

# *Did you Know Websites Need to Have Wheelchair Ramps?*

**HBSC Conference**

**August 27, 2019**



ACCESSIBILITY SHIELD



# Introductions

- John McInerney – PA Association For the Blind
- Jason McKee – Accessibility Shield
- David Middleton – Accessibility Shield
- Bob Moran – Accessibility Shield



# Agenda & Ground Rules

- Overview
- John – His Story and Experiences
  - Q & A
- Dave – Inaccessible Websites
  - Q & A
- Jason – The Law and The Impact
  - Q & A
- Wrap Up





# What is WCAG?

---

## Web Compliance Accessibility Guidelines

### W3C International Guidelines

This includes Web Sites, Mobile & Desktop Apps, (PDFs, Docs) etc.



# Americans with Disabilities Act (ADA)

---

Title II & III requires **ALL** digital media to be accessible

This includes Web Sites, Mobile & Desktop Apps, (PDFs, Docs) etc.



# Accessibility SHIELD

## MISSION

To Make  
Digital Content Accessible  
to Everyone



ACCESSIBILITY SHIELD



# John McInerney



# Hands On Demo – John McInerney

- Introduce assisted technology solutions; i.e. Jaws
- Walk the audience through accessible sites
- Walk the audience through inaccessible sites
  - AmEx
  - Helen Keller Foundation







# Dave Middleton

## Our Platform

**Accessibility**  
SHIELD



# Hands On Demo – Dave Middleton

- What is auto scanning, manual testing, remediation, compliance
- The truth about auto scanning
- The necessity for manual testing
- Review of the Accessibility Shield Platform and comprehensive solutions – including our proprietary project management system
- Our commitment to this cause
- Walk through several sites including Tony Robbins with assisted technology
  - Describe the infractions, manual testing, remediation
  - Blockers and other critical violations
- Our commitment to stand by our partners/clients in legal disputes





# Jason McKee

## Review of Legal Implications

**Accessibility**  
SHIELD



# Americans with Disabilities Act

- 1990
- Inspired by Civil Rights
- Fair and Equal for Everyone



# Americans with Disabilities Act

- Title I
  - Prohibits Discrimination in Employment
- Title II
  - State and Local government
- Title III
  - Places of Public Accommodation
- Section 508



# Public and Non-Public Content

- Websites
- Meeting Minutes
- PDFs
- Video





# Lawsuits (one per hour)

- Target
- Netflix
- Winn-Dixie
- Hooters
- GNC
- Domino's



# Government Lawsuits

- Palm Beach, Fl; Carver, Minn., Atlanta, Ga.
- Highest number of cases in Florida



# What to do next?

- W3C
- WCAG
- Talk to IT
- Scan Site
- Understand Manual Tests
- Make a plan (Kroger v Diaz)





*Thank  
you!*

