Introduction

Beth Meyer, ADA-C, P.A.

Executive Director of the Florida Independent Living Council

Agenda

- Compliance baselines
- Action items and stakeholders
- Leveraging customer relationships
- Collecting data
- Focus-groups/councils
- Policy updates

Compliance baselines

- 2,352 Website Accessibility Lawsuits Filed
- WCAG 2.1 has replaced 2.0 as the standard by the DOJ
  - DOJ Settlements
    - Champaign-Urbana (2.1 in 9 months)
    - Hy-Vee, Inc. (2.1 in 90 days)
    - Rite Aid (2.1 in 30 days)

Understanding your project

- Does your organization have a policy on web accessibility?
  - When was it updated?
  - What changes must be made?
  - Who are your stakeholders?
  - Has your customer base or community provided input? – be open to receiving constant feedback.

Understanding and leveraging your community

- Who is your customer base?

- What unique barriers does your customer base/community encounter?

- Have you surveyed your customer base?

- Are you tracking census data?

Understand your community and leverage that relationship and knowledge to create friendly and relevant policy.

Where does the input go?

- How will feedback be captured? (avoid processes that sends data into a dark hole)
- How is the data quantified?
- How will the data be rolled into a policy modification?
- Who is reviewing the data?

Make your focus-group/council cross-disability

- Cross-disability focus-groups have lived experience and strong connections to the community
- Diverse focus-groups can provide feedback that is both relevant to your policy and identify gaps in policy
- Diverse focus-groups are important to understand unique challenges within the community/customer base

Ongoing policy updates

- How do we sell it?
    - Be proactive
    - Leverage established compliance baselines identified in enforcement activity and those established by best practices
    - Incorporate community input and relationship with your customer base into policy suggestions
    - Create a policy update schedule

What's good for your customer base is good for you.

Summary

- Understand compliance baselines
- Review your policy
- Identify your stakeholders and customer policy/community
- Create input streams for customer base/community feedback
- Establish relationships with the end-user
- Develop accountability measures and establish work groups that are cross-disability and can evaluate feedback and participate in ongoing policy review from a lived experience

Questions?