

Hello.
I'm Ryan.

**We build technology that helps
organizations communicate more
effectively with their users.**

Services we offer:

Web Design

Custom Software

Digital Marketing

Reporting

SEO / GEO

Automation

Online Advertising

Best Practices Training



+Dozens healthcare and hospital systems

What is website accessibility?

Web accessibility means:
designing and building websites so people
with disabilities can perceive, understand,
navigate, and interact with them.

Who does web accessibility support?

More than just visual, it also includes auditory, cognitive, neurological, physical, and speech

According to the CDC, 28.7% of adults in the United States—more than 1 in 4—have some type of disability. That represents approximately 70 million U.S. adults, based on 2022 Behavioral Risk Factor Surveillance System data.

Broader benefits

- People using small screens or different input methods.
- Older adults experiencing changes in ability.
- People with temporary limitations, such as a broken arm

Broader benefits

- People in bright sunlight or environments where audio is unavailable.
- People using slow or limited internet connections.
- Clear structure and text alternatives can also support search engines.

Why waiting is not the answer.

Existing ADA obligations apply today. Any website is liable for accessibility barriers. The new DOJ technical-standard deadlines do not postpone this requirement.

**Don't wait for an ADA
demand letter to start
addressing accessibility.**

What an RDO must do:

Now, before its deadline

Must meet existing Title II obligations: effective communication, reasonable modifications, and an equal opportunity for people with disabilities to participate in or benefit from its services—including services offered online.

By DOJ applicable deadline, and afterward

Also meet the specific web and mobile accessibility rule, which generally requires covered content to conform to WCAG 2.1 Level AA, subject to exceptions and other provisions.

What makes a website accessible?

Let's start with a demo.



Navigation & Keyboard Access

Can users navigate every feature without a mouse?

Visuals & Color Contrast

Can all users read text and identify interface elements?

Code Structure & Screen Readers

Can assistive technology interpret the page accurately?

An accessibility statement

is a public page explaining your organization's commitment to accessibility, the standard it follows, any known website limitations, and how people can report barriers or request help.

W3C provides a free [Accessibility Statement Generator](#) to help create a statement tailored to your organization.

Real-world examples

Examples from NADO member websites

Keyboard Navigation



Keyboard Navigation

Color Contrast Ratios

[Accessibility Statement](#)

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground

Hex Value

#0084A9

Color Picker

Alpha

1

Lightness

Background

Hex Value

#D3C29E

Color Picker

Lightness

Contrast Ratio

2.45:1

[permalink](#)

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Fail**

★
Text Input

Color Contrast Ratios

NADO Annual Conference

Date: October 19 - 22, 2026

Location: Reno, NV

Website: <https://www.nado.org/nado-events/2026-annual-training-conference/>

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground

Hex Value
#24678D

Color Picker Alpha
1

Lightness

Background

Hex Value
#FFAD77

Color Picker

Lightness

Contrast Ratio

3.38:1

[permalink](#)

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

★
Text Input

Color Contrast Ratios

Leadership, Education and Training

We provide leadership training and educational opportunities to increase community engagement and encourage sustainable business development.

Text as an image



GRANT PROGRAMS

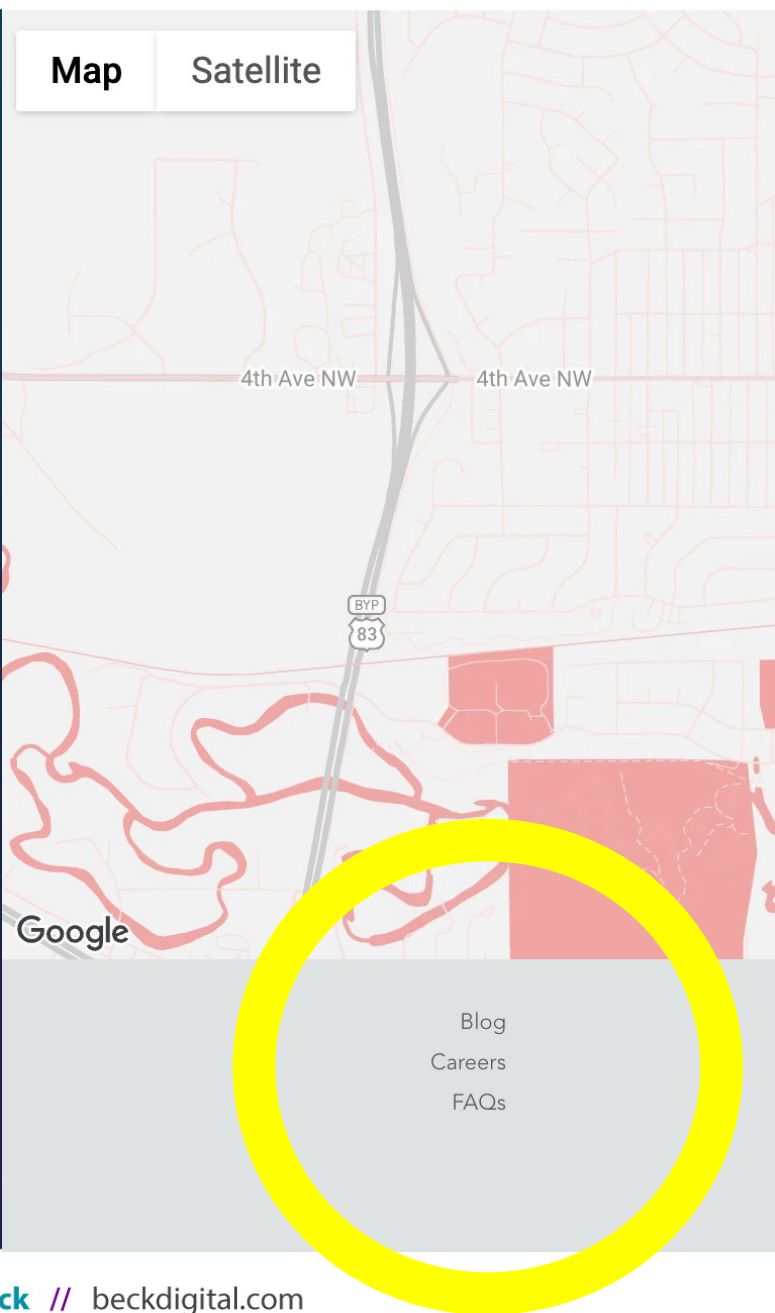
Economic Resource Playbook

Image Alt Text

```


```



***Contrast ratio,
Font size,
Distance between links***

How do you fix it?

The Process

- **Inventory:** identify websites, apps, documents, and vendor tools.
- **Evaluate:** combine automated and manual WCAG 2.1 Level AA conformance evaluation.
- **Document:** record findings; *prepare an ACR when needed* (Accessibility Conformance Report) – completed VPAT (Voluntary Product Accessibility Template) from ITIC.org
- **Remediate:** correct identified barriers.
- **Verify:** retest fixes and update reporting.

If an ACR is not a certification of compliance, how does it help?

- Evidence of a "Good Faith" Effort
- Defending Against False or General Claims
- Proof of Transparency (The "Safe Harbor" Concept)
- Foundations for a Remediation Roadmap

What should you budget?

Size	Digital Scan	Manual Scan	ACR
Small	\$0-\$255	\$1,500- \$3,000	\$500
Medium	\$225-\$500	\$3,000-\$6,000	\$500-\$1,000
Large	\$500+	\$6,000-\$15,000+	\$750-\$2,000+

Remediation: Usually sold by the hour. At an illustrative \$150/hour, 40 hours of corrections equals \$6,000; 100 hours equals \$15,000.

Training: \$500

Prioritize with limited funding

- **Prevent new barriers:** train authors and use tested components.
- **Prioritize essential tasks:** address blocked services, reported barriers, and frequently used content.
- **Fix shared components:** navigation, headers, footers, forms, and templates

A staggered implementation plan backed by a clear roadmap and documented budget constraints can significantly help reduce litigation risks, but it does not act as a complete legal shield.

Making it an ongoing practice

- **Publishing:** check new and updated content before release.
- **Procurement:** request relevant accessibility evidence and remediation commitments from vendors. (Web developer, GIS vendors, procurement/bidding platforms, public survey tools, etc.)
- **Technology:** combine automated checks with manual review.
- **Leadership:** assign ownership, deadlines, and resources.

Links to the dates, tools & resources we discussed:



Thank you!