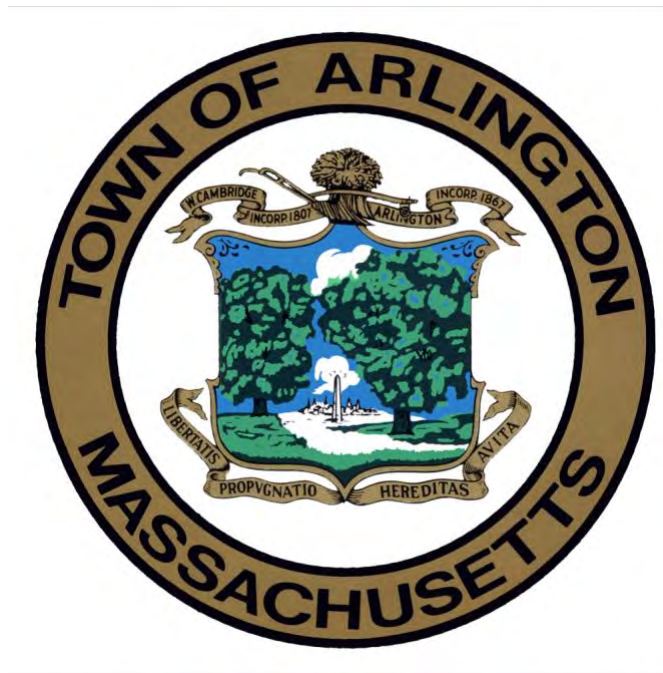# arlingtonma.gov

2022-2024 ONLINE ADA COMPLIANCE STRATEGY & TRAINING PLAN

"The Town of Arlington incorporates website accessibility standards into the design and maintenance of our website to ensure accessibility for all people regardless of ability or method of access." – from the [Town's Website Accessibility Statement.](#)

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PURPOSE OF PROJECT PLAN

This project plan provides decision-makers, project stakeholders, and the public with an overview of a Town project. A project plan reviews Town objectives, deliverables, and timelines, as appropriate.

PROJECT OVERVIEW: ONLINE ADA COMPLIANCE STRATEGY & TRAINING PLAN

In the Town's continuing efforts to improve customer service it plans to reaffirm its commitment to compliance with the American Disability Act (ADA) for the Town's website with the creation and execution of this Online ADA Compliance Strategy and Training Plan.

The Town's goal is to build institutional knowledge of online ADA compliance and develop best practices in the creation and posting of content to the website that meets WCAG 2.1 compliance as stated in the Town's Website Accessibility Statement as well as adapt to future WCAG compliance as announced.

Online ADA compliance is never fully achieved. It is an ongoing process of improving website infrastructure, preparing content correctly, and adjusting to new requirements. Therefore, an ongoing online ADA Compliance Strategy and Training Plan is recommended. The duration of this Plan is October 2022 – December 2024.

Where is the Town Now?

Web accessibility compliance has changed dramatically in recent years. In January 2018 updates to Section 508 of the [Rehabilitation Act of 1973](#) standards were announced by the World Wide Web Consortium (W3C). Under Section 508, agencies must give disabled employees and members of the public access to information comparable to the access available to others. For the Town to stay abreast of these changes, as well as maintain a high level of accessibility, we contracted with Siteimprove, an ADA compliance tool, to check our website and report ADA issues.

As of October 2022 the Town's website accessibility score is 71.3 out of a 100. Using Siteimprove in the past assisted us in identyfing ADA issues, addressing them, and providing a better understanding of accessibility issues to the Town's 50+ content editors. However, the pandemic made managing the ADA compliance training and oversight challenging as the above graph shows.
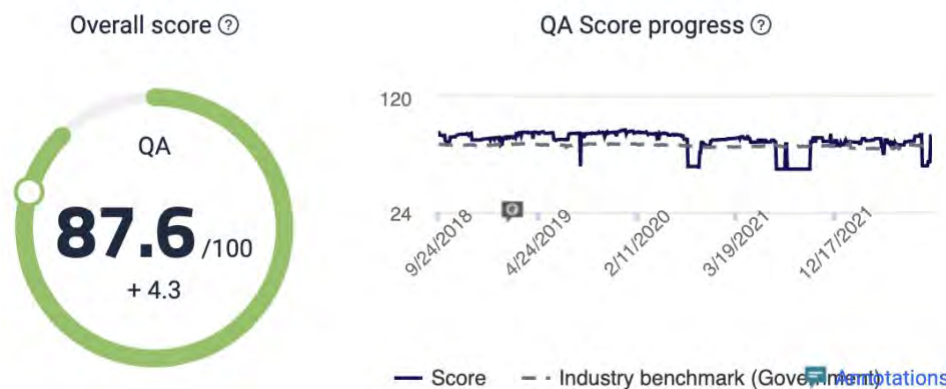
Improving our Score

To improve our online accessibility the Town has hired a Communications Coordinator funded by the American Rescue Plan Act (ARPA) until the end of 2024. Under the direction of the Town's Public Information Officer (PIO), the Communications Coordinator will assist in developing, implementing, and supporting the ongoing training and oversight necessary to reach and maintain an accessibility score over 90. This is an aggressive goal, and far exceeds the industry benchmark for government of 82.7, but as an organization we have previously demonstrated the ability to attain this level.

Key Activities to Reach 90+ Accessibility Score

- Provide mandatory Online ADA Compliance Orientation & Training to all staff who post to the website.
- Develop training documentation, videos, and info-graphics for on demand learning.
- Provide and manage Siteimprove accounts for all staff who post to the website.
- Provide ADA compliance reports to staff who post to the website.
- Keep abreast of new online ADA compliance changes and adapt ADA training and policies, accordingly.
- Review process and workflow for additional methods to maintain the highest levels of ADA compliance.
- Develop or procure ongoing ADA training, as appropriate.
- Communicate Plan and progress to internal and external stakeholders.

Quality Assurance

Siteimprove also has a Quality Assurance module that identifies broken links and possible misspellings, which the Town will take advantage of to improve its readability for all visitors. Our goal is to also maintain a 90+ QA score. Industry benchmark is 79.5

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2022-2024 Online ADA Compliance Strategy & Training Plan

PROJECT STAKEHOLDERS

To help the Online ADA Compliance Strategy and Training Plan be successful, we have assembled a group of stakeholders who will implement and help advocate the Plan and its many benefits to staff and community stakeholders, plus acknowledge those who will participate in the Plan:

- **Implements Plan:** Joan Roman, Public Information Officer; Janna Septembre, Communications Coordinator
- **Advocates Plan:** Jim Feeney, Deputy Town Manager / Operations; Tim Ross, ADA Coordinator, Kelly Lynema, Assistant Director of Planning and Community Development; Juli Brazile, Town Clerk
- **Participates in Plan:** ADA compliance is everyone's responsibility and all staff that post to the web (content editors) will participate by maintaining ADA compliance and QA of their respective sections.

PROJECT GOALS AND DELIVERABLES

- Reach and maintain a score of 90+ Accessibility
- Reach and maintain a score of 90+ Quality Assurance
- Address all ADA issues identified in 2020 Institute of Human Centered Design (IHCD) Report.
- Adjust Accessibility Statement, trainings, and practices to adhere to WCAG 2.2 compliance anticipated to be announced by the W3C in 2023.
- Provide twice-yearly ADA compliance reports to Arlington's Disability Commission, and an annual report to the Select Board.
- Develop method(s) to measure institutional knowledge of online ADA compliance among content editors – beyond Siteimprove reports.
- Write a final report on Plan progress with recommendations for a future plan to continue ongoing training and monitoring of online ADA Compliance after Dec. 2024 when ARPA funding runs out.

TRAINING PLAN & TIMELINE

The Town's Communications Coordinator began her role in late August 2022. As she continues onboarding to the position, we are quickly developing and implementing this plan. Below is an estimated timeline to train all staff content editors on Phase 1 and 2 of the project, and a look ahead at Phase 3. Due to staff turnover, ADA (and website) training is ongoing and in 2024 the Town will evaluate this Plan and how it plans to continue online ADA compliance.

- Phase 1 Orientation and Siteimprove Training – QA and ADA Pages (Oct 2022 – January 2023)
- Phase 2 ADA compliance and simple documents – Agendas and Minutes (January 2023-May 2023)
- Phase 3 Develop ADA training for complex document – Reports (May 2023)
- Assess resources for continuation of Plan (May 2024)

ONGOING EDUCATION & ENGAGEMENT

- Train new staff content editors on ADA Compliance as part of website training.
- Develop training videos, documentation, and info-graphics.
- Provide twice-annual reports to Disability Commission.
- Provide annual report to Select Board.
- Participate in Accessibility month (May) and research other opportunities to engage staff and community with accessibility.
- Adopt best practices in ADA Compliance as changes are announced by W3C.

ABOUT SITEIMPROVE

The Siteimprove Intelligence Platform empowers government organizations with actionable insights to deliver a superior website experience through engaging, error-free, digital content that is accessible to all citizens. Serving 7,200 organizations worldwide. Siteimprove is a member of several organizations dedicated to accessibility including, World Wide Web Consortium (W3C), International Association of Accessibility Professionals, Digital Analytics Association, Cloud Trust Program, and Horizon 2020. Vist them at siteimprove.com.

Siteimprove is a proud member of:

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2022-2024 Online ADA Compliance Strategy & Training Plan

The Town of Arlington incorporates website accessibility standards into the design and maintenance of our website to ensure accessibility for all people regardless of ability or method of access.

What are we doing with accessibility?

To help us make our website a positive place for everyone, we've been using the Web Content Accessibility Guidelines (WCAG) 2.0 from the World Wide Web Consortium (W3C). These guidelines explain how to make web content more accessible for people with disabilities, and user-friendly for everyone. We work to comply with Section 508 as well as 2.0 A and AA website accessibility standards. The Town of Arlington is committed to integrating new criteria found in WCAG 2.1, announced in June 2018, into future site development.

How are we doing with Accessibility?

We work diligently on our website to keep it informative, timely, and towards achieving our accessibility goals. We monitor the website regularly. However, if you do find any ADA problems, please contact us by emailing webmaster@arlingtonma.gov or calling us at 781-316-3350.

Where can you get additional accessibility help?

Most popular browsers and plug-ins contain built-in accessibility tools and features. For more information, please visit the accessibility information pages for these tools:
• Google Accessibility for Google products, including Chrome Browser
• Microsoft Accessibility for Internet Explorer Browser
• Accessibility Information for the Firefox Browser
• Accessibility Information for Adobe PDF Reader
In addition, we support assistive screen reader technology from JAWS, NVDA, and Apple VoiceOver.

Do you want more information on Accessibility?
If you want to learn more about website accessibility, visit ada.gov.