



Steps to Comply with ADA's Digital Accessibility Rule

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Webinar Series: Wisconsin ADA Coordinators Association

Disclaimer

This webinar hosted by the Wisconsin ADA Coordinators Association is not meant to be legal advice. Although we may refer to the Americans with Disabilities Act (ADA) or similar state and local laws, this presentation is provided as an educational resource. Our goal is to give public entities a framework for accessibility and providing accommodations or modifications. We encourage attendees to seek guidance about their obligations from their own legal counsel.

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Presenter

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Webinar goals

- Review the Americans with Disabilities Act's digital accessibility requirements.
- Understand [recommended steps](#) to comply with the new rule.

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Why is there a new rule?

- Technology is used to access State and local government services.
- Technology provides benefits that must also be available for people with disabilities:
 - Independence
 - Privacy
 - Ease of use and timely information
- Digital inaccessibility remains despite prior guidance (1996, 2003, and 2022).

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What is the new rule?

Nondiscrimination on the Basis of Disability:
Accessibility of Web Information and
Services of State and Local Government Entities

- **April 24, 2024:**
Federal Register published the Department of Justice (DOJ) final rule updating its regulations for Title II of the ADA.
- **About This Rule:**
Specific requirements about how to make sure that web content and mobile applications (apps) are accessible to people with disabilities.
- **Learn More:**
[Fact Sheet: New Rule on Accessibility of Web Content and Mobile Apps](#)
Web: [ada.gov](https://www.ada.gov)

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Step 1: Learn about the rule

General requirements
Accessibility standard
Exceptions
Conforming alternate versions
Equivalent facilitation
Duties
Minimal impact

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Step 2: Determine when rule starts

Date depends on public entity's population.

State and local government size	Compliance date
50,000 or more persons	April 24, 2026
0 to 49,999 persons	April 26, 2027
Special district governments	April 26, 2027

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Step 3: Identify who needs to be involved

Who needs to be aware of this new rule?

Who creates digital tools and electronic resources?

Who is responsible for procuring technology?

Who is responsible for liaising with vendors?

Who is responsible for communications?

Who can identify and purchase resources for staff?

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Step 4: Train your staff

[General overview training](#) about web accessibility and [how disabled individuals use the web](#)

Specific training for:

- Communicators
- Web developers
- Non-technical staff
- Procurement staff

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Step 5: Conduct an inventory

What technology does your State or local government entity have?

How many websites and webpages?

What software, apps, and other tools are used?

What third-party content are used?

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Step 6: Know the five exceptions

1. Archived content
2. Preexisting conventional electronic documents
3. Preexisting social media posts
4. Content posted by third-parties
5. Individualized, password protected conventional electronic documents

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Step 7: Determine what needs to comply

What digital tools and electronic resources are used to:

- Apply to
- Participate in
- Benefit from State and local government programs, services, and activities

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Step 8: Fix inaccessible content

Identify what tools to procure or use to identify which content is not accessible

Make sure you know the limitation of your tools

Conduct manual checking to ensure fixes are complete

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Step 9: Develop remediation plan

Frequently accessed

Allows individuals to complete transactions

- Apply for a job
- Register for a meeting
- Schedule trash pick-up, etc.

Provides critical information

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Step 10: Review vendor contracts

Include/update contracts to include accessibility requirements
(WCAG 2.1 AA or higher)

Ask for a VPAT or accessibility report

Require vendors to develop conforming alternate version

Require vendors to protect your entity for any accessibility
breaches

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Step 11: Create policies

Be clear about what content must be accessible

Identify the accessibility standard

Identify who is responsible for remediation

Identify who will receive complaints and resolve them

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Access Check 1

The recommended first step is to hire an administrative assistant to inventory which digital tools are accessible.

- A. True
- B. False

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Access Check 2

The current contract for a City Hall's content management system sets accessibility at WCAG 2.1 AAA. Should this contract be revised?

- A. Yes
- B. No

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Access Check 3

Your entity's ADA Coordinator does not need to be involved in digital accessibility efforts if they don't know digital programming language.

- A. True
- B. False

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Access Check 4

The following positions should be included in trainings about the new rule

- A. Leadership
- B. Communicators
- C. Web and software developers
- D. Content creators
- E. All of the above

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Access Check 5

An agency should prioritize making webpages that are only kept for the agency's own records accessible.

- A. True
- B. False

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Resources

- [ADA.gov State and Local Governments: First Steps Toward Complying with the Americans with Disabilities Act Title II Web and Mobile Application Accessibility Rule](#)

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