



CEDAR RAPIDS INFORMATION TECHNOLOGY DEPARTMENT

Policy#: IT-008-ADA Web Accessibility

Owner: Dominic Roberts

Division: CIO

Effective Date: 07/22/16

Revision: 07/22/16

1.0 Purpose:

It is the policy of the City of Cedar Rapids that the City's website be accessible to persons with disabilities and is compliant with the Title II of the Americans with Disabilities Act (ADA) by following the Web Content Accessibility Guidelines (WCAG) 2.0 AA. This policy also explains how the City will maintain website compliancy. Additionally, it is the policy of the City of Cedar Rapids to encourage any third party web links to become and remain compliant with WCAG 2.0 AA. The City will ensure that all future web vendors comply with these standards as part of City procurement policy.

2.0 Policy:

2.1 Ensure all existing, new and modified web pages and content are accessible.

- 2.1.1 The City has a contract with a third party vendor, SSB Bart, approved by US Department of Justice, to conduct annual ADA audits of the City's website and online services.
- 2.1.2 All new content will go through a documented two-step process. The content editor will create or modify content in a "draft", non-published state. A second editor will review that content for quality assurance and that it complies with WCAG 2.0 AA.
- 2.1.3 New content will be evaluated with an automated tool, "Site Improve Accessibility", provided by Site Improve, to ensure it complies with WCAG 2.0 AA. New content or modifications will not be published until passing this test.
- 2.1.4 Common evaluations points include:
 - 2.1.4.1 Check the HTML of all new webpages. Make sure that accessible coding is used.
 - 2.1.4.2 Ensure that websites are designed so they can be displayed using the color and font settings of each visitor's browser and operating system.
 - 2.1.4.3 Include a text equivalent, by adding "alt" tags or long descriptions for all images, including photos, graphics, scanned images, or image maps.
 - 2.1.4.4 Make online forms and tables accessible by labeling each control (including buttons, check boxes, drop-down menus, and text fields) with a descriptive HTML tag.
 - 2.1.4.5 When posting documents on the website, always provide them in HTML or a text-based format (even if you are also providing them in another format, such as PDF).
- 2.1.5 Conduct a full scan of all web content on a monthly basis. Web content editors will be notified of any content that does not comply with WCAG 2.0 AA and will be required to modify to make compliant. Any issues that are found on monthly scans for a second consecutive month will be escalated to the editor's supervisor for remediation.

2.2 Ensure the website and all online services upon which the City relies upon to provide services or content, comply with, at minimum, WCAG 2.0 AA. All external links regardless of City reliance for services will be preceded by a splash page that notifies website users that they are leaving the City's website and that the City is not responsible for the content of non-City websites.

2.3 Continuously improve web content accessibility.

2.3.1 The City will periodically enlist individuals with disabilities to test pages for ease of use and accessibility barriers. These groups shall include members of the City of Cedar Rapids/Linn County ADA Advisory Committee and disability groups utilized by our website accessibility consultant.

2.3.2 Ensure visitors to our website are able to request accessible information. Visitors may use the telephone number, email address or accessible form on the home page of the website as a method to submit feedback and request accessible information.

2.4 Ensure that City employees and contractors responsible for web page and content development are properly trained.

2.4.1 City web editors received training on the new website's web content editing system in May 2016.

2.4.2 Additional mandatory training will be offered to web content editors as necessary.

3.0 Responsibility: It is the responsibility of all City web content editors to follow this policy and comply with specific guidelines provided in training and the ADA Web Content Standard Operating Procedure. It is the responsibility of the IT Department to ensure that the City website remains compliant by following this policy.

4.0 Training Required: Web content editors are required to attend periodic training.

5.0 Exceptions: None

6.0 Addendums: None



Jeffrey A. Pomeranz, City Manager

7/22/16

Date