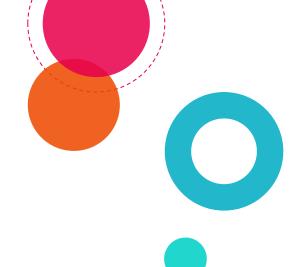


# Today's Agenda

- Who We Are
- Primer on Accessibility in Ontario
- A Comprehensive Accessibility Program for Municipalities
- Centralized and Decentralized Governance
- Governance Roles and Responsibilities
- Training and Upskilling
- Setting your Compliance Level





### Who is Fiddleleaf Accessibility?



**Mandie Malott** 

- Certified Web
   Accessibility Specialist
   with IAAP
- Founder, Consultant, Huge Accessibility Nerd



Julia Malott

 Operations, Design, Accounting, Moral Support... Sidekick! Fiddleleaf

Municipal Nerd





#### What we do at Fiddleleaf?

- Public Sector Accessibility Consulting
- Live and On-Demand Training
- Document Remediation
- Have Interesting Conversations about anything accessibility related!



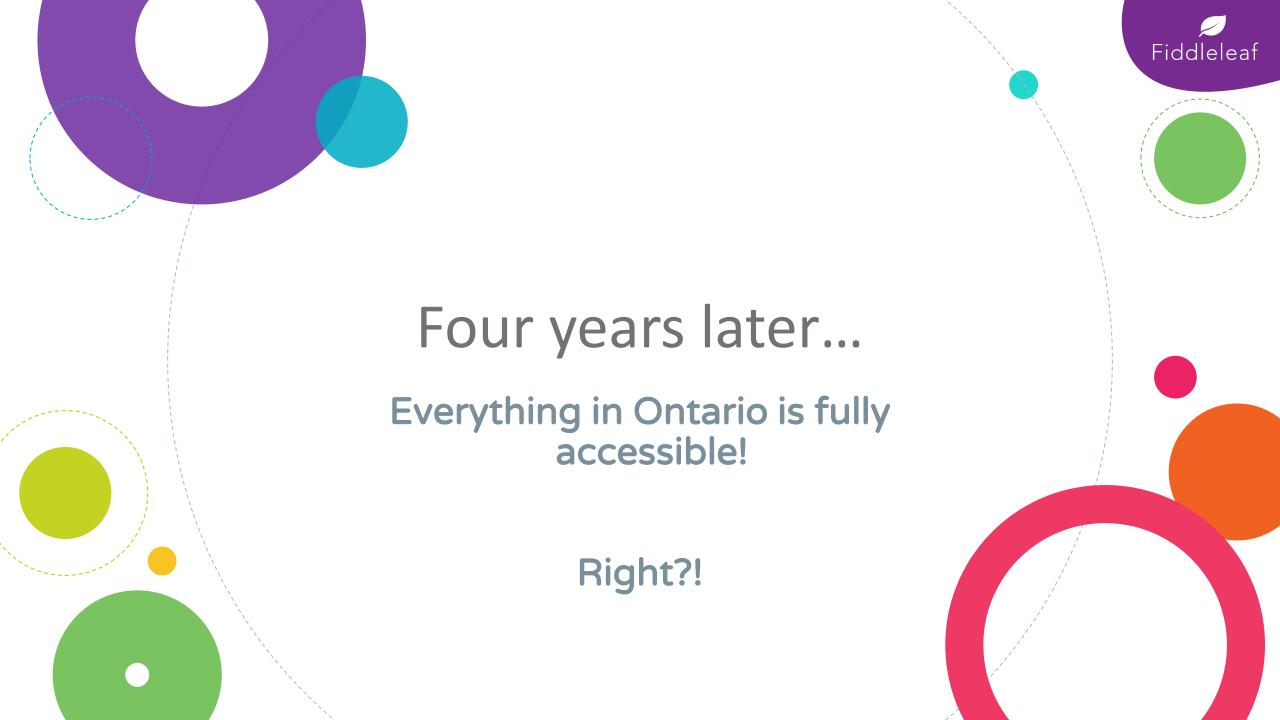


#### Recap of the last two decades

- AODA enacted in 2005
- First deadline Jan 1, 2014, for new websites and web content to conform to WCAG 2.0 A
- Second deadline Jan 1, 2021, now WCAG 2.0
   AA for all content
- This applies to websites, web tools, PDFs, etc.



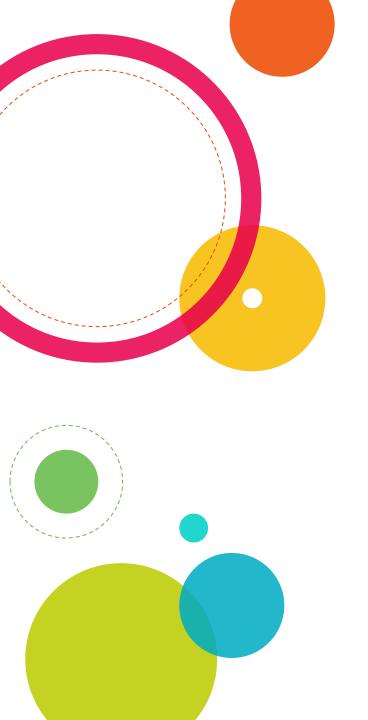




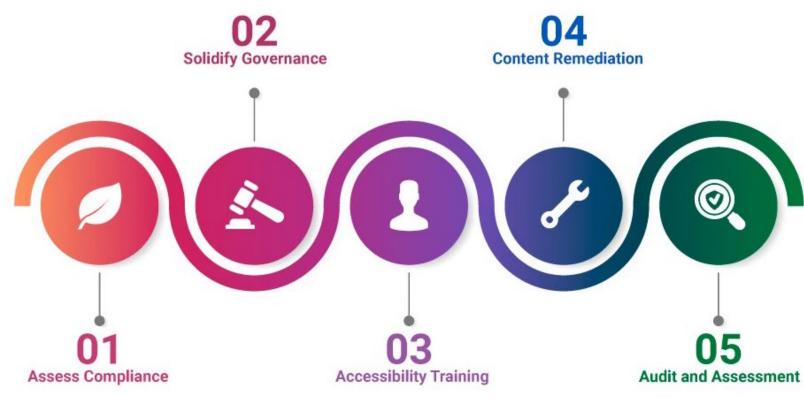


# **Changing Accessibility Climate**

- Manitoba local government WCAG 2.1 AA requirement started May 1, 2024
- American with Disabilities Act updated April 2024 to require WCAG 2.1 AA compliance by April 2026 or 2027
- Some states have stricter requirements, i.e
   Colorado requiring 2.1 AA by mid 2025
- European Union required WCAG 2.1 AA as of 2021



# Comprehensive Accessibility Plan



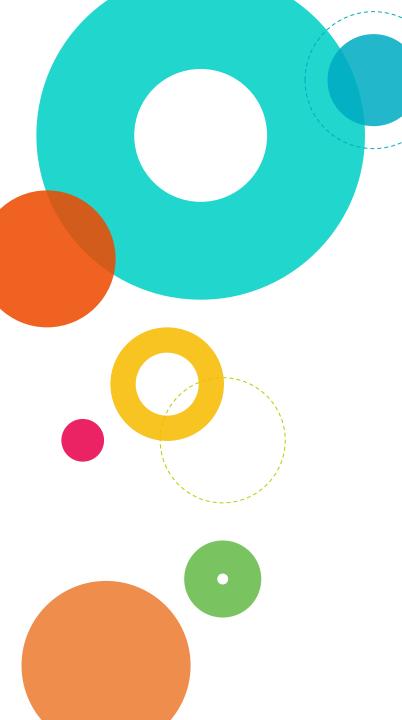
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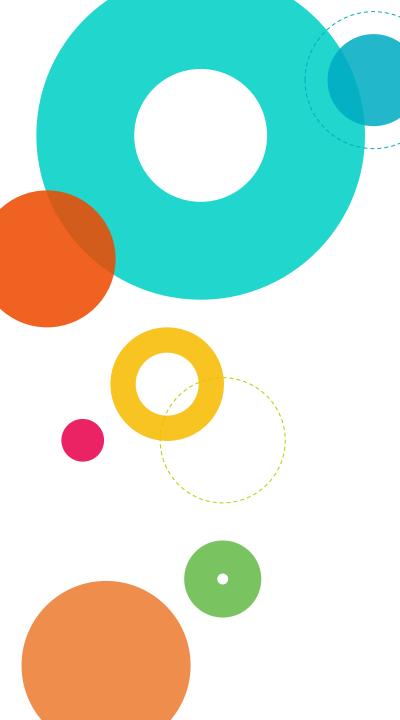
# Accessibility Governance

- Centralization / Decentralization Structure
- Roles, Responsibilities and Processes
- Setting a Target Compliance Level
- Training and Upskilling



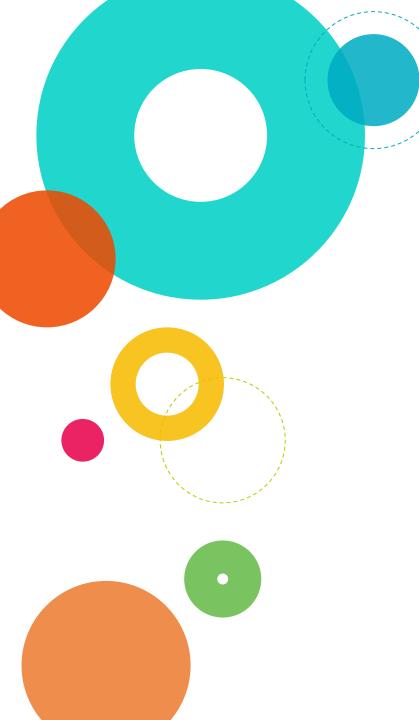
#### Centralized Governance Model

- Content routed through the communication (or other) team for accessibility / plain language / quality check
- Benefits: Consistency and Control
- Challenges: Staffing challenges, potential bottlenecks, lack of awareness from individual departments



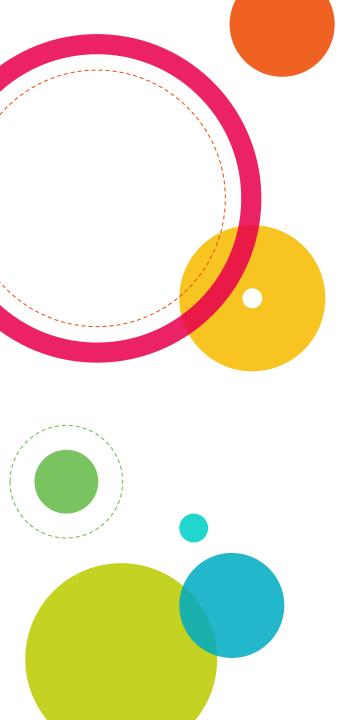
#### Decentralized Governance Model

- Each department has its own accessibility champion responsible for content
- Benefits: Faster updates, content creators take ownership
- Challenges: Requires robust training and co-ordination to ensure consistent delivery



# Hybrid Governance Model

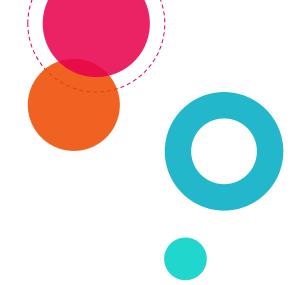
- Communication oversees major publications and provides oversight, while departments maintain less prominent publications
- Larger municipalities may benefit from a key group responsible for oversight without micromanaging



# Roles and Responsibilities

- Individuals need to be responsible for integrating accessibility into their work, but there needs to be an overseeing management layer
- Smaller municipalities may choose to have a person per department, larger ones may have a key group





#### Sample Roles Structure

#### **Small Sized Municipality**

- One Designate to spearhead accessibility
- Acts as a filter / approver for all external content



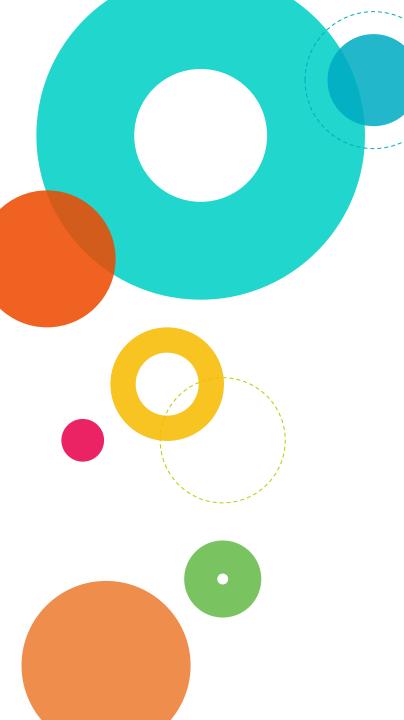
#### **Medium Sized Municipality**

- One Champion to train, coordinate and audit across all departments
- Point people trained and accountable in each department

#### Large Sized Municipality

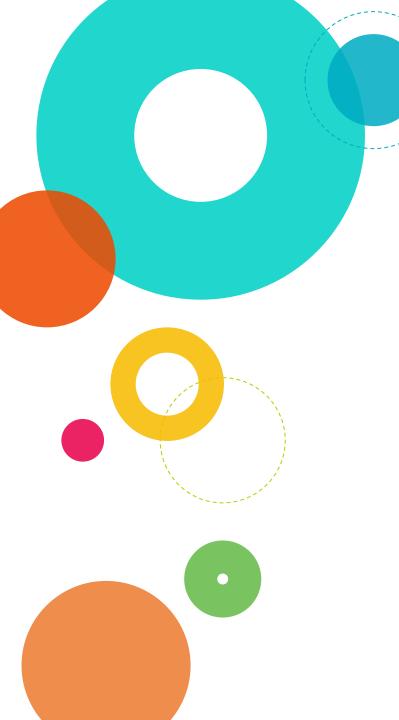
- Central department to manage municipal accessibility strategy
- Ongoing training/upskilling/auditing program to support departments





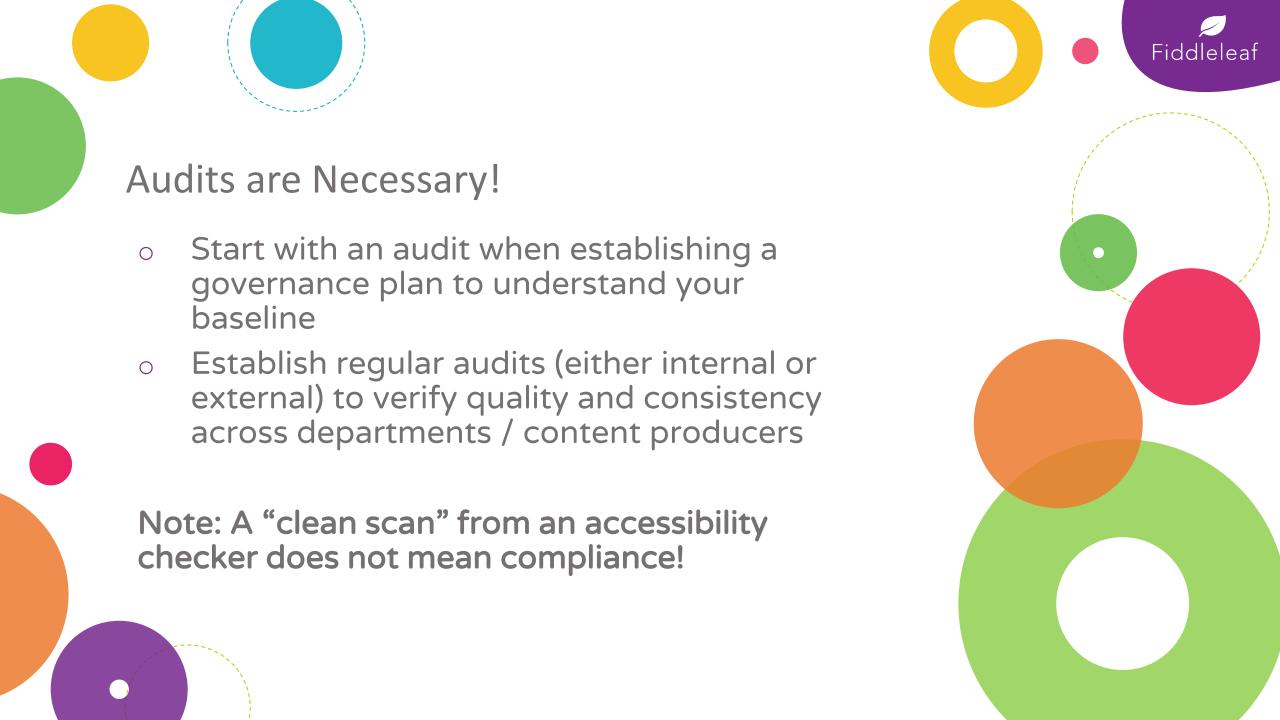
## Responsibilities

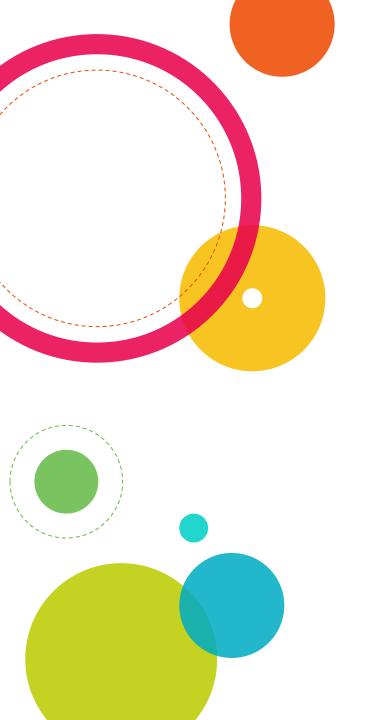
- Who reviews content—Department Leads?
  Communications Team? Clerks
  Department?
- How will changes to perpetually updated content be tracked? How often will changes be reviewed? (quarterly, annually?)
- O Who will ensure ongoing compliance?



# Two-pass Approach to Publication

- Group responsible for the oversight of accessibility can't be the ones doing all the work
- Difficult to hand over content written by someone else for a central team to 'make it accessible'
- Some faucets of accessibility depend on how content is designed, not just fixing up tags in PDF or adding alt text





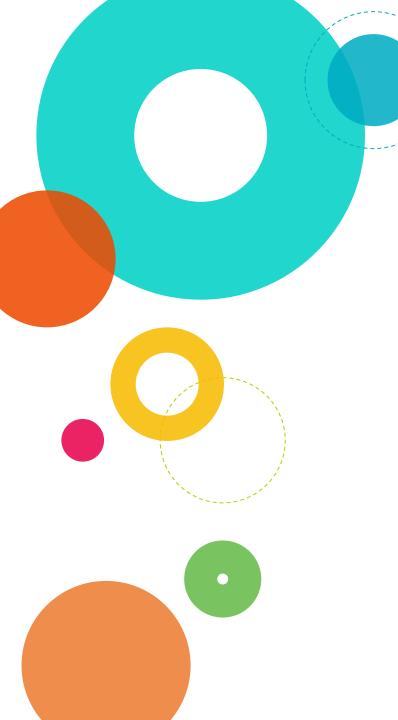
# **Gated Content Publishing**

- Consider carefully who releases content into the 'wild'. Consider all content that gets posted to your website and social media, not just major publications / recurring meeting artifacts
- Curated list of approved publishers means more consistent outcomes and less training / auditing requirements

# Training as an Ongoing Activity With Onboarding, Upskilling and Reskilling for team members, training will never be a Do you have a centralized structure where an internal expert can deliver training? Would you benefit from a recurring training plan / on-demand training

one-shot deal

resources?



# Define your Compliance Standard

- Be realistic about what resources you have available to you and what you can accomplish
- Focus first on what has the greatest impact for your citizens

We don't know what 'practicability' means yet under the AODA. You don't want your municipality to be the ones to answer this question!





# Accessibility Jeopardy!