Your email here

We promise to be considerate with your inbox. W resell your information, and we'll always stick to privacy policy. You can unsubscribe anytime.

LinkedIn Instagra

Miles Partnership South Pacific

Odyssey Studios

Accessibility Statement

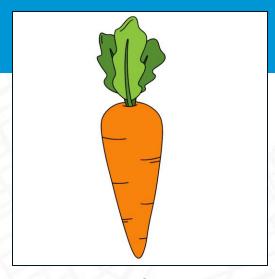
Ad+genuity

Tourism Exchange USA

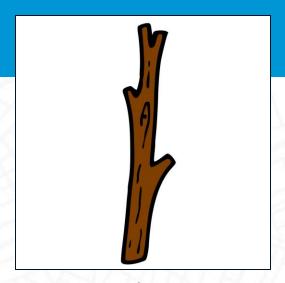
Coraggio Group

Black Diamond

The Carrot & The Stick



Rewards / Benefits



Punishment / Ramifications



The Carrot

Digital accessibility **is the right thing to**

 It's altruistic – EVERYONE should be able to utilize the internet with minimal barriers.

• Efforts help ensure your digital products can be utilized by individuals of all ages and abilities.



The Carrot

Digital accessibility increases your potential customer / visitor base

- 1 in 4 adults in the Untied States have some type of disability (CDC 2024)
- Travelers with disabilities take an average of 3.3 leisure trips per year (State of the American Traveler 2023)

 Travelers with disabilities are more likely to utilize online resources for trip planning than all other travelers (State of the American Traveler 2023)







Digital Accessibility + SEO

Digital accessibility and SEO have a symbiotic relationship

- Examples include:
 - Alternative (alt text) for images
 - Properly nested heading structure



The Carrot

Digital accessibility has substantial SEO benefits

- Example: Alternative (alt) text for images
 - Allows search engines to properly index images



» Alt text: Man laughs with friends while working on his laptop at a coffee shop.



The Carrot

Digital accessibility has substantial SEO benefits

- Example: Nested heading structure
 - Allows search engines to accurately crawl web pages

```
<h1> Main Heading </h1>
<h2> Sub Heading </h2>
<h3> Sub Sub Heading </h3>
<h2> Sub Heading </h2>
<h3> Sub Sub Heading </h3>
<h3> Sub Sub Heading </h3>
<h3> Sub Sub Heading </h3>
<h4> Sub Sub Sub Heading </h4>
```



Let's Talk About

The Curb-Cut Effect

The Curb-Cut Effect

By prioritizing digital accessibility, you're creating a better user experience for <u>ALL</u>







The Carrot

Example of the **curb-cut effect** in web development

- Prime example with websites is color contrast requirements.
 - Designed to benefit those who are color blind and/or have low vision

- Color contrast requirements also benefit:
 - Users with low quality monitors
 - Users relying on devices with smaller screen sizes
 - Older users with deteriorating eyesight





The Stick

Digital accessibility is a **legal** requirement (under the ADA)

 Prioritizing digital accessibility reduces your legal risk.

 You reduce your legal risk by conforming to the Web Content Accessibility Guidelines (WCAG)



The Legal Landscape of Digital Accessibility

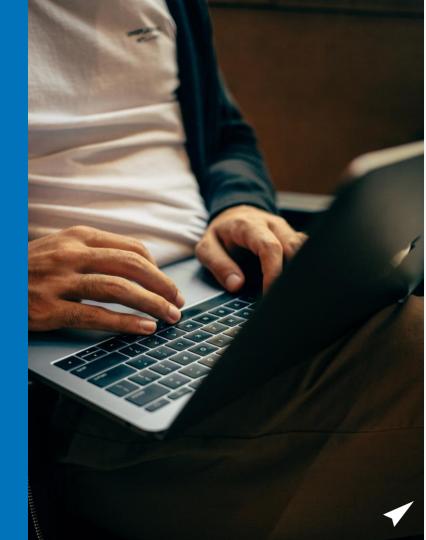
 WCAG are guidelines, not formal law. However, WCAG is cited on the ADA website.

- WCAG is referenced in both existing federal and state legislation.
 - Section 508 (federal) references WCAG 2.0 AA
 - California and Colorado's state legislation references WCAG 2.1 AA



The Legal History of Digital Accessibility:

- » 1990: The ADA is signed into law
- **» 1991:** The first website goes live on the world wide web
- » 1994: The World Wide Web Consortium (W3C) is founded
- **» 1996:** The DOJ takes the "position" that the ADA applies to web content <u>without</u> providing guidelines of what makes a website accessible



The Legal History of Digital Accessibility:

- » 1999: The Web Content Accessibility Guidelines (WCAG 1.0) is introduced by W3C
- » 2008: WCAG 2.0 is introduced by W3C
- **» 2017:** Lawsuits against websites begin to rise (Winn-Dixie lawsuit)
- » 2018: WCAG 2.1 is introduced by W3C
- » 2023: WCAG 2.2 is introduced by W3C





Digital Accessibility Lawsuits in 2024 (United States)

- 97% of the digital accessibility lawsuits filed were against desktop websites.
 - Mobile websites only accounted for 3%

 Over 40% of the lawsuits filed at the federal level were against businesses / organizations with previous lawsuits.

 The vast majority of lawsuits were against businesses with an annual revenue under \$25 million.



Let's Discuss

How to Approach Digital Accessibility

How to

Detect & Remediate

Work with your web provider, internal digital team, and/or a 3rd party provider:

- Analyze your website to detect accessibility issues (WCAG 2.2 AA violations).
- Then conduct prioritized remediations to resolve these issues.



How to Analyze

Your Website

Through a combination of automated scans and manual user testing

 PHASE #1: Automated scans look for code / structure-based issues based on the WCAG
 2.2 AA success criteria.

 PHASE #2: Manual user testing consists of testing your website relying on keyboard navigation and/or assistive technologies.



How to Analyze

Your Website Potential providers for automated scans:



UsableNet





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DESTINATIONS

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NEWS

American Airlines Is Cutting These 5 U.S. **Routes From Austin** Airport

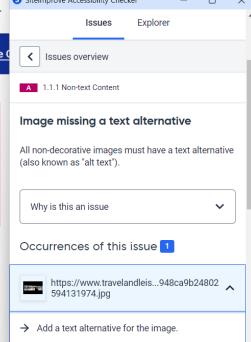
By Michael Cappetta



NEWS

United Just Made a Big Change to Its Basic **Economy Tickets**

By Alison Fox



Image

ted This Idyllic nfront Mexican to Learn What ad's 'Year of the 't' Was All About

▼ Kachroo-Levine





How to Prioritize

Ally Efforts

When conducting remediations, ensure you're following a prioritized approach

• **Priority #1:** Component based remediations

- Priority #2: Homepage remediations
- Priority #3: Template based remediations

Priority #4: Individual remediations



Accessible PDFs

Digital accessibility extends beyond websites

- Avoid PDF documents (such as menus) on your website.
 - Substantial accessibility concerns
 - Lack of SEO benefits

 If you must use PDFs, test for accessibility with Adobe Acrobat.



Create and verify PDF accessibility (Acrobat Pro)



Acrobat User Guide

- > Introduction to Acrobat
- > Workspace
- > Creating PDFs
- > Editing PDFs
- > Scan and OCR
- > Forms
- > Combining files
- > Sharing, reviews, and commenting
- > Saving and exporting PDFs
- Security
- > Electronic signatures
- > Printing

- 3 Select Initial View and then from the Show drop-down, select Document Title.
- 4 Select OK.
 - Note: See the related WCAG section: 2.4 Page Titled (Level A)

BOOKMARKS

This check fails when the document has 21 or more pages, but doesn't have bookmarks that parallel the document structure.

To add bookmarks to the document, select **Bookmarks** on the **Accessibility Checker** panel, and choose **Fix** from the **Options** menu. In the **Structure Elements** dialog box, select the elements that you want to use as bookmarks, and click **OK**. (You can also access the **Structure Elements** dialog box by clicking the **Options** menu on the **Bookmark** tab and selecting the New Bookmarks From Structure command.)

F Note: See the related WCAG sections: 2.4.1 Bypass Blocks (Level A), 2.4.5 Multiple Ways (Level AA)

COLOR CONTRAST

When this check fails, it's possible that the document contains content that isn't accessible to people who are color-



Let's Review

Actionable First Steps

Actionable

First Step

Create and publish an accessibility statement on your website

 Conveys your organization's commitment to digital accessibility

 Provides contact information in case users encounter a digital barrier

Use the W3C statement generator

• To be linked in the footer of your website





Who We Are

Why We're Here

How We Think

Join Our Team

Our Commitment to DEI

Hiring

Advertising Opportunities

Contact Us

Stay in Touch

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Ad+genuity Tourism Exchange USA

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Actionable

First Step

Add captions to video-based content used on your website

 YouTube and Vimeo support automatic captioning (powered by AI)

 Edit the automatic captions provided to ensure there's proper punctuation



Digital Accessibility should be viewed as a process, not a project

- Digital accessibility is an ongoing initiative
 - Modern websites are incredibly dynamic
 - Accessibility guidelines change over time
- It's best to address new accessibility issues as they arise, to continue to facilitate the best user experience possible for those with disabilities.



When it comes to digital accessibility, never speak in absolutes



"Fully ADA Compliant"



"Meets WCAG 2.2 AA Conformance"



"In an effort to progress toward satisfying WCAG 2.2 AA conformance"



North Myrtle Beach's Efforts

Holistic Approach: Content + Website Optimizations







North Myrtle Beach

Custom Content

 Custom content geared towards travelers with disabilities.

 Content is housed in a 'hub' which is linked in the main navigation.



Chamber Meetings & Groups Sports Blog
PLACES TO STAY THINGS TO DO EVENTS

HOME / PLAN / ACCESSIBILITY IN NORTH MYRTLE BEACH

ACCESSIBILITY IN NORTH MYRTLE BEACH

In North Myrtle Beach, everyone is invited to experience the beauty and relaxation our beaches have want visitors of all abilities to enjoy their time here, so come as you are and let the waves wash away.

Wheelchair Accessible Beaches

With nine miles of gorgeous coastline, North Myrtle Beach has six public wheelchair-accessible ac Here's where you can find them:

Beach Wheelchair Rentals

The city of North Myrtle Beach provides beach wheelchairs that roll smoothly over the sand. They and can be picked up Monday through Friday at the Beach Services Warehouse at 1024 6th Ave. So is also available for a \$25 fee. Call ahead at (843) 280-5684 to reserve yours up to a year in advance.

North Strand Beach Services also rents beach wheelchairs as well as other equipment or beach g



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August.Erickson@ MilesPartnership.com