



Accessibility: Ensuring Everyone Can Experience Your Fair

Website Accessibility Presenter: Doug van Wolde

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- Fair Volunteer 35 years
- Website Developer, 23 years
- Making fair websites AODA compliant since 2012
- Following W3C's WCAG guidelines since 2008
- Making accessible websites is about making websites better for everyone.
- Someday, we will all likely need assistive technology. Start planning for it today.



Definition of Website Accessibility

- Accessibility in web design and content creation ensures that everyone, including people with disabilities, can perceive, understand, navigate, and interact with the web.
- This is crucial for communities and organizations like the Fairs and Ag Societies, as it ensures that their online content, from prize books to event schedules and ticket booking systems, is available to the broadest possible audience, including those who rely on assistive technologies to access information online.



Definition of Website Accessibility - All Parts

- **Inclusivity Principle:** Removing barriers for people with disabilities.
- **Target Audience:** Ensures access for visual, auditory, motor, and cognitive disabilities.
- **Beyond Technical:** Encompasses design and content creation for diverse user experiences.
- **Key Goals:**
 - Equal usability by people with and without disabilities.
 - Compatibility with assistive technologies (e.g., screen readers, keyboard navigation).
- **Importance:**
 - Legal and ethical adherence.
 - Enhanced user experience for all visitors.
 - Demonstrates inclusivity and respect for diversity.

Impacted Population

- More than 1 billion people in the world, or 15% of the world's population
[World Health Organization 2018 World Report on Disability](#)
- 1 in 3 Canadians over the age of 15
[Statistics Canada, 2022](#)
- \$67 billion in after-tax disposable income for working-age people with disabilities in Canada.
[Statistics Canada, 2022 – estimate based on available data](#)

Importance of Accessibility in the Context of Fairs

- **Broader Inclusion:** Ensures everyone can access event, ticketing, schedules, and facilities info and participate fully.
- **Legal Compliance:** Meets legal requirements, avoiding penalties.
- **Enhanced User Experience:** Accessibility features improve usability for all visitors.
- **Positive Public Image:** Reflects a commitment to social responsibility and equality.
- **Increased Attendance:** Attracts a broader, more diverse audience, boosting participation.
- **Economic Benefits:** Higher ticket sales and vendor participation lead to enhanced economic success.
- **Community Engagement:** Promotes diversity and inclusion, strengthening community ties.

Who Accessibility Helps

- **Visual Impairments:** Users who rely on screen readers or need visual adjustments.
- **Hearing Impairments:** Individuals who benefit from captions and sign language.
- **Motor Impairments:** Those who navigate via keyboard or require alternative input devices.
- **Cognitive Impairments:** People need clear language and structured content.
- **Older Adults:** Seniors with age-related changes in ability.
- **Temporary Disabilities:** Users with short-term injuries or limitations.
- **Situational Limitations:** Users in environments where standard use is not possible. Slow Internet.
- **Universal Benefit:** All users enjoy clearer content and better navigation.



Understanding Accessibility

Making Content Accessible to All Users

- **Content:** is defined as any text, images, video, or sound.
- **Follow WCAG:** Ensure content is perceivable, operable, understandable, and robust.
- **Real User Testing:** Involve people with disabilities in testing phases.
- **Ongoing Improvement:** Stay updated with accessibility advances and continually refine content.

SEO Benefits

Accessible websites rank better in search engines.

- Image Alt text
- Proper headings, Semantic HTML structure
- Meaningful link anchor text
- Transcripts for video
- Adding web pages instead of PDFs = more long-form content
- Fewer animations = less JavaScript and faster loading times

What is WCAG?

- Internationally agreed upon testable standards created by volunteers in the World Wide Web Consortium (W3C).
- Current version is 2.1; published June 2018
- Previous version (2.0) was published in 2008
- Levels of conformance: A (lowest), AA (best practice), and AAA (highest)
- Four principles at the foundation:
 - **Perceivable Content**
 - **Operable Interfaces**
 - **Understandable Information**
 - **Robust Compatibility**

WCAG: The standard for AODA compliance

- To comply with the AODA's web accessibility requirements, all web content must conform with WCAG.
- [AODA](#) requirement for Ontario websites come into force on January 1st, 2021
 - Non-Profit Businesses with 50 or More Workers (not including Volunteer count)
 - Public sector organizations with 1-49 workers

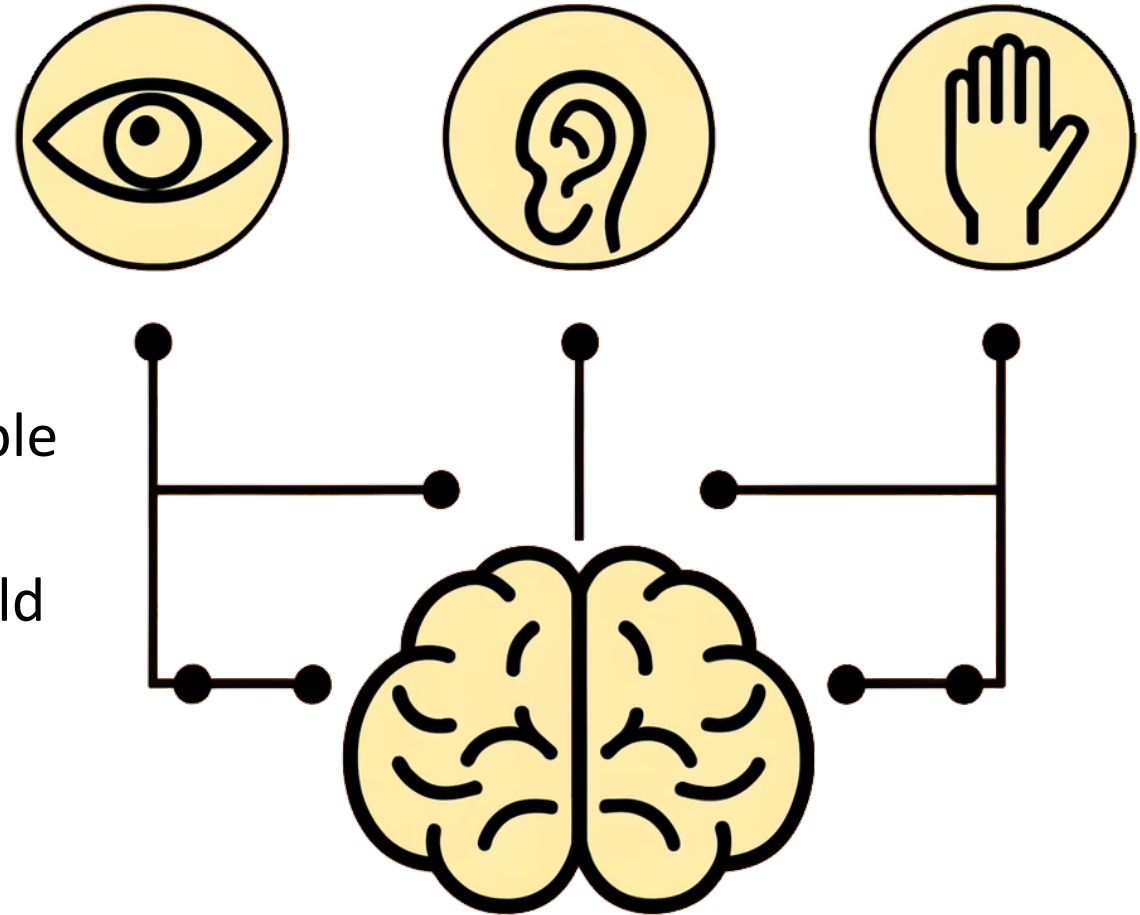
“Under the [Information and Communications Standards](#), organizations must make their websites, including web-based apps, accessible. Organizations must do so by making their websites compliant with [Web Content Accessibility Guidelines \(WCAG\) 2.0](#), Level AA. This international standard gives web developers guidelines on making their web pages accessible to computer users with disabilities.”

<https://www.aoda.ca/web-accessibility-requirements-throughout-the-aoda-standards/>

Perceivable

Use alt text and captions and offer multiple presentation formats.

- Information needs to be transformable from one form to another.
- The main content and message should be separable from how it is styled or presented.



Operable

Not everyone uses a standard keyboard + mouse to navigate the web.

- Multiple ways to interact with the website
- Clear instructions
- Error recovery options
- Adequate time for interaction
- Seizure-safe content

Understandable

- Appropriately targeted clear language/reading level
- Supplemental representation of information
 - Graphics, videos, audio players, graphs, etc.
 - Summaries or excerpts before long articles
- Understandable functionality
 - Navigation structure, form interactions, available tooltips etc.
 - Predictable actions

Robust

- Functionality across current and future devices, operating systems, and browsers
- Adhere to coding standards
- Support some outdated versions
- Validate against technical standards for the platform

Which Version and Level to Follow

- “A” is not sufficient, “AAA” is the gold star
- WCAG 2.0 may be sufficient under some laws like AODA
- Most recommended **WCAG 2.1 AA**
- Ideal: WCAG 2.1 AAA
- Can you meet some AAA success criteria?
 - Color contrast
 - Reading level
 - Tap target size

Go Beyond Compliance

These improve accessibility but are not WCAG “failures”:

- Don't open links in new tabs.
- Don't use words like “image of” or “graphic” in alt text.
- Don't add long alt text.
- Remove redundant text and links.
- Don't use tiny text (under 12px).
- Don't justify text.
- Enable users to Zoom the website up to 500%.



Tools for Checking Accessibility

WeGo.ca Website Developers Inc.

Doug van Wolde, doug@wego.ca 905-655-9346

Website Testing Process

1. Run an automated bulk scanning tool like [Accessibility Checker](#) to check for obvious accessibility problems
2. Manually test a representative page of every type (home, archives + singles, and any pages with special features):
 - a. With keyboard only
 - b. With a screen reader,
 - c. With the website Zoomed at least 200%
3. Resolve all issues from scan and manual testing.
4. Bonus: bring in screen reader users or other users with disabilities for user testing to confirm accessibility.

Browser-Based Testing

- [WAVE](#) - good for quick checks; it's frequently what the law firms use. [Demo](#)
- Equal Access - very detailed, has helpful views if you're working on a VPAT (issues grouped by WCAG success criterion)
- [axe](#) - The free version is helpful, but the pro is very powerful - and can help walk you through guided testing.

Screen Readers

Software:

- [VoiceOver](#) - built into Mac and Apple devices
 - [Keyboard shortcuts for VoiceOver](#)
- [NVDA](#) - open source, free, Windows only
 - [Keyboard shortcuts for NVDA](#)
- [Jaws](#) - paid screen reader
- [Satogo](#) – Windows complete screen reader, has a paid version

Browser-Based:

- [Firefox](#)
- Edge: built in. Shift+Ctrl+U **Demo**
- [Chrome](#)

Screen Reader Testing

1. Open the page and just listen as it reads the entire page.
 - Does it read things in the order that you expect?
 - Does anything sound funny?
 - Are the alt text and labels accurate?
 - Is content grouped appropriately?
2. Go back and re-listen to any elements that sound off.
3. Engage with interactive elements:
 - Are page changes announced? (Ajax search or filter, pop-ups, etc.)
 - Are form errors/confirmations announced?

Keyboard Testing

- Skip links are the first focusable element, and jump to the correct location on the page.
- Tab order follows the order of the page.
- There is a visible focus on every element that can receive focus - at least 2px outline with appropriate colour contrast.
- Carousels, forms, and other interactive elements can be fully interacted with via keyboard alone.
- Any CAPTCHAs are accessible (I.e., no “choose pictures of signs”).
- Users control whether or not to play audio or video.
- Anything that plays automatically for over 5 seconds has an accessible pause button.
- When zoomed to 200% or more, nothing goes off-screen, and the navigation is still functional.
- Any text over background images has sufficient contrast with the image.

How to Manually Test

1. Use the desktop version of the website with only your keyboard. Demo
2. Zoom the desktop version of the website at least 200% and use it with only your keyboard. Demo
3. Turn on a screen reader and use the website with a screen reader.
4. Check tap sizes on mobile.

Incorporating Assistive Technologies for Fairs

- **Accessible Interactive Maps:** Customizable for screen readers with clear landmarks and routes.
- **VR Previews:** Virtual tours for users with mobility issues, keyboard and assistive device compatible.
- **Live Captioning & ASL:** For streamed events, with resizable and repositionable interpreter windows.
- **Audio Descriptions:** For visual content, clearly labelled for ease of access.
- **Voice Recognition:** Hands-free navigation and information searching on the website.
- **Chatbots & Virtual Assistants:** Assistive guides for navigating the site and providing service information.
- **Accessible E-Ticketing:** Screen reader-friendly systems with alternative purchasing options.
- **Feedback Mechanism:** Easy-to-use feedback options for improving accessibility features.

A laptop is open on a desk, displaying a web browser with a grid of 12 images. The images include a snowy mountain, a tall tower, a waterfall, a city street, a night cityscape, a coffee cup, code snippets, a laptop screen, a marina, and a building. In the background, a larger monitor displays a similar grid of images. The scene is dimly lit, with the screens providing the main light source.

Why Accessibility is Important for Fairs

Accessibility for Ontarians with Disabilities Act (AODA)

I am not a lawyer.

- Stay informed

Enacted in 2005 to improve accessibility standards for people with physical and mental disabilities in all public establishments by 2025.

- All businesses with 20 or more employees must file an accessibility compliance report every three years.
- Businesses with 50+ employees: public websites and web content posted since January 1, 2012, must meet the WCAG 2.0 Level AA success criteria, except for 1.2.4 (live captions) and 1.2.5 (pre-recorded audio descriptions).

AODA Enforcement

Fines

- Businesses can be fined up to \$100,000 per day until violations are resolved.
- An individual or unincorporated organization may face a penalty of up to \$50,000 per day.

There are reports of businesses receiving random letters from the government warning their site isn't compliant.

Learn more at <https://www.ontario.ca/page/how-make-websites-accessible>

A laptop is the central focus, its screen showing a grid of twelve small images. These images include a snowy mountain peak, a tall tower against a blue sky, a waterfall, a city street at night, a close-up of a coffee cup, and several screenshots of code editors with colorful syntax highlighting. The laptop is on a desk, and in the background, a larger monitor displays a similar grid of images. A blue semi-transparent banner is positioned across the bottom of the laptop screen, containing white text.

Best Practices and Implementation Strategies Developing an Accessibility Plan

Train Content Creators

- Create a documentation library
- Record (or find) videos demonstrating tool usage
 - assistive technology
 - adding accessible content in the CMS
- Recommend (or require) training courses
- Create checklists and “quick reference” guides - something printable that can be glanced at as an easy reminder

Use Caution When Adding Third-Party Code

- Any embeds need to be tested just as you would test a plugin.
- Pay extra attention to embedded legal documents, privacy policies, terms of service or cookie notices.
- Reconsider sticky elements (live chat, etc.).
- Beware of anything guaranteeing instant accessibility or quick fixes.

Accessibility in Content

- Headings are present in long documents and used in proper order.
- Underline is never used for emphasis.
- No content is typed out in all capital letters.
- Link anchor text is meaningful.
- Content is formatted in lists as applicable.
- Tabular data is in tables with appropriate headings.
- Tables or other alternate content is provided for complex graphics.
- All videos have accurate captions.
- All videos and audio files have accurate transcripts.
- Videos include optional descriptive narration, so they make sense if only hearing the audio.
- **Linked PDF files, Word Docs, etc. are accessible.**
- Avoid GIFs and memes; think carefully about embedding content from social media or other third-party sources.
- Content reading level is appropriate for the audience.
- Images have proper alt text.

Accessibility in Design

- Use readable fonts and accessible colours.
- Design for multiple screen sizes/devices/orientations.
- Pay attention to proximity.
- Include visible labels for all fields and clear required indicators for required fields (not placeholder text).
- Design hover, focus, and error states.
- Do not use colour alone to convey information.
- Avoid designing text that cannot be styled with CSS.
- Use consistent heading styles across pages.
- Use sentence case for readability.
- Always underline links.
- Keep navigation consistent throughout the site.
- Include multiple ways of navigating the site/content: a navigation structure, a list of related pages in the sidebar, a sitemap in the footer, a search bar, etc.
- Avoid pop-ups, text only visible on hover, excessive carousels or accordions, parallax, and background videos.
- Make it clear where users are in the application process and how many steps remain.

Collaboration with Accessibility Experts

- **Expert Evaluation:** Identify compliance gaps through professional audits.
- **Strategic Planning:** Develop a clear, actionable accessibility roadmap.
- **Staff Training:** Equip the team with necessary accessibility skills and knowledge.
- **Technical Solutions:** Implement expert-recommended technical fixes.
- **Policy Development:** Create policies aligned with legal standards and best practices.
- **User-Centered Design:** Incorporate direct feedback from users with disabilities.
- **Legal Compliance:** Stay informed on laws to mitigate legal risks.
- **Quality Assurance:** Regular checks to maintain accessibility standards.
- **Reporting and Documentation:** Keep detailed records of accessibility efforts for accountability.

Accessibility Checker

- WordPress plugin that adds accessibility scanning and reports on the post/page edit screen to rapidly identify issues across the entire site.
- It helps to reinforce that accessibility is an ongoing effort similar to SEO.
- [Free plugin](#) scans unlimited posts and pages.

Conclusion

Recap of Key Points

- **Accessibility Defined:** Ensuring all content is available to everyone.
- **Fairs' Importance:** Guarantees participation, meets legal and ethical standards, and enhances the overall experience.
- **Beneficiaries:** Aids those with permanent or temporary impairments and benefits all users.
- **Content Accessibility:** Follows WCAG for content that is perceivable, operable, understandable, and robust.
- **SEO Advantages:** Accessibility efforts improve search rankings and outreach.
- **Assistive Technologies:** Utilize tools like interactive maps and live captioning for inclusivity.
- **Expert Collaboration:** Work with professionals for comprehensive accessibility integration.
- **Ongoing Effort:** Continual updates and education are essential for sustained accessibility.

Encouraging Commitment to Accessibility

- **Accessibility Statement:** Publicly declare commitment to accessibility goals and policies.
- **Allocate Resources:** Dedicate budget and training for accessibility initiatives.
- **Accessibility Task Force:** Establish a team to implement and monitor accessibility practices.
- **Community Engagement:** Solicit feedback from people with disabilities and partner with advocacy groups.
- **Measurable Goals:** Set and track specific objectives for accessibility improvements.
- **Plan with Accessibility in Mind:** Integrate accessibility considerations into all projects from the start.
- **Celebrate Successes:** Acknowledge and share achievements in accessibility.
- **Continuous Learning:** Keep abreast of new accessibility standards and technologies.
- **Leadership:** Advocate for accessibility and lead by example in the community.

Handout

- Download the handout with all the links.
- www.wego.ca/oaas2024

Recommended Websites

Web Content Accessibility Guidelines - (W3C - World Wide Web Consortium)

- <https://www.w3.org/TR/WCAG21/>

Accessibility for Ontarians with Disabilities Act

- <https://www.aoda.ca/>

Disability Inclusive Language Guidelines

- <https://www.ungeneva.org/en/about/accessibility/disability-inclusive-language>

Web Accessibility Requirements Throughout the AODA Standards

- <https://www.aoda.ca/web-accessibility-requirements-throughout-the-aoda-standards/>

Colour Contrast Checker

- <https://webaim.org/resources/contrastchecker/>

Optimize your site with the accessibility checklist

- <https://yoast.com/accessibility-checklist/>

Why accessibility is important (in the time of AI)

- <https://yoast.com/why-accessibility-is-important/>

Contact for Support

Doug van Wolde

doug@wego.ca

905-655-9346



**Website
Developers Inc.**

DOWNLOAD THE OAAS



CONVENTION APP

Install on your mobile device:

1. On your smartphone, visit <https://my.yapp.us/JVT4AN> or use the QR code below
2. Follow the instruction on screen. (it's a quick two step process)

Already have the Yapp App installed?

1. Tap "download existing app" or the green "+" button (top right)
2. When asked for the Yapp ID, enter **JVT4AN**
3. Press the device keyboard's enter button, or tap "Add" at top right.

<https://my.yapp.us/JVT4AN>

