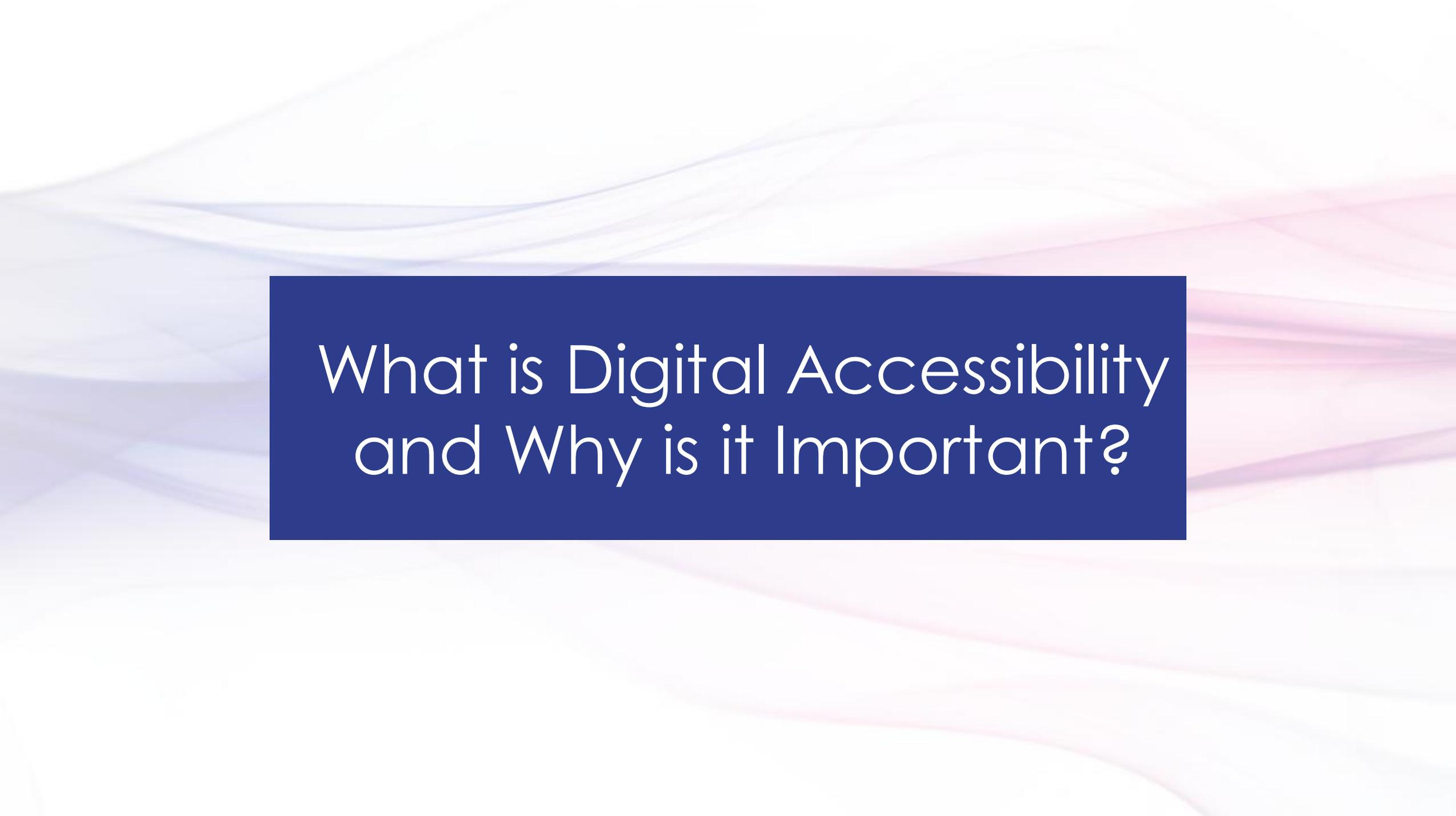




# Presentation on Digital Accessibility

March 16, 2026

The background features abstract, flowing lines in shades of light blue and pink, creating a sense of movement and depth. The lines are thin and translucent, overlapping each other to form a complex, organic pattern.

# What is Digital Accessibility and Why is it Important?

# What is Digital Accessibility?

**Digital:** all electronic and online experiences that users interact with

**Accessibility:** usable by people with disabilities

**Individuals with disabilities should be able to use:**

- Websites
- Media
- Documents
- Applications
- Kiosks/Touchscreens

Burns, H. (2025).  
Web Accessibility Training – Introduction to Digital  
Accessibility and Creating Accessible Content-2.  
August 2025.

# Why Accessibility?

## More than 1 in 4 People Have a Disability (28%)

### Why Digital Accessibility Matters:

- Ensures inclusivity for all users
- Complies with legal standards
- Enhances user experience and broadens market reach



### Accessibility Affects Everyone:

- Over 25% of adults in the U.S. live with some form of disability
- Disabilities are not rare
- As we age, many of us will experience vision loss, mobility issues, hearing decline, or cognitive changes
- Accessible design benefits a significant portion of the population

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# Types of Disabilities

## **Permanent:**

- Limb Loss
- Blindness
- Deafness
- Chronic illness
- Cognitive or motor impairments

## **Temporary:**

- Broken limb
- Recovery from surgery
- Short term illness

## **Situational:**

- Carrying a baby
- Using a device in bright sunlight
- Noisy environments

## ***What's point?***

Everyone experiences limitations sometimes.  
Designing for accessibility helps everyone, all the time!

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# Americans with Disabilities Act (1990)

# Americans with Disabilities Act (1990)

A federal civil rights law that prohibits discrimination against people with disabilities in everyday activities.

A person with a disability is someone who:

- has a physical or mental impairment that substantially limits one or more major life activities,
- has a history or record of such an impairment (such as cancer that is in remission), or
- is perceived by others as having such an impairment (such as a person who has scars from a severe burn).

If a person falls into any of these categories, the ADA protects them. Because the ADA is a law, and not a benefit program, one does not need to apply for coverage.

# Americans with Disabilities Act (1990)

**Enforcement:** Individual Plaintiffs can...

1. File a complaint with the Department of Justice
2. File a lawsuit

**Enforcement Trends:**

1. 75% of federal cases filed by the same 10 firms
2. Serial Plaintiffs

# Americans with Disabilities Act (1990)

## **Title II:**

Prohibits discrimination on the basis of disability by state and local government entities, ensuring equal access to all programs, services, and activities. It mandates that public services—from schools and courts to websites—are accessible to people with disabilities, requiring structural changes or alternative communication methods.

# Update to the Americans with Disabilities Act (1990)

## **April 2024:**

- Cities w/populations < 50,000 must comply by April 24, 2027
- Cities w/populations > 50,000 must comply by April 24, 2026

**Applies to:** public and private entities

**Mandate:** Web and mobile app content must be accessible under Title II (government) and Title III (businesses open to the public).

**Standard:** Courts and DOJ currently refer to Web Content Accessibility Guidelines (WCAG) 2.1 Level AA as the benchmark

What is the Expectation  
of the City of S.S.F.?

# Federal Mandate Exceptions

- Archived Web Content
- Preexisting Conventional Electronic Documents
- Conventional Electronic Documents
- Content Posted by a Third Party
- Preexisting Social Media Posts

# Trainings Provided by *AccessAbility Officer*

1. Open Cities (City Website)
2. Web Accessibility
3. Communications and Social Media
4. Audio and Video
5. Document Accessibility
6. Testing Digital Accessibility

# Action Steps

1. Assign Accessibility Officer
2. Develop an Accessibility Statement
  - <https://www.ssfca.gov/Departments/Information-Technology/Technical-Accessibility-Statement>
3. Asses Current Status
4. Identify Compliance Route
5. Ongoing research & training

THANK YOU



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City of South San Francisco