

ADA WEBSITE ACCESSIBILITY FOR YOUR ORGANIZATION



WEB | MOBILE | STRATEGY | ACCESSIBILITY

Disability Statistics

1 in 4 U.S. adults have a disability

61 Million U.S. adults

40 % of adults over the age of 65 have a disability

78 Million adults over 65 by 2035

1 Billion people have a disability worldwide

15 % of the global population

Americans with Disabilities Act

The Americans with Disabilities Act prohibits discrimination against individuals with disabilities in all areas of public life.

Legal precedent is changing and ADA compliance related lawsuits are becoming more successful as Title III of the Americans with Disabilities Act now pertains to business websites in the public and private sector.



Who Needs To Be Compliant?

The general consensus is that any business considered a “public accommodation” should have an ADA compliant web presence.

“Public accommodation” could apply to most things depending on who is making the interpretation.

Generally, however, this would refer to B2C, retail, or any business the general public should be able to use, understand and access easily.



Public Accommodations



- # Inn, hotel, motel, or other place of lodging;
- # Restaurant, bar, or other establishment serving food or drink;
- # Motion picture house, theater, concert hall, stadium, or other place of exhibition or entertainment;
- # Auditorium, convention center, lecture hall, or other place of public gathering;
- # Bakery, grocery store, clothing store, hardware store, shopping center, or other sales or rental establishment;
- # Laundromat, dry-cleaner, bank, barber shop, beauty shop, travel service, shoe repair service, funeral parlor, gas station, office of an accountant or lawyer, pharmacy, insurance office, professional office, health care provider, hospital, or other service establishment;
- # Terminal, depot, or other station used for specified public transportation;
- # Museum, library, gallery, or other place of public display or collection;
- # Park, zoo, amusement park, or other place of recreation;
- # Nursery, elementary, secondary, undergraduate, or postgraduate private school, or other place of education;
- # Day care center, senior citizen center, homeless shelter, food bank, adoption agency, or other social service center establishment;
- # Gymnasium, health spa, bowling alley, golf course, or other place of exercise or recreation.

Unruh Civil Rights Act



The Unruh Civil Rights Act is a piece of California legislation that specifically outlaws discrimination based on sex, race, color, religion, ancestry, national origin, age, **disability**, medical condition, genetic information, marital status, or sexual orientation.

The Unruh Act makes it illegal for business establishments to intentionally and arbitrarily discriminate against customers based on any personal characteristics.

Under the ADA, plaintiffs can expect to recover “reasonable attorney's fees and costs.

Under the California Unruh Act, a plaintiff may collect penalties with the minimum penalty set at \$4,000 per violation.

Web Content Accessibility Guidelines (WCAG)

Principles:

1. Perceivable
2. Operable
3. Understandable
4. Robust



Learning Disabilities



Speech & Language Impairments



Developmental/Cognitive Disabilities



Autism Spectrum Disorder



Visual & Hearing Impairments

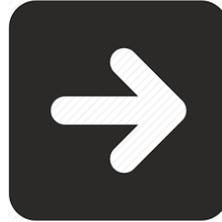


Not all disabilities are visible

Where To Start?



Screen Reader



Keyboard
Navigation



Image
“ALT” Tags



Color
Contrast Ratios



Text Zoom



Video
Transcripts

Common Accessibility Issues



Keyboard: All content functions should be operable through a keyboard interface, such as using unmodified arrow or tab keys.

Aria Landmarks: Use landmarks to identify the header, footer, sidebar, and page content. This allows screen readers to prioritize what they read to the user.

Images: Graphics need to include “alternative text”.

Colors: WCAG 2 level AA requires a contrast ratio of at least 4.5:1 for normal text. 3.1 for larger text and graphics

Text: Easily increase or decrease text size and display across desktop, mobile, and tablet.

Videos: Text transcripts or captions of videos should be made available.

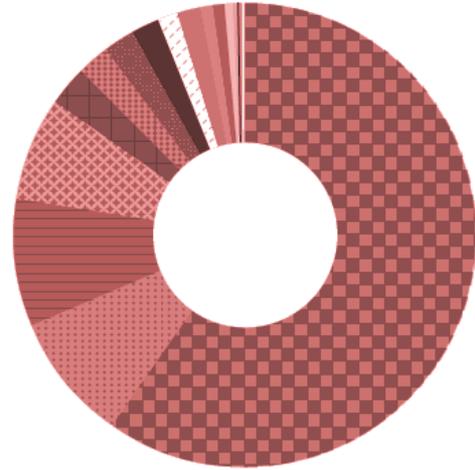
Headings: Need to be functional before they have to be stylized.

ADA Title III Website Accessibility Lawsuits in Federal Court

(Jan. 1, 2017 - Jun. 30, 2019)



Industry Breakdown



- 60%  Retail
- 9%  Food Service Industry
- 8%  Entertainment & Leisure
- 7%  Travel/Hospitality
- 3%  Self-Service
- 2%  Real Estate Agencies & Properties
- 2%  Healthcare
- 2%  Banking/Financial
- 1%  Other
- 1%  Automotive
- <1%  Education
- <1%  Digital Media & Agencies
- <1%  Fitness & Wellness
- <1%  Insurance
- <1%  Telecommunications

Most Targeted Industries

RETAIL



1347 lawsuits

FOOD SERVICE
INDUSTRY



202

ENTERTAINMENT
& LEISURE



194

TRAVEL/
HOSPITALITY



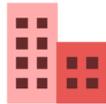
157

SELF-SERVICE



60

REAL ESTATE AGENCIES
& PROPERTIES



49

Adults with Functional Disability Types

13.7%

MOBILITY

Serious difficulty walking or climbing stairs



10.8%

COGNITION

Serious difficulty concentrating, remembering, or making decisions



6.8%

INDEPENDENT LIVING

Difficulty doing errands alone



5.9%

HEARING

Deafness or serious difficulty hearing



4.6%

VISION

Blindness or serious difficulty seeing



3.7%

SELF-CARE

Difficulty dressing or bathing



People are getting older...and actively using technology!

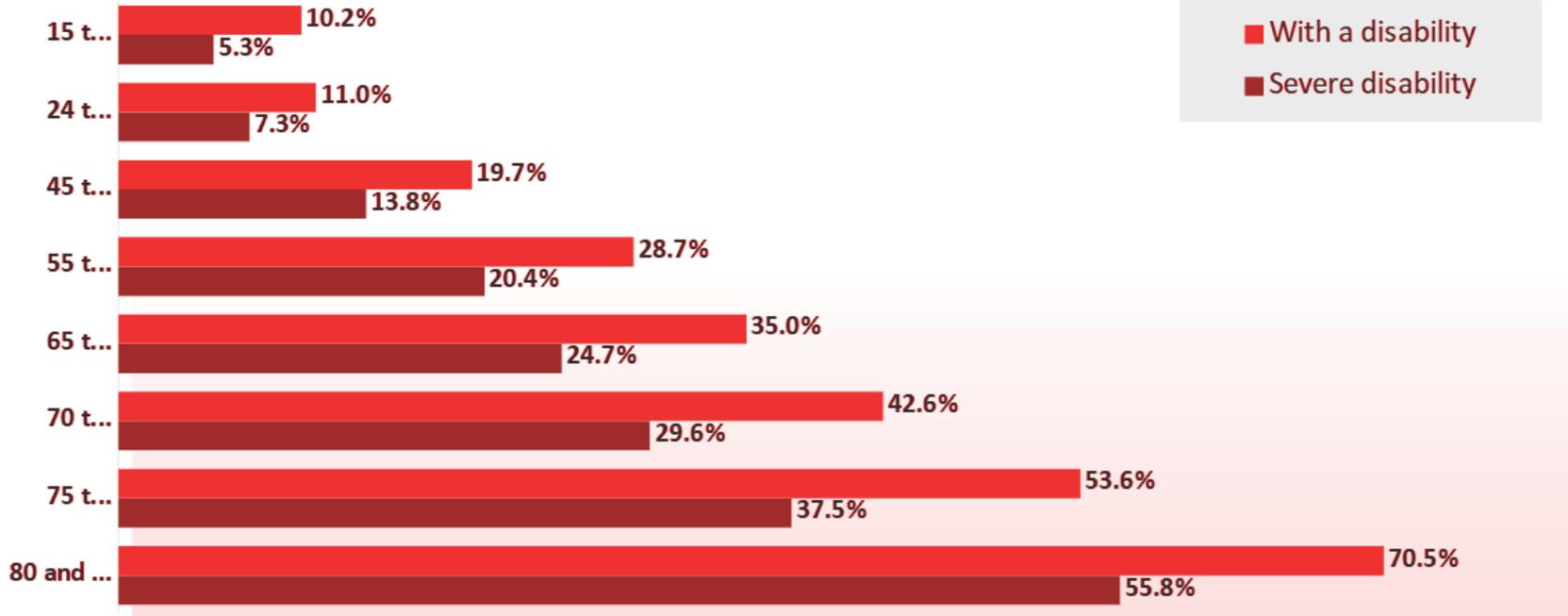
The number of people worldwide aged 80 and over will quadruple to 400 million by 2050.

For the first time in history, there will be more people over the age of 65 than under the age of 14.

45% of seniors under the age of 75 say they use social networking sites.

67% of seniors use the internet – a 55-percentage-point increase in just under two decades.

Disability Prevalence By Age



Source: [U.S. Census Bureau, Survey of Income and Program Participation](#)

Why Accessibility Matters

- ADA compliance increases your target audience.
- ADA compliance enhances your online reputation.
- You'll lose customers with a disability (over 61 million US).
- ADA compliance means overall better website usability.
- ADA compliance ensures you avoid lawsuits and penalties.
- ADA compliance improves your SEO efforts.



THANK YOU



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**Contact Us Today For A FREE
Website Accessibility Review!**

