

ADA Website Compliance

Mark Lesswing
NAR CTO

ADA Update

- ADA compliance is good for business
- The standard is called WCAG 2.0
- Over 200 hundred techniques are available
- Final rules expected in 2018 at the earliest
- Important settlement for DOJ is edX.inc. (April 2015)

edX.inc

- Provider of on-line education
- 80 employees, \$28M in revenue
- 7M users across 700 courses
- Settled with the DOJ in April 2015
- Agreed to comply with WCAG 2.0*
- Agreed to provide tools to course content providers

* More on standards later in this talk

edX.inc Four Year Agreement

- All systems fully accessible in 18 months
- Hire a Web Accessibility Coordinator
- Adopt a Web Policy
- Provide training to employees
- Retain a consultant to evaluate conformance

All items that a company this size can afford

Will Real Estate Face the Same?

- Most brokerages are smaller than edX
- Prescribed remedies are expensive and crippling
- Many websites include MLS driven pages
- Good design equals good business
- edX was given 18 months to comply

Demand letter are beginning to appear in all industries

If you do receive a demand letter

- DO NOT TO IGNORE THE LETTER.
- These firms have, and will continue to, file lawsuits against entities they allege are violating the ADA.
- You should contact counsel, who should promptly respond to the firm who sent the letter.

Hopefully, you have already taken some steps

Web Policy for Good Design

- Alternative text for images
- Headings and lists for text blocks
- Headings for data tables
- All entry fields have labels
- Links are more than “click here”
- Use CSS versus inline HTML styling
- Non-HTML content is accessible
- Allow skipping pages or sections
- More than color for highlighting
- Easy to read fonts
- Good structure and grammar
- No mouse events for Javascript

Good Design is Good Business

Accessibility

The National Association of REALTORS® (NAR) is committed to providing an accessible website. If you have difficulty accessing content, have difficulty viewing a file on the website, or notice any accessibility problems, please [contact NAR](#) to specify the nature of the accessibility issue and any assistive technology you use. NAR will strive to provide the content you need in the format you require.

NAR welcomes your suggestions and comments about improving ongoing efforts to increase the accessibility of this website.

Web Accessibility Help

There are actions you can take to adjust your web browser to make your web experience more accessible.

▸ I am blind or can't see very well

▸ I find a keyboard or mouse hard to use

▸ I am deaf or hard of hearing

Related

[realtor.org](#)

[Technology](#)

REALTOR® Content Resource
powered by HouseLogic

FREE consumer content
ready to use for your **SOCIAL MEDIA,**
WEBSITE, NEWSLETTER
or other materials.

[HouseLogic.com/members](#)



Most Popular

[Field Guides](#)

[What Is NAR's Board of Directors?](#)

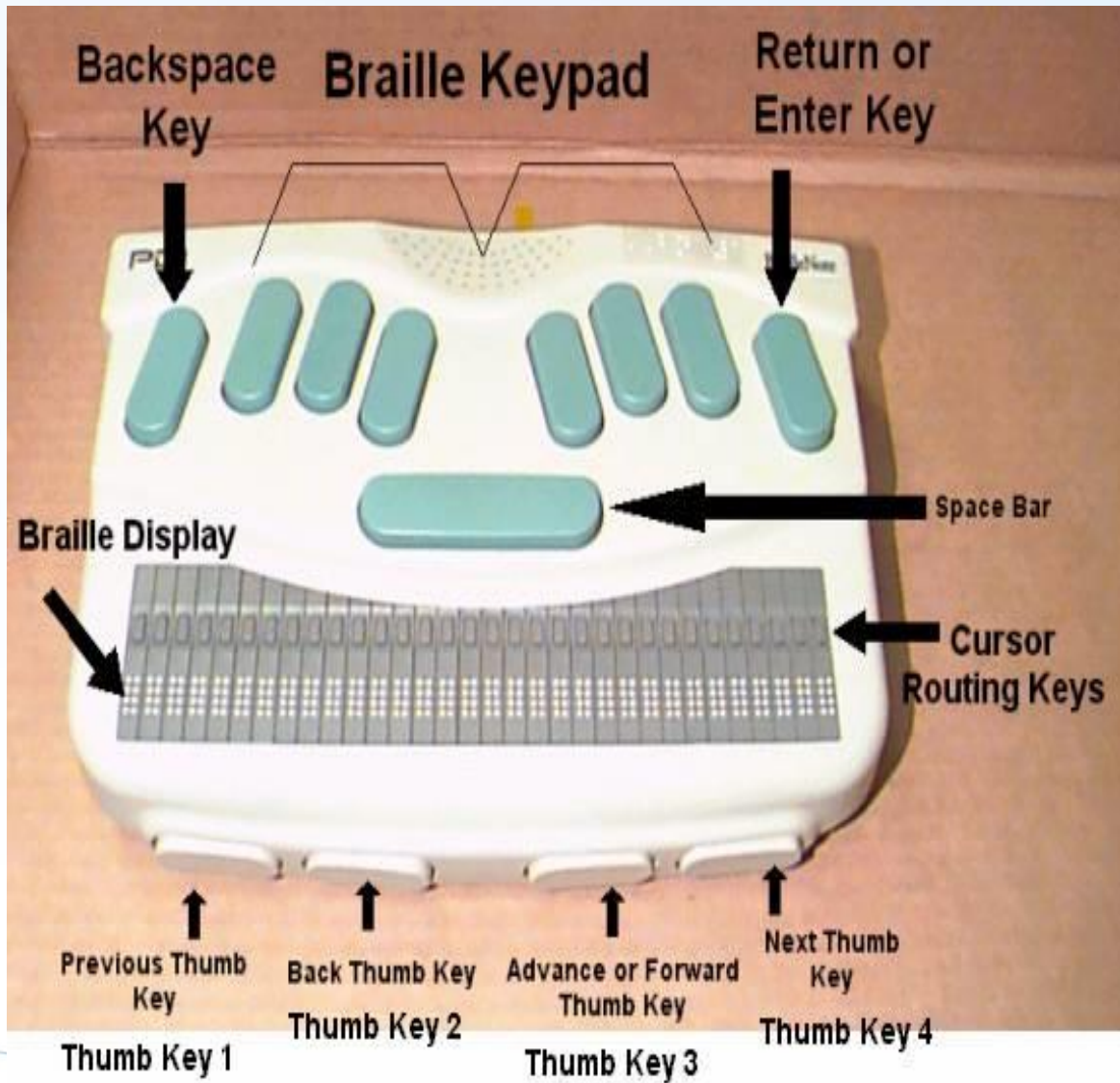
[Code of Ethics Training](#)

[Contact Us](#)

[Housing Statistics](#)

What NAR has done

- Employed a risk management strategy
- Added a link from the footer of every page
- Added a Accessibility Statement
- Started checking images and video for new content



Why Design Matters

- Navigation
- Labels for Links
- Logical Layout

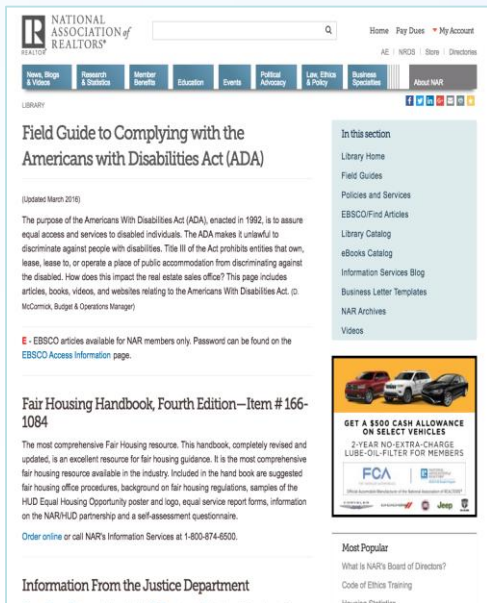
Assistive Technology Types

- Refreshable Braille Display
- Screen Reader
- Screen Magnifier
- Voice Browser



Each of these take the place of a typical web browser

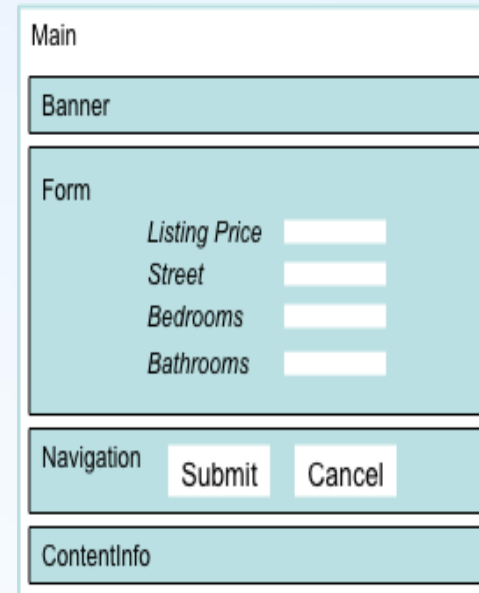
How Assistive Devices Work



The screenshot shows the National Association of Realtors (NAR) website. The main content area features an article titled "Field Guide to Complying with the Americans with Disabilities Act (ADA)". The article text begins with "(Updated March 2018)" and "The purpose of the Americans With Disabilities Act (ADA), enacted in 1992, is to assure equal access and services to disabled individuals. The ADA makes it unlawful to discriminate against people with disabilities. Title III of the Act prohibits entities that own, lease, lease to, or operate a place of public accommodation from discriminating against the disabled. How does this impact the real estate sales office? This page includes articles, books, videos, and websites relating to the Americans With Disabilities Act. (© McCormick, Budget & Operations Manager)". Below the article is a sidebar with "In this section" containing links like "Library Home", "Field Guides", "Policies and Services", "EBSCO/Find Articles", "Library Catalog", "eBooks Catalog", "Information Services Blog", "Business Letter Templates", "NAR Archives", and "Videos". There is also a promotional banner for a "Fair Housing Handbook, Fourth Edition—Item # 166-1084" and a "Most Popular" section with links like "What is NAR's Board of Directors?", "Code of Ethics Training", and "Innovation Statistics".



Read the page
and translate it
into a form the
device can handle



The diagram illustrates a simplified form structure. It consists of several stacked rectangular boxes. The top box is labeled "Main". Below it is a "Banner" box. The next box is labeled "Form" and contains four input fields: "Listing Price", "Street", "Bedrooms", and "Bathrooms", each followed by a white rectangular input area. Below the "Form" box is a "Navigation" box containing two buttons: "Submit" and "Cancel". The final box at the bottom is labeled "ContentInfo".

It is easier to read well designed pages

Preparing HTML for Conversion

Before `<INPUT id="ListingPrice" class="user_entry"/>`

Identifier Controlling
Logic and Validation



Identifier Controlling
Visual Display



More information is needed for Assistive Technology

Preparing HTML for Conversion

Before `<INPUT id="ListingPrice" class="user_entry"/>`

This is called a
"landmark"
(more about this later)

After `<INPUT id="ListingPrice" class="user_entry" role="form"/>`

There are hundreds of these on each website

Working with Images

Before ``

This is called a
"landmark"
(more about this later)

Text that appears
when the browser
focuses on the image

After ``

There are hundreds of these on each website

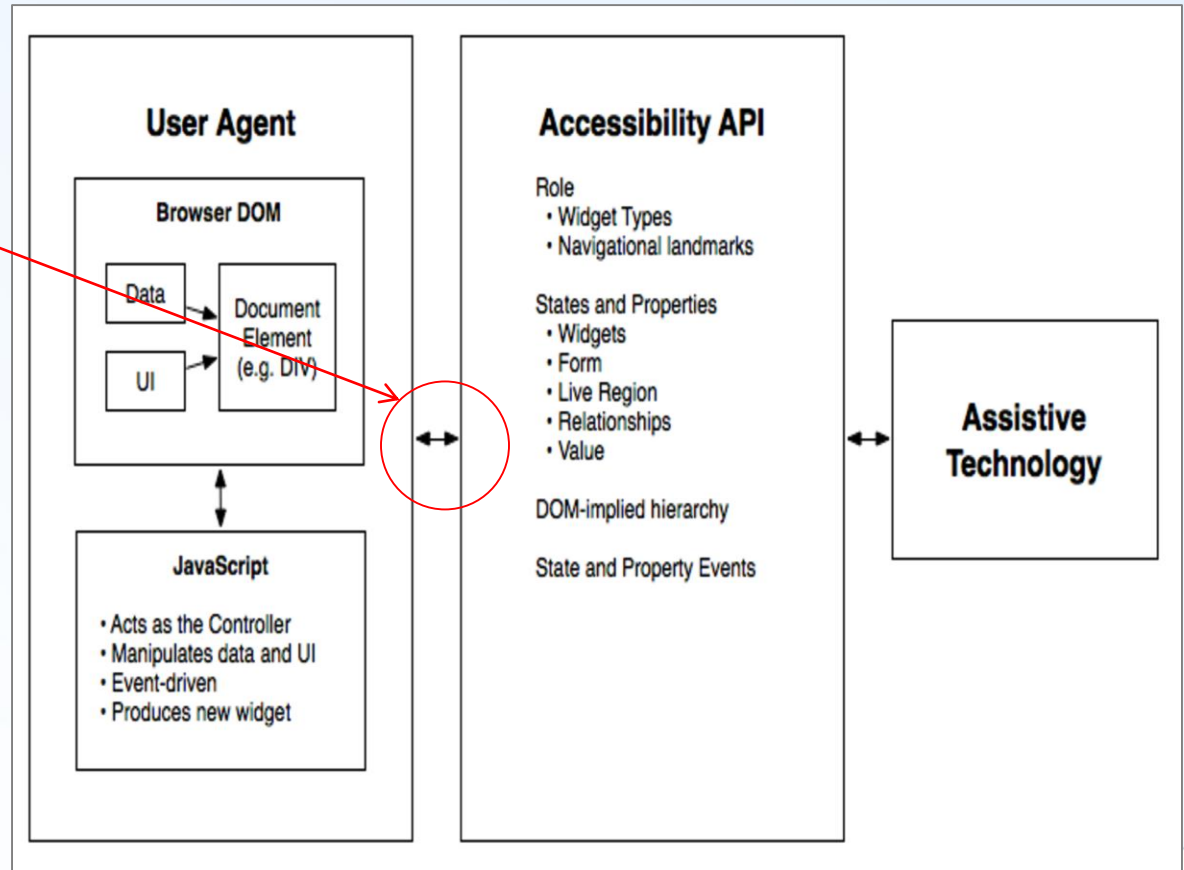
Standards and Jargon

- **W3C – Standards Group**
World Wide Web Consortium
- **WCAG 2.0 – How to Test**
Web Content Accessibility Guidelines
- **WAI – A catch-all on the topic**
Web Accessibility Initiative
- **ARIA 1.1 – How to Build**
Accessible Rich Internet Application

Important for Communicating with Site Builders

Standards are Evolving

This is why good design is important



Claiming WCAG 2.0 compliance

- Understand the standards
- Test your website
- Make changes
- File a claim of conformance

Planning ahead can reduce anxiety

WCAG 2.0 Principles

Perceivable: Available to the vision and hearing impaired either through the browser or through assistive technologies (e.g. screen readers, screen enlargers, etc.)

Operable: Users can interact with all controls and interactive elements using either the mouse, keyboard, or an assistive device.

Understandable: Content is clear and limits confusion and ambiguity.

Robust: A wide range of technologies (including old and new browsers and assistive technologies) can access the content.

Compliance is difficult to determine

WCAG 2.0 Compliance Testing

- Three levels:
 - A (minimum)
 - AA
 - AAA (not recommended because it is impossible)
- Complete pages only
- Reporting (filing a claim) is not required

Filing a claim

- Date
- Standard used – WCAG 2.0
- Conformance Level (A, AA or AAA)
- List of URLs or subdomains
- List technologies relied upon

Uncertainty

Even if you file, you may not be “ADA Compliant”

- Will the DOJ continue to use WCAG 2.0?
- What will change in the standards world by 2018?
- Can anyone tell you how to be “ADA Compliant”?

We are all eagerly awaiting guidance

What about listings?

Generated by your website:

- Test a sample page
- Provide the a URL for the sample page

Generated by third party tool (MLS plugin)

- Create a Statement of Partial Conformance for a sample page
- Describe why the page does not conform to WCAG 2.0
- “This page does not conform, but would conform to WCAG 2.0 if ...”

It is up to you to evaluate third party tools on your website

Free Testing Tools

- AChecker
- TAW
- Web Accessibility Checker

Be careful, many tools do not check for WCAG 2.0!

You will still need human effort even with testing tools

More on Tools

- Only capture 20-30% of WCAG 2.0 filing information
- A layperson typically cannot work with tool output
- Tools will not generate a WCAG 2.0 claim

You will still need human effort even with testing tools

1. Perceivable

- 1.1 Text Alternatives – Provide captions for images
- 1.2 Time-based Media – Provide captions for video
- 1.3 Adaptable – Provide “landmarks” used by readers
- 1.4 Distinguishable – Themes (fonts and contrasting color)

1.3 Adaptable Landmarks

- Banner
- Complementary
- ContentInfo – Copyright and Privacy statements
- Form
- Main – a page only has one of these
- Navigation – submit, next, previous, etc.
- Search – Search tool
- Application – Something assistive technology cannot use

Landmarks defined in WAI-ARIA 1.1

Typical Adaptable Landmarks

Main

Banner

Form

Listing Price

Street

Bedrooms

Bathrooms

Navigation

ContentInfo

Main

Banner

Form

Listing Price

Street

Bedrooms

Bathrooms

Search

ContentInfo

Not every page has every landmark

2. Operable

- 2.1 Keyboard Accessible – Completely operable
- 2.2 Enough Time – Auto-updates can be controlled
- 2.3 Seizures – Maximum of three flashes
- 2.4 Navigable – Logically moving between elements

3. Understandable

- 3.1 Readable – Lower secondary (9th grade) education
- 3.2 Predictable – All pages operate similarly
- 3.3 Input Assistance – Good error processing

Subjective criteria that a tool cannot give you!

4. Robust

- 4.1 Compatible – Use standard HTML5 components and ARIA landmarks

Can you product the future?

Resources Used for this Talk

Web Content Accessibility Guidelines (WCAG) 2.0

<https://www.w3.org/TR/WCAG20/>

General Techniques for WCAG 2.0

<https://www.w3.org/TR/WCAG20-TECHS/general.html>

ADA Best Practices Tool Kit for State and Local Governments

<http://www.ada.gov/pcatoolkit/chap5toolkit.htm>

Principles of Accessible Design

<http://webaim.org/intro/#principles>

eDX Inc. Settlement

http://www.ada.gov/edx_sa.htm

W3C Accessibility Initiative

<https://www.w3.org/WAI/intro/people-use-web/browsing>

NAR Resources

NAR Field Guide

<http://www.realtor.org/field-guides/field-guide-to-complying-with-the-americans-with-disabilities-act-ada>

Is your website ADA compliant?

<http://realtormag.realtor.org/technology/feature/article/2016/04/your-website-ada-compliant>

Window to the Law:ADA Basics

<http://www.realtor.org/videos/window-to-the-law-ada-basics>

Questions ?

Mark Lesswing

NAR CTO

mlesswing@realtors.org