

Title II of the Americans with Disabilities Act made the Rehabilitation Act apply to state and local government. You must follow federal web accessibility standards unless you argue that your website is not a service or a public place.

Even if web accessibility wasn't the law, making your site available to people with disabilities is the right thing to do to serve all your customers.

Always keep accessibility in mind when you create tasks on your website. The customer journey must be accessible to assistive technologies from the first step of the process to the last.

The WCAG standard created by W3C has A, AA and AAA success criteria, with the law requiring a minimum of AA. Guidelines can be found at <https://www.w3.org/TR/WCAG20/>.

Use Vision's CMS to create and format headings, bulleted text, tables and forms instead of copying and pasting from another application.

Use headings to label different sections of your page, similar to an outline of your content. You shouldn't select headings based on the design you like.

Make sure hyperlinked text is descriptive enough to stand on its own. Instead of "Click here to read this year's adopted budget," use "Read this year's adopted budget".

Don't use color by itself to convey content. For example, complement red and green with the 'X' and '✓' symbols to illustrate the concepts of 'bad' and 'good'.

Add alt text to your images so assistive technologies can describe them to people with disabilities. Note purely decorative images with empty quotes in the alt tag (i.e., alt="").

Instead of putting a Photoshop-created flyer on your website as an image, recreate it as a webpage. If you don't, you could unintentionally create problems for your customers with disabilities:

- Alt text might not match the text in the image
- Color contrast might not be within web accessibility guidelines
- Text could blur when enlarged
- Not responsive to mobile devices

Try not to put text in images; if you do, make sure alt text exactly matches the text in the image to avoid segregating your customers.

PDFs frequently have accessibility issues, so it's best to create web pages of the content instead. If you do use PDFs, use WebAIM's (<https://webaim.org/techniques/acrobat/>) and Adobe's (<https://www.adobe.com/accessibility/pdf/pdf-accessibility-overview.html>) as accessibility resources.