



eSolutionsGroup

Barrier free digital services for your community.

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What we will cover today



- Who is accessibility for
- Best practices for creating accessible websites
- Can you go overboard with accessibility



Who is accessibility for?

1 in 5 users require accommodations to use your site



1 in 5 are disabled



every year more than
50,000 Canadians will lose
their sight



Over 139,000 suffer
seizures & epilepsy *



500,000 are visually
impaired



1 in 4 adults have an
auditory impairment



3.8 million adult Canadians
have a motor impairment
that affects their daily life

* Epilepsy Foundation

These are Canadian Statistics



Accessible tools for visual impairments

Approximately half a million Canadians are estimated to be living with significant vision loss, and every year more than 50,000 Canadians will lose their sight.

Accessibility tools for websites:

- Alt text
- Tab order
- Screen reader compatibility
- Described Video

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Accessible tools for hearing impairments

Nearly 1 out of 4 adult Canadians report having some hearing loss, although closer to 10% of people actually identify themselves as culturally deaf, oral deaf, deafened, or hard of hearing (CHS Awareness Survey 2002).

Accessibility tools for websites:

- Subtitles
- Closed captions
- Transcripts

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Accessible tools for physical impairments

An estimated 3.8 million adult Canadians reported being limited in daily activities due to a disability in 2012.

Accessibility tools for websites:

- Keyboard navigation
- Keyboard commands

Also to be considered are the Canadians who experience temporary physical impairments due to a variety of reasons: broken limbs, critical illness, operations, temporary treatments for disease, etc.

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The 'invisible' disability: Learning disabilities in Canada

Consider how you include people who think or understand differently.

According to Statistics Canada, more than half a million adults live with a learning disability, making it more challenging for them to learn in universities, colleges and on the job.

Examples of learning impairments:

- Dyslexia
- ADHD
- Figure-Ground Discrimination
- Visual Processing and/or Visual Tracking

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Including equality in our accessibility standards

We are fortunate enough to live in a country with a very diverse population. Accommodating every Canadian is a tall order, but keeping these additional citizen groups in mind is an big step towards inclusion:

- New immigrants and people who speak English as a Second Language (ESL)
 - More than 7 Million people in Canada speak a language other than French/English at home
- Vulnerable populations with lower education levels
- Growing elderly population
- Teenagers – yes, they deserve their own category!

Accessibility is about equality.

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Creating Accessible Websites

Four phases to a successful website



Creating a successful site requires a well thought out approach that is based on the following important phases:

- Navigation
- Content
- Design/User Experience
- Accessibility - AODA

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Navigation

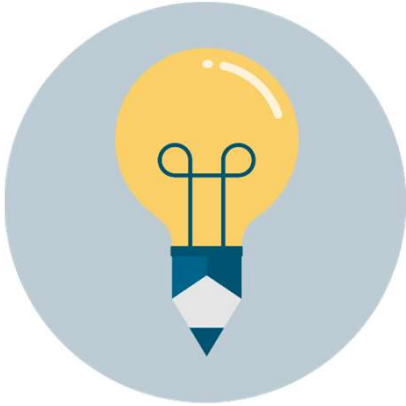


- Make the site useable and straightforward, regardless of the visitor's understanding of municipal services, responsibilities and departments.
- Think of the top tasks that visitors come to your website to complete. Are they clear in navigation?
- Account for different search methods; are there multiple ways to get to certain pages and areas?
- Service-oriented = user-friendly and intuitive

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Content



- People do not return to websites for design, they return for relevant, accessible content
- Content cannot be an afterthought

Recommended content includes:

- Core services that residents, visitors, businesses will use
- Answers to FAQ's - by service
- How to get involved - Council, elections, etc.

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Design / User experience (UX)



- Clean and clutter free design that has key calls to action
- Easy to use and understand
- Mobile compatible using responsive design
- Quick access to events and programs
- Larger, vibrant images that reflect your community
- Accessible to AODA / WCAG 2.0 AA
- Social media prominence – more feeds, larger area

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Accessibility - AODA



- Providing alternatives for users with disabilities (alt text, captions for videos, etc)
- Colour contrast, ensure that text can be read easily
- Ensure site is coded to allow for keyboard navigation (skip to content)
- Follow WCAG 2.0 Level AA, HTML 5, CSS 3 Standards (allows for assistive technologies, i.e screen readers to read page content)
- Being AODA compliant helps with SEO

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Benefits of a Functional, User-friendly Website

Overall technology improvements for accessible sites

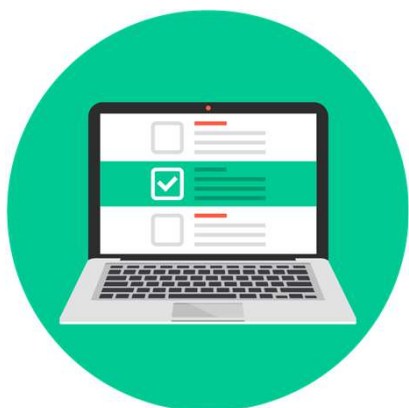


- Easy to use content management systems (CMS)
- Accessibility checkers
- Integrated API's
- Pushing information to users
- Responsive Design

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Functional Website Benefits



- Allows users to easily find information and accomplish their tasks
- Engages users and encourages repeat visits
- Ensures Municipalities business objectives are met/exceeded
- Allows for increase in transactions/conversions
- Increases confidence in the Municipality (trusted, reliable source)
- Reinforces positive brand awareness
- Better discoverability, increase in targeted traffic

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Too much, or too little

Can a website be too accessible?



Arguments for Yes

Too much metadata

Hidden content only for
screen readers

Accessibility is a process



Arguments for No

Something cannot be 'too equal'

Overly accessible is inaccessible

Accessibility is a philosophy

Accessibility is both a process and a philosophy.



Next Steps



- Look at your website and documents based on the AODA standards
 - Use an accessibility scanner
 - Download a screen reader
- Create a governance team
- Engage with your local Accessibility advisor and members of your community
- Engage the right partners

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Partnering for success



Common Challenges:

- Writing an RFP with the right Accessibility requirements
- Choosing partners that are out of province/country

How we can help:

- Buyers guides (for RFP creation)
- Accessible integration

eSolutionsGroup recent partnership with SiteImprove

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Questions?

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