

00:00:11,180 --> 00:00:15,980

Good afternoon, everyone, and
welcome to today's webinar,

2

00:00:15,980 --> 00:00:18,620

where we'll be discussing
digital accessibility and ADA

3

00:00:18,620 --> 00:00:19,400

compliance.

4

00:00:19,400 --> 00:00:21,860

I'm [? Madeline ?] Thomas, a
program marketing strategist

5

00:00:21,860 --> 00:00:24,080

here at Granicus, and
today I have the pleasure

6

00:00:24,080 --> 00:00:25,560

of being your moderator.

7

00:00:25,560 --> 00:00:27,110

So thanks for joining me.

8

00:00:27,110 --> 00:00:28,880

As you know, the
pressure is mounting

9

00:00:28,880 --> 00:00:31,310

to implement technology
that directly connects

10

00:00:31,310 --> 00:00:33,800

your organization with
all citizens, including

11

00:00:33,800 --> 00:00:37,250

the approximate 19%
living with disabilities.

12

00:00:37,250 --> 00:00:39,380

Beyond ensuring your
organization is doing right

13

00:00:39,380 --> 00:00:41,570

for your community,
being in compliance

14

00:00:41,570 --> 00:00:43,460

with the Americans
with Disabilities Act,

15

00:00:43,460 --> 00:00:46,680

or section 508 standards,
can seem daunting,

16

00:00:46,680 --> 00:00:48,200

especially with the
threat of a fine

17

00:00:48,200 --> 00:00:50,300

or lawsuit for non-compliance.

18

00:00:50,300 --> 00:00:51,740

And the next 60
minutes, you will

19

00:00:51,740 --> 00:00:53,615

learn how Granicus and
Meeting the Challenge,

20

00:00:53,615 --> 00:00:57,080

Inc can help you navigate
accessibility guidelines.

21

00:00:57,080 --> 00:00:59,210

We will discuss the
requirements of the Americans

22

00:00:59,210 --> 00:01:02,390

with Disabilities Act, how
to self-evaluate and identify

23

00:01:02,390 --> 00:01:05,420

those physical and operational
barriers that might prevent

24

00:01:05,420 --> 00:01:08,570

access to public facing meeting
agendas [? in ?] websites,

25

00:01:08,570 --> 00:01:10,430

as well as the aids
and services needed

26

00:01:10,430 --> 00:01:13,190

to provide effective
communication equally

27

00:01:13,190 --> 00:01:15,230

for all people.

28

00:01:15,230 --> 00:01:17,270

A couple of things
before we get started--

29

00:01:17,270 --> 00:01:19,950

we'd like this session to be
as interactive as possible,

30

00:01:19,950 --> 00:01:21,770

so you can talk to
each other on Twitter

31

00:01:21,770 --> 00:01:30,150

using the hashtag [INAUDIBLE]

look through the questions

32

00:01:30,150 --> 00:01:31,770

box on your webinar

portal, and we'll

33

00:01:31,770 --> 00:01:34,187

be sure to address

them towards the end.

34

00:01:34,187 --> 00:01:36,270

We hope you don't have any

technical difficulties,

35

00:01:36,270 --> 00:01:38,160

but if you do, look

for the Help button

36

00:01:38,160 --> 00:01:39,420

on the top of your

console, and we'll

37

00:01:39,420 --> 00:01:40,832

get your problems worked out.

38

00:01:40,832 --> 00:01:42,540

We are recording this
training, and we'll

39

00:01:42,540 --> 00:01:44,790

email you the link to
the on-demand version

40

00:01:44,790 --> 00:01:45,508

and the slides.

41

00:01:45,508 --> 00:01:47,550

So please be sure to share
it with your colleague

42

00:01:47,550 --> 00:01:50,110

or view it again later.

43

00:01:50,110 --> 00:01:51,770

Now, with all that
out of the way,

44

00:01:51,770 --> 00:01:54,190

let's get to know our speakers.

45

00:01:54,190 --> 00:01:57,700

Geoff Ames is an accessibility
implementation executive

46

00:01:57,700 --> 00:01:59,800

consultant at Meeting
the Challenge,

47

00:01:59,800 --> 00:02:02,920

Inc. He is responsible for
managing the consulting

48

00:02:02,920 --> 00:02:05,770

projects for physical
accessibility surveys

49

00:02:05,770 --> 00:02:07,540

under the Americans
with Disabilities

50

00:02:07,540 --> 00:02:09,720

Act and other disability laws.

51

00:02:09,720 --> 00:02:11,920

He provides information
and training addressing

52

00:02:11,920 --> 00:02:14,500

all facets of the
ADA, and specializes

53

00:02:14,500 --> 00:02:17,410

in helping state and local
governments with implementing

54

00:02:17,410 --> 00:02:20,770

the regulatory requirements for
self-evaluations and transition

55

00:02:20,770 --> 00:02:21,610

plans.

56

00:02:21,610 --> 00:02:23,140

He works closely

with clients who

57

00:02:23,140 --> 00:02:25,630

are subject to settlement

agreements with the US

58

00:02:25,630 --> 00:02:27,070

Department of Justice.

59

00:02:27,070 --> 00:02:29,350

He is a registered

accessibility specialist,

60

00:02:29,350 --> 00:02:33,640

licensed by the Texas Department

of Licensing and Regulation.

61

00:02:33,640 --> 00:02:35,070

Next, we have Byron Gillin.

62

00:02:35,070 --> 00:02:36,790

Byron Gillin is the
south east and south

63

00:02:36,790 --> 00:02:39,520

central regional sales
director here Granicus.

64

00:02:39,520 --> 00:02:41,950

He has over 17
years of experience

65

00:02:41,950 --> 00:02:44,120

working with
government agencies,

66

00:02:44,120 --> 00:02:45,630

including special districts.

67

00:02:45,630 --> 00:02:47,950

At Granicus, he helps

state and local governments

68

00:02:47,950 --> 00:02:49,780

streamline their
legislative management

69

00:02:49,780 --> 00:02:52,570

processes to create
greater efficiencies.

70

00:02:52,570 --> 00:02:54,910

[? He ?] also
previously specialized

71

00:02:54,910 --> 00:02:57,700

in creating training solutions
for the public and educational

72

00:02:57,700 --> 00:02:58,660

sectors.

73

00:02:58,660 --> 00:03:01,330

He has a bachelors of science

degree in business management

74

00:03:01,330 --> 00:03:03,730

from the University
of Central Florida.

75

00:03:03,730 --> 00:03:06,830

Thank you so much, Geoff and
Byron, for joining us today.

76

00:03:06,830 --> 00:03:10,910

And without further ado, Byron,
we're ready to get started.

77

00:03:10,910 --> 00:03:11,810

Thank you very much.

78

00:03:11,810 --> 00:03:14,650

I really appreciate that
fantastic introduction.

79

00:03:14,650 --> 00:03:17,620

And thank you, everyone, for

attending this afternoon.

80

00:03:17,620 --> 00:03:19,627

Really excited about
the content here today.

81

00:03:19,627 --> 00:03:21,460

Again, my name is Byron
Gillin, and I reside

82

00:03:21,460 --> 00:03:23,370

in the great state of Florida.

83

00:03:23,370 --> 00:03:25,840

And this is a topic that's
near and dear to my heart

84

00:03:25,840 --> 00:03:28,440

and to many my clients here
in this great state-- really

85

00:03:28,440 --> 00:03:31,430

all up and down the east coast

and throughout the country.

86

00:03:31,430 --> 00:03:33,910

So very excited about having
the opportunity to talk

87

00:03:33,910 --> 00:03:37,540

about ADA, WCAG, what
those things mean to us

88

00:03:37,540 --> 00:03:38,882

on an everyday basis.

89

00:03:38,882 --> 00:03:40,840

But before we get there,
I really wanted to set

90

00:03:40,840 --> 00:03:43,510

the foundation, because we have
such a huge audience today--

91

00:03:43,510 --> 00:03:45,718

which again, we can't thank

each and every one of you

92

00:03:45,718 --> 00:03:46,720

for attending enough--

93

00:03:46,720 --> 00:03:49,240

but I want you to just set the
foundation of who Granicus is

94

00:03:49,240 --> 00:03:51,380

and what we do,
what our focus is,

95

00:03:51,380 --> 00:03:54,135

so you know what perspective
we're starting out from

96

00:03:54,135 --> 00:03:55,510

and what our
business partnership

97

00:03:55,510 --> 00:03:57,885

looks like with

meeting the challenge.

98

00:03:57,885 --> 00:04:00,010

So the first thing I want
each and every one of you

99

00:04:00,010 --> 00:04:02,920

to think about is, who
are we reaching right now?

100

00:04:02,920 --> 00:04:04,360

Who are we serving?

101

00:04:04,360 --> 00:04:06,180

Obviously, I bet most
of you on this call

102

00:04:06,180 --> 00:04:07,630

are government agencies.

103

00:04:07,630 --> 00:04:09,430

That's what Granicus
specializes in.

104

00:04:09,430 --> 00:04:12,070

And the people that we're
serving our constituents.

105

00:04:12,070 --> 00:04:14,470

What kind of reach do
we have to those folks?

106

00:04:14,470 --> 00:04:18,279

Are we meeting and meeting the
reach that we're expecting?

107

00:04:18,279 --> 00:04:19,540

Our residents certainly are.

108

00:04:19,540 --> 00:04:22,750

They're certainly expecting
to get a certain amount--

109

00:04:22,750 --> 00:04:25,060

to get information from
each and every one of you.

110

00:04:25,060 --> 00:04:27,205

Are we reaching all
the demographics?

111

00:04:27,205 --> 00:04:29,860

Are we reaching and being
able provide the information

112

00:04:29,860 --> 00:04:32,590

to folks, not only that are
part of our constituents,

113

00:04:32,590 --> 00:04:34,720

but also the
different demographics

114

00:04:34,720 --> 00:04:36,530

and folks with disabilities?

115

00:04:36,530 --> 00:04:39,550

So the reach is something
that's really important here

116

00:04:39,550 --> 00:04:41,770

that we help our clients
with that Granicus,

117

00:04:41,770 --> 00:04:44,290

and evaluating what
kind of reach we have.

118

00:04:44,290 --> 00:04:49,420

Once we have that foundation,
engagement is next.

119

00:04:49,420 --> 00:04:51,670

We need to engage our solution.

120

00:04:51,670 --> 00:04:55,030

So it's one thing to have the
ability to send information out

121

00:04:55,030 --> 00:04:58,030

in a certain way, but then once
we send the information out,

122

00:04:58,030 --> 00:05:00,850

what are the people that
we're serving actually going

123

00:05:00,850 --> 00:05:02,230

to do with that information?

124

00:05:02,230 --> 00:05:04,720

Getting them to act to
help with the initiatives

125

00:05:04,720 --> 00:05:07,210

that you're trying to
actually accomplish-- what

126

00:05:07,210 --> 00:05:08,890

are your priorities
that we're looking

127

00:05:08,890 --> 00:05:10,580

to make in your organization?

128

00:05:10,580 --> 00:05:13,960

How do we evangelize the actual
constituents to work with us

129

00:05:13,960 --> 00:05:16,370

to accomplish those goals?

130

00:05:16,370 --> 00:05:19,270

Now, sitting here in Florida, we
have some beautiful palm trees,

131

00:05:19,270 --> 00:05:21,520

but you know it's not
growing in my backyard?

132

00:05:21,520 --> 00:05:22,720

A money tree.

133

00:05:22,720 --> 00:05:25,870

And I bet none of you have money
trees growing in your backyards

134

00:05:25,870 --> 00:05:28,120

or outside your
city halls either.

135

00:05:28,120 --> 00:05:32,320

So automation is
extremely important.

136

00:05:32,320 --> 00:05:34,720

We can't add a bunch of
chefs to the kitchen here.

137

00:05:34,720 --> 00:05:36,430

We have to automate.

138

00:05:36,430 --> 00:05:37,390

We have to automate.

139

00:05:37,390 --> 00:05:39,592

A big part of that
is technology.

140

00:05:39,592 --> 00:05:41,425

And that's what Granicus
brings the table is

141

00:05:41,425 --> 00:05:44,980

our platform of solutions
to help improve the way

142

00:05:44,980 --> 00:05:49,570

and digitize the way our
government agencies engage

143

00:05:49,570 --> 00:05:52,300

and communicate with
our constituents

144

00:05:52,300 --> 00:05:53,273

through technology.

145

00:05:53,273 --> 00:05:55,190

And that's what the
Granicus portfolio brings,

146

00:05:55,190 --> 00:05:56,350

at the end of the day.

147

00:05:56,350 --> 00:06:00,332

So we can actually serve and
personalize these messages.

148

00:06:00,332 --> 00:06:02,290

Because let's think about
it, your constituents

149

00:06:02,290 --> 00:06:03,790

are looking at us
and they're trying

150

00:06:03,790 --> 00:06:06,520

to digest a whole
bunch of information.

151

00:06:06,520 --> 00:06:09,160

But at the end of the
day, we're human beings,

152

00:06:09,160 --> 00:06:10,960

and we care what affects us.

153

00:06:10,960 --> 00:06:15,370

We care what affects our family,
what affects our business.

154

00:06:15,370 --> 00:06:16,990

That's the type of
communication we're

155

00:06:16,990 --> 00:06:18,970

expecting from our
government agencies,

156

00:06:18,970 --> 00:06:21,190

and that's how we hit
the mission of serving

157

00:06:21,190 --> 00:06:23,140

our community.

158

00:06:23,140 --> 00:06:25,130

So again, if we go

to the next slide,

159

00:06:25,130 --> 00:06:27,640

we see the actual full
platform that Granicus

160

00:06:27,640 --> 00:06:28,570

bring to the table.

161

00:06:28,570 --> 00:06:31,060

What I'm going to do is to
share with you how we leverage

162

00:06:31,060 --> 00:06:34,030

technology to make that
mission, what solutions we

163

00:06:34,030 --> 00:06:36,430

have in place, and how
meeting that challenge

164

00:06:36,430 --> 00:06:39,790

is helping us ensure that the

technology and information

165

00:06:39,790 --> 00:06:41,950

we're sending is going to be--

166

00:06:41,950 --> 00:06:43,820

and guide you in a

compliant fashion,

167

00:06:43,820 --> 00:06:45,890

because technology's

only a piece of it.

168

00:06:45,890 --> 00:06:47,530

So let's talk about reach first.

169

00:06:47,530 --> 00:06:52,780

Granicus has a fantastic network

of Americans already getting

170

00:06:52,780 --> 00:06:55,590

messages from our community.

171

00:06:55,590 --> 00:06:58,200

We have over 200
million Americans today

172

00:06:58,200 --> 00:07:00,427

getting that information.

173

00:07:00,427 --> 00:07:02,010

As we click through
this slide, you'll

174

00:07:02,010 --> 00:07:07,650

also see the ability for us
to engage our actual folks

175

00:07:07,650 --> 00:07:09,810

and connect and inform
those people directly,

176

00:07:09,810 --> 00:07:13,320

getting the right message at the
right time in the right format,

177

00:07:13,320 --> 00:07:16,380

compliant, delivered to
those individuals that

178

00:07:16,380 --> 00:07:18,690

need this information--
and doing it

179

00:07:18,690 --> 00:07:20,857

through an automated
platform that Granicus

180

00:07:20,857 --> 00:07:21,690

brings to the table.

181

00:07:21,690 --> 00:07:25,860

So we can deliver on our
mission to serve our community,

182

00:07:25,860 --> 00:07:29,400

our entire community,
and obviously

183

00:07:29,400 --> 00:07:31,230

be able to personalize
information

184

00:07:31,230 --> 00:07:32,713

that they care about.

185

00:07:32,713 --> 00:07:34,380

So when we go and
look at the next slide

186

00:07:34,380 --> 00:07:37,573

and we see our whole platform,
the secret sauce, if you will,

187

00:07:37,573 --> 00:07:39,240

of Granicus-- what
we bring to the table

188

00:07:39,240 --> 00:07:44,280

is the network we already have,
these 200 million Americans

189

00:07:44,280 --> 00:07:47,010

that are already getting
messages from our application

190

00:07:47,010 --> 00:07:48,820

that you can leverage.

191

00:07:48,820 --> 00:07:51,660

So when we learn about how to
create compliant messaging,

192

00:07:51,660 --> 00:07:53,910

and communication,
and documents,

193

00:07:53,910 --> 00:07:56,100

regarding our agendas
and minutes, when

194

00:07:56,100 --> 00:07:58,290

we talk through that
in the next 40 minutes

195

00:07:58,290 --> 00:08:01,120

or 30 minutes here with Geoff
and Meeting the Challenge,

196

00:08:01,120 --> 00:08:02,700

think about all
the different ways

197

00:08:02,700 --> 00:08:05,280

we're communicating with
our constituents today.

198

00:08:05,280 --> 00:08:07,650

When we help you
grow that outreach,

199

00:08:07,650 --> 00:08:10,560

we can ensure, through
our govAccess portal,

200

00:08:10,560 --> 00:08:13,770

your constituents will be
able to go to a website

201

00:08:13,770 --> 00:08:16,830

to get the information directly
from you that they care about,

202

00:08:16,830 --> 00:08:20,680

and find it right on your web
portal using our govAccess--

203

00:08:20,680 --> 00:08:22,550

our solution.

204

00:08:22,550 --> 00:08:23,827

Then to help your council--

205

00:08:23,827 --> 00:08:25,410

your city council,
your commissioners,

206

00:08:25,410 --> 00:08:26,670

your board members--

207

00:08:26,670 --> 00:08:30,300

being able to automate the
internal tedious process,

208

00:08:30,300 --> 00:08:33,145

at times, to create the
resolutions, the ordinances,

209

00:08:33,145 --> 00:08:35,520

the items, and the agendas
that are going to be discussed

210

00:08:35,520 --> 00:08:38,250

in your meeting, and
being able to post that

211

00:08:38,250 --> 00:08:42,090

in a way on your portal that the
citizens and constituents can

212

00:08:42,090 --> 00:08:45,360

actually digest legislative
information that they

213

00:08:45,360 --> 00:08:46,590

care about.

214

00:08:46,590 --> 00:08:48,960

So I can go and find

something that affects me,

215

00:08:48,960 --> 00:08:52,140

my family, my business through

the govMeeting portal--

216

00:08:52,140 --> 00:08:54,760

see the documentation, the

resolution, the ordinance,

217

00:08:54,760 --> 00:08:56,700

and the video, and

the captioning all

218

00:08:56,700 --> 00:09:00,220

in one spot in a compliant way.

219

00:09:00,220 --> 00:09:03,790

And to also be proactive
and give that citizen-- once

220

00:09:03,790 --> 00:09:05,430

they're getting
this information,

221

00:09:05,430 --> 00:09:07,763

well, heck, I want to continue
getting this information,

222

00:09:07,763 --> 00:09:10,013

and I don't have the time
to go to your site, perhaps,

223

00:09:10,013 --> 00:09:10,730

all the time.

224

00:09:10,730 --> 00:09:14,470

So can you please send me that
information via email, or text,

225

00:09:14,470 --> 00:09:17,800

or through your social media,
using our govDelivery platform,

226

00:09:17,800 --> 00:09:20,020

sending that information
out so that I

227

00:09:20,020 --> 00:09:23,320

can get that relevant
information in a timely manner?

228

00:09:23,320 --> 00:09:27,970

So this is what the platform
does to actually help you,

229

00:09:27,970 --> 00:09:30,430

your a government agency
better communicate

230

00:09:30,430 --> 00:09:32,080

with your constituents.

231

00:09:32,080 --> 00:09:33,460

Now, I'm really
proud of the fact

232

00:09:33,460 --> 00:09:35,170

that many of you on
this call already

233

00:09:35,170 --> 00:09:37,840

use pieces of this
particular platform.

234

00:09:37,840 --> 00:09:41,470

But our whole vision here is
to work and partner with you

235

00:09:41,470 --> 00:09:44,540

to really work on that citizen
journey and that citizen

236

00:09:44,540 --> 00:09:46,240

experience.

237

00:09:46,240 --> 00:09:49,243

So now, let's transition
to why we're all here.

238

00:09:49,243 --> 00:09:51,160

And I'm really most proud
of here at Granicus,

239

00:09:51,160 --> 00:09:53,350

as we go to the next slide
and introduce the Meeting

240

00:09:53,350 --> 00:09:56,500

the Challenge team,
is the fact that, when

241

00:09:56,500 --> 00:09:58,870

you're looking at
software and technology

242

00:09:58,870 --> 00:10:02,320

to better perform and automate a
lot of your business processes,

243

00:10:02,320 --> 00:10:05,680

to modernize your government,
to modernize the communication

244

00:10:05,680 --> 00:10:08,343

path, technology is an
important piece of it.

245

00:10:08,343 --> 00:10:09,760

And that's what
we just went over.

246

00:10:09,760 --> 00:10:12,260

But at the end of the day, what
Granicus brings to the table

247

00:10:12,260 --> 00:10:13,110

is expertise.

248

00:10:13,110 --> 00:10:15,850

We have over 4,000 government
agencies in the country

249

00:10:15,850 --> 00:10:18,803

using some aspects
of our technology.

250

00:10:18,803 --> 00:10:20,470

We've learned a lot
in the last 20 years

251

00:10:20,470 --> 00:10:23,500

working with you as
business partners.

252

00:10:23,500 --> 00:10:26,080

We have fantastic
resources to ensure

253

00:10:26,080 --> 00:10:31,060

adoption of our technology,
and support our solutions 24/7.

254

00:10:31,060 --> 00:10:33,940

At the end of day, this is a
business partnership, not just

255

00:10:33,940 --> 00:10:35,380

a software vendor.

256

00:10:35,380 --> 00:10:37,230

And I have family and

friends [INAUDIBLE]

257

00:10:37,230 --> 00:10:38,730

Byron, how do you

stay so passionate

258

00:10:38,730 --> 00:10:41,300

after 20 years of doing this?

259

00:10:41,300 --> 00:10:44,740

And when I'm talking to clients,

what I'm most proud of is,

260

00:10:44,740 --> 00:10:47,350

yes, technology's an important

piece of these discussions,

261

00:10:47,350 --> 00:10:50,255

but at the end of the day, what
are we looking to accomplish?

262

00:10:50,255 --> 00:10:52,630

How do we get ahead of these
lawsuits that are coming out

263

00:10:52,630 --> 00:10:54,240

about ADA and WCAG?

264

00:10:54,240 --> 00:10:55,990

Technology's a piece
of this, but it's not

265

00:10:55,990 --> 00:10:57,100

the ultimate answer.

266

00:10:57,100 --> 00:10:59,010

There are so many moving facets.

267

00:10:59,010 --> 00:11:01,180

And Granicus, that's
not our specialty.

268

00:11:01,180 --> 00:11:02,140

So what do we do?

269

00:11:02,140 --> 00:11:04,210

We partner with
fantastic specialists,

270

00:11:04,210 --> 00:11:07,240

like Meeting the
Challenge, a company

271

00:11:07,240 --> 00:11:11,230

that's been a valuable resource
for us to really evaluate

272

00:11:11,230 --> 00:11:12,970

aspects of our
software and what we're

273

00:11:12,970 --> 00:11:16,150

providing, so we can help
guide our clients to meet some

274

00:11:16,150 --> 00:11:18,160
of those compliance challenges.

275

00:11:18,160 --> 00:11:20,350
So I'm really proud to
introduce Geoff Ames

276

00:11:20,350 --> 00:11:22,540
and the Meeting the Challenge
team, and our business

277

00:11:22,540 --> 00:11:24,090
partnership that
we have together.

278

00:11:24,090 --> 00:11:26,590
And I look forward to working
with each and every one of you

279

00:11:26,590 --> 00:11:27,295

in the future.

280

00:11:27,295 --> 00:11:28,670

I'll close up in
the end, but I'm

281

00:11:28,670 --> 00:11:30,587

going to hand it off to
my friend here, Geoff.

282

00:11:30,587 --> 00:11:32,660

Geoff, I'm going to let
you go and take it away.

283

00:11:32,660 --> 00:11:33,940

Byron, thank you.

284

00:11:33,940 --> 00:11:36,220

And thank you, Madeline,
for the introduction

285

00:11:36,220 --> 00:11:38,860

and for inviting me

to be here today.

286

00:11:38,860 --> 00:11:42,040

Just briefly want to explain
who Meeting the Challenge is

287

00:11:42,040 --> 00:11:45,100

and why we're here today.

288

00:11:45,100 --> 00:11:47,470

Meeting the Challenge has
been around since 1989.

289

00:11:47,470 --> 00:11:50,440

The initial impetus
of the company

290

00:11:50,440 --> 00:11:53,920

was to try and use technology
to improve accessibility

291

00:11:53,920 --> 00:11:56,260

for people with disabilities.

292

00:11:56,260 --> 00:11:58,930

Just some interesting things
that came up along the way--

293

00:11:58,930 --> 00:12:01,120

a product that was
never really marketed,

294

00:12:01,120 --> 00:12:03,370

but called Dipner
dots, which was--

295

00:12:03,370 --> 00:12:07,270

one of our founders, Randy
Dipner, came up with a program

296

00:12:07,270 --> 00:12:12,490

to produce Braille using
a dot matrix printer.

297

00:12:12,490 --> 00:12:15,310

We also created a product

called pocket coach, which

298

00:12:15,310 --> 00:12:19,600

was used for working with people
with developmental disabilities

299

00:12:19,600 --> 00:12:23,110

to help them to do
their job tasks.

300

00:12:23,110 --> 00:12:25,720

And we also came up with a
little product called zoomcaps,

301

00:12:25,720 --> 00:12:28,840

which we thought would have gone
away a long time ago-- which

302

00:12:28,840 --> 00:12:30,730

we still occasionally
sell some of these--

303

00:12:30,730 --> 00:12:34,930

which are our large-print
labels for keyboards.

304

00:12:34,930 --> 00:12:39,250

And then after the slow
start of the business,

305

00:12:39,250 --> 00:12:44,452

in 1990, the ADA was signed,
and the following year--

306

00:12:44,452 --> 00:12:45,910

at that time, it
was the Department

307

00:12:45,910 --> 00:12:51,210

of Education put out an RFP
looking for entities to operate

308

00:12:51,210 --> 00:12:52,360

ADA centers.

309

00:12:52,360 --> 00:12:54,640

There are 10 regional
centers around the country.

310

00:12:54,640 --> 00:12:59,470

And in October of
1991, MTC began

311

00:12:59,470 --> 00:13:02,380

operation of the Rocky
Mountain ADA Center

312

00:13:02,380 --> 00:13:04,810

for region eight of
the United States.

313

00:13:04,810 --> 00:13:08,770

And we continue to operate under
a series of five year grants,

314

00:13:08,770 --> 00:13:12,310

currently under the
Department of Human Services.

315

00:13:12,310 --> 00:13:13,960

Last year, beginning
of the year,

316

00:13:13,960 --> 00:13:18,310

we merged with CP&Y Engineering
to help us to better implement

317

00:13:18,310 --> 00:13:23,390

some of the issues that we
identify in the real world.

318

00:13:23,390 --> 00:13:23,890

Next slide.

319

00:13:31,430 --> 00:13:38,240

So our main job is really
working with public entities.

320

00:13:38,240 --> 00:13:41,570

We deal with all
kinds of organizations

321

00:13:41,570 --> 00:13:44,960

that have requirements
to comply with the ADA,

322

00:13:44,960 --> 00:13:49,400

but typically, our customers
is a state or local government

323

00:13:49,400 --> 00:13:52,100

entity that is trying to
meet their requirements

324

00:13:52,100 --> 00:13:53,270

under the ADA.

325

00:13:53,270 --> 00:13:55,520

And we help to do
self-evaluations

326

00:13:55,520 --> 00:14:00,530

to evaluate policy and
to assess program access

327

00:14:00,530 --> 00:14:03,410

to the services,
activities, and programs

328

00:14:03,410 --> 00:14:06,320

that cities and counties offer.

329

00:14:06,320 --> 00:14:08,510

On a big piece of
that puzzle has

330

00:14:08,510 --> 00:14:13,520

become the assessment of digital
accessibility-- so websites,

331

00:14:13,520 --> 00:14:16,970

and digital documents,
and so on and so forth.

332

00:14:16,970 --> 00:14:19,700

And a big part of our
role is providing training

333

00:14:19,700 --> 00:14:24,740

to our clients to help them
understand how to implement

334

00:14:24,740 --> 00:14:28,970

and how to comply with
what is a very complex law.

335

00:14:28,970 --> 00:14:29,780

Next slide.

336

00:14:34,400 --> 00:14:38,600

So the question arises,
because if anybody's

337

00:14:38,600 --> 00:14:42,710

read the regulations and read
the ADA, nowhere in there

338

00:14:42,710 --> 00:14:45,380

does it mention websites.

339

00:14:45,380 --> 00:14:52,390

In fact, information and
communication technology, ICT,

340

00:14:52,390 --> 00:14:55,910

is not referenced
at all in the ADA.

341

00:14:55,910 --> 00:14:59,840

Section 508 of the
Rehabilitation Act in 1998

342

00:14:59,840 --> 00:15:02,150

was the first time the
federal government even

343

00:15:02,150 --> 00:15:04,520

recognized that there
were requirements

344

00:15:04,520 --> 00:15:06,350

or that there should
be requirements

345

00:15:06,350 --> 00:15:10,520

to provide accessibility
on electronic equipment

346

00:15:10,520 --> 00:15:14,250

and information technology.

347

00:15:14,250 --> 00:15:19,182

The fact of the matter is
that, in the 21st century,

348

00:15:19,182 --> 00:15:21,140

what nobody could have
guessed, when they wrote

349

00:15:21,140 --> 00:15:24,620

the ADA in 1990,
is that we deliver

350

00:15:24,620 --> 00:15:27,800

all kinds of public services--

351

00:15:27,800 --> 00:15:31,250

applications for
jobs, applications

352

00:15:31,250 --> 00:15:34,100

to participate and
register in public programs

353

00:15:34,100 --> 00:15:36,440

are all over the
internet nowadays.

354

00:15:36,440 --> 00:15:38,390

And all of those
have implications,

355

00:15:38,390 --> 00:15:42,590

in terms of Title II of the
ADA and compliance with that.

356

00:15:42,590 --> 00:15:46,760

In many ways, we've seen
that digital accessibility,

357

00:15:46,760 --> 00:15:49,310

ability to access things--

358

00:15:49,310 --> 00:15:51,620

let's go back a slide.

359

00:15:51,620 --> 00:15:54,587

Digital accessibility

is allowing people

360

00:15:54,587 --> 00:15:56,420

to access programs that

they would otherwise

361

00:15:56,420 --> 00:15:59,273

have had to get to physically.

362

00:15:59,273 --> 00:16:01,190

And the main thing that

you have to understand

363

00:16:01,190 --> 00:16:05,030

is that the ADA

prohibits discrimination

364

00:16:05,030 --> 00:16:06,750

on the basis of disability.

365

00:16:06,750 --> 00:16:10,250

So you can't offer something
to the public in general that's

366

00:16:10,250 --> 00:16:12,290

not available to people
with disabilities,

367

00:16:12,290 --> 00:16:15,140

that they don't have an
opportunity to participate in.

368

00:16:15,140 --> 00:16:17,630

And whether or not
there are standards--

369

00:16:17,630 --> 00:16:21,290

and I'm going to talk a little

bit about the WCAG guidelines--

370

00:16:21,290 --> 00:16:23,830

but those are not enforceable
standards, at this point.

371

00:16:23,830 --> 00:16:26,120

They're guidelines.

372

00:16:26,120 --> 00:16:28,980

But whether or not
those are standards,

373

00:16:28,980 --> 00:16:32,450

the DOJ has
consistently asserted

374

00:16:32,450 --> 00:16:34,790

that the absence of
specific regulations

375

00:16:34,790 --> 00:16:37,940

does not serve as a

basis for noncompliance

376

00:16:37,940 --> 00:16:39,840

with the ADA's requirements.

377

00:16:39,840 --> 00:16:41,520

So let's go on to

the next slide now.

378

00:16:45,890 --> 00:16:48,890

What this means, in

reality, is that there's

379

00:16:48,890 --> 00:16:52,790

a lot of requirements in the

ADA for effective communication.

380

00:16:52,790 --> 00:16:55,670

So obviously, if people

are blind or deaf,

381

00:16:55,670 --> 00:16:57,860

a lot of the information

that we would

382

00:16:57,860 --> 00:17:00,860

want to convey to them

is going to be offered--

383

00:17:00,860 --> 00:17:04,050

needs to be offered

in a different format.

384

00:17:04,050 --> 00:17:06,230

So obviously, for

people who are deaf,

385

00:17:06,230 --> 00:17:09,000

we provide sign

language interpreters.

386

00:17:09,000 --> 00:17:12,170

We caption content on video.

387

00:17:12,170 --> 00:17:17,030

In in-person meetings,

sometimes big conferences,

388

00:17:17,030 --> 00:17:20,030

we provide CART, which is
real-time captioning, where

389

00:17:20,030 --> 00:17:23,599

somebody is typing what is
being said at a conference.

390

00:17:23,599 --> 00:17:26,390

Video remote
interpreters-- basically

391

00:17:26,390 --> 00:17:29,180

using computer technology
and the internet

392

00:17:29,180 --> 00:17:34,490

to provide an interpreter
remotely to a site.

393

00:17:34,490 --> 00:17:36,920

One of the things that
I'd like to point out

394

00:17:36,920 --> 00:17:39,620

is that, anytime you're in
a public space, an assembly

395

00:17:39,620 --> 00:17:41,962

area where there's
a PA system, there's

396

00:17:41,962 --> 00:17:44,420

an architectural requirement
to have an assistive listening

397

00:17:44,420 --> 00:17:46,100

system there.

398

00:17:46,100 --> 00:17:47,660

For people who are blind--

399

00:17:47,660 --> 00:17:51,350

Braille is no longer a

very commonly-used format

400

00:17:51,350 --> 00:17:53,870

for people who are blind,
but it's still used.

401

00:17:53,870 --> 00:17:57,380

Large print for people who
have low vision, people

402

00:17:57,380 --> 00:18:01,580

who are losing their sight
due to issues like cataracts

403

00:18:01,580 --> 00:18:04,460

or macular degeneration.

404

00:18:04,460 --> 00:18:06,500

But a lot of things
are done nowadays

405

00:18:06,500 --> 00:18:12,290

we can easily convert text

into audible sound recordings,

406

00:18:12,290 --> 00:18:14,960

that people can listen to

what they would ordinarily

407

00:18:14,960 --> 00:18:16,670

have had to read.

408

00:18:16,670 --> 00:18:20,330

A tagged PDF file

is a print document

409

00:18:20,330 --> 00:18:23,180

that is designed in such

a way that somebody using

410

00:18:23,180 --> 00:18:29,240

screen-reading software can hear

what the text on the page says.

411

00:18:29,240 --> 00:18:33,230

Screen-readable text

content is a critical factor

412

00:18:33,230 --> 00:18:36,740

in-- not only on websites,
but in any kind of information

413

00:18:36,740 --> 00:18:40,170

that is disseminated
to the public.

414

00:18:40,170 --> 00:18:43,010

One of the things that is
a big issue on websites

415

00:18:43,010 --> 00:18:45,650

is visual contrast.

416

00:18:45,650 --> 00:18:48,430

For people with low vision,
for people who are colorblind,

417

00:18:48,430 --> 00:18:50,930

if you're not using the right

color for text and background,

418

00:18:50,930 --> 00:18:53,570

you will not be
communicating very well.

419

00:18:53,570 --> 00:18:54,720

And next slide.

420

00:18:59,390 --> 00:19:02,660

So this is an issue that's
come up in the courts

421

00:19:02,660 --> 00:19:04,910

recently and been clarified.

422

00:19:04,910 --> 00:19:08,000

There's a difference between
what we call accessibility

423

00:19:08,000 --> 00:19:11,000

and what we call accommodation.

424

00:19:11,000 --> 00:19:15,890

In terms of the way the courts
are looking at websites,

425

00:19:15,890 --> 00:19:19,760

websites are considered
to be virtual facilities,

426

00:19:19,760 --> 00:19:22,610

and they must be
independently accessible.

427

00:19:22,610 --> 00:19:25,190

That means if somebody
comes to your website site,

428

00:19:25,190 --> 00:19:28,160

simply providing contact
information where

429

00:19:28,160 --> 00:19:30,800

they can call up and get
information that's otherwise

430

00:19:30,800 --> 00:19:34,745

readily available to people
on websites is not sufficient.

431

00:19:34,745 --> 00:19:37,120

And accommodation is
where, for example,

432

00:19:37,120 --> 00:19:40,187

at a open public meeting,
[? when ?] you announce

433

00:19:40,187 --> 00:19:42,020

it ahead of time-- if
you tell people, look,

434

00:19:42,020 --> 00:19:43,970

if you need a sign
language interpreter,

435

00:19:43,970 --> 00:19:47,030

if you need an auxiliary

aide or service,

436

00:19:47,030 --> 00:19:50,300

let us know 48 hours in advance
before you come to this meeting

437

00:19:50,300 --> 00:19:52,010

that you're going to
need that, and we'll

438

00:19:52,010 --> 00:19:53,300

arrange to have that happen.

439

00:19:53,300 --> 00:19:56,630

If you need documents at
that meeting presented

440

00:19:56,630 --> 00:20:02,330

in some other format other than
standard print, let us know.

441

00:20:02,330 --> 00:20:05,780

However, when

those same meetings

442

00:20:05,780 --> 00:20:12,050

take place online and people
are streaming those meetings,

443

00:20:12,050 --> 00:20:16,890

the audio content
should be available.

444

00:20:16,890 --> 00:20:19,040

Whether it's
archived or streamed,

445

00:20:19,040 --> 00:20:21,110

the audio content
should be captioned.

446

00:20:21,110 --> 00:20:23,710

And if there's
video information--

447

00:20:23,710 --> 00:20:26,120

it might just be a bunch of
talking heads in a meeting,

448

00:20:26,120 --> 00:20:29,877

but sometimes people are
presenting other content--

449

00:20:29,877 --> 00:20:31,460

there should be some
video description

450

00:20:31,460 --> 00:20:33,410

that tells somebody
who's blind, who's

451

00:20:33,410 --> 00:20:36,170

listening into
that meeting, what

452

00:20:36,170 --> 00:20:38,150

it is they would be seeing.

453

00:20:38,150 --> 00:20:38,660

Next slide.

454

00:20:43,240 --> 00:20:45,700

So the question
comes into play--

455

00:20:45,700 --> 00:20:47,698

as I said, there are no
enforceable standards,

456

00:20:47,698 --> 00:20:49,240

but the Department
of Justice expects

457

00:20:49,240 --> 00:20:52,390

you to follow the law anyway,
even though they haven't really

458

00:20:52,390 --> 00:20:56,530

told you what that
means specifically.

459

00:20:56,530 --> 00:21:00,280

So the obligation
of covered entities,

460

00:21:00,280 --> 00:21:02,200

state and local
governments, under the ADA

461

00:21:02,200 --> 00:21:06,130

is to look around and
find the best practices

462

00:21:06,130 --> 00:21:08,950

to be sure that your
programs and services are

463

00:21:08,950 --> 00:21:13,000

going to be accessible to
people with disabilities.

464

00:21:13,000 --> 00:21:18,040

And part of that, in terms of
how you're going to do that,

465

00:21:18,040 --> 00:21:20,210

is ensuring that
maybe, in some cases,

466

00:21:20,210 --> 00:21:24,070

you're to make your programs
accessible by providing

467

00:21:24,070 --> 00:21:26,200

that information
virtually on websites,

468

00:21:26,200 --> 00:21:28,030

and so on and so forth.

469

00:21:28,030 --> 00:21:31,900

But if you're providing
these meetings online,

470

00:21:31,900 --> 00:21:33,760

the agendas and
the online content

471

00:21:33,760 --> 00:21:35,860

needs to be accessible
to people, as well.

472

00:21:38,620 --> 00:21:41,160

The guidelines that we've
referred to, the WCAG

473

00:21:41,160 --> 00:21:42,370

or W-C-A-G--

474

00:21:42,370 --> 00:21:49,810

the Web Content Accessibility
Guidelines level AA, WCAG 2.0--

475

00:21:49,810 --> 00:21:52,900

these are currently recognized
in a variety of documents

476

00:21:52,900 --> 00:21:56,110

by the Department of
Justice as a best practice.

477

00:21:56,110 --> 00:21:58,900

These are typically prescribed
in settlement agreements

478

00:21:58,900 --> 00:22:00,970

with public entities.

479

00:22:00,970 --> 00:22:03,490

When their websites
are identified

480

00:22:03,490 --> 00:22:07,480

as not being fully accessible
to people, they are--

481

00:22:07,480 --> 00:22:09,610

a requirement of a
settlement agreement

482

00:22:09,610 --> 00:22:12,250

that they bring their
websites into compliance

483

00:22:12,250 --> 00:22:15,130
with WCAG 2.0 level AA.

484

00:22:15,130 --> 00:22:17,950

We currently are capable of
assessing a little bit higher

485

00:22:17,950 --> 00:22:20,800

level the WCAG 2.1.

486

00:22:20,800 --> 00:22:23,420

And then there's level
AAA, which is even more--

487

00:22:23,420 --> 00:22:25,420

there's nothing that says
you can't provide more

488

00:22:25,420 --> 00:22:27,670

accessibility than required.

489

00:22:27,670 --> 00:22:30,910

To make it clear,

section 508 also

490

00:22:30,910 --> 00:22:34,580

serves as guidelines for
much more than just websites.

491

00:22:34,580 --> 00:22:38,260

It also refers to
equipment, like copying

492

00:22:38,260 --> 00:22:41,150

machines, telephones,
et cetera, et cetera.

493

00:22:41,150 --> 00:22:43,390

But that is a federal standard.

494

00:22:43,390 --> 00:22:46,420

And once again, it can be
used as a best practice,

495

00:22:46,420 --> 00:22:50,080

but it is not an ADA standard--

496

00:22:50,080 --> 00:22:51,850

I want to make that clear--

497

00:22:51,850 --> 00:22:55,270

but definitely something that
people should be aware of.

498

00:22:55,270 --> 00:22:58,493

And this is why, at the end of
the day, when you're supposed

499

00:22:58,493 --> 00:23:00,910

to ensure that your services,
programs, and activities are

500

00:23:00,910 --> 00:23:04,210

accessible to and usable by
people with disabilities,

501

00:23:04,210 --> 00:23:07,270

[? MTC ?] deploys

people with disabilities

502

00:23:07,270 --> 00:23:09,670

to test websites and
digital documents,

503

00:23:09,670 --> 00:23:12,970

and so on and so forth, so
that the actual end users can

504

00:23:12,970 --> 00:23:15,760

let you know whether or
not those services are

505

00:23:15,760 --> 00:23:17,450

accessible to them.

506

00:23:17,450 --> 00:23:19,528

This is also a
typical requirement

507

00:23:19,528 --> 00:23:21,820

in settlement agreements that
the Department of Justice

508

00:23:21,820 --> 00:23:24,670

puts out there, is that
public entities enlist people

509

00:23:24,670 --> 00:23:27,670

with disabilities to
evaluate the accessibility

510

00:23:27,670 --> 00:23:29,200

of their websites.

511

00:23:29,200 --> 00:23:29,730

Next slide.

512

00:23:34,590 --> 00:23:37,170

So there's four
basic principles--

513

00:23:37,170 --> 00:23:40,320

perceivable, operable,
understandable, and robust.

514

00:23:40,320 --> 00:23:44,130

Perceivable essentially means
that what I can see and hear

515

00:23:44,130 --> 00:23:47,730

on a website should also
be perceivable to somebody

516

00:23:47,730 --> 00:23:50,420

who is deaf or blind.

517

00:23:50,420 --> 00:23:54,570

Operable-- basically the
ability to navigate a website

518

00:23:54,570 --> 00:23:58,440

to complete forms and
fill out applications,

519

00:23:58,440 --> 00:24:03,540

and those kinds of
pages on websites--

520

00:24:03,540 --> 00:24:08,220

to be able to operate
the controls that

521

00:24:08,220 --> 00:24:12,510

would allow me to have captions
or to get video description on

522

00:24:12,510 --> 00:24:16,200

streamed content or
archived content.

523

00:24:16,200 --> 00:24:19,620

Understandable includes
the possibility

524

00:24:19,620 --> 00:24:21,540

that you might be
communicating information

525

00:24:21,540 --> 00:24:24,870

to people with either
developmental disabilities

526

00:24:24,870 --> 00:24:27,490

or learning disabilities.

527

00:24:27,490 --> 00:24:31,440

So you should make your
information and your content

528

00:24:31,440 --> 00:24:35,310

as understandable
to everyone as it

529

00:24:35,310 --> 00:24:39,900

would be to the most intelligent
person in your audience.

530

00:24:39,900 --> 00:24:42,900

Typically, you want
you your content

531

00:24:42,900 --> 00:24:46,350

to be understandable to somebody
at the seventh or eighth grade

532

00:24:46,350 --> 00:24:47,910

reading level.

533

00:24:47,910 --> 00:24:51,480

Robust means that
essentially the variety

534

00:24:51,480 --> 00:24:54,450

of things that are available
on a website to everybody else

535

00:24:54,450 --> 00:24:57,625

should also be available to
people with disabilities.

536

00:24:57,625 --> 00:24:59,250

This is why you can't
simply say, well,

537

00:24:59,250 --> 00:25:02,430

let's create a separate
page that's just text that's

538

00:25:02,430 --> 00:25:04,210

accessible to a screen-reader.

539

00:25:04,210 --> 00:25:11,580

In place of our fully vibrant
page for everybody else,

540

00:25:11,580 --> 00:25:13,350

we're just going
to give a text page

541

00:25:13,350 --> 00:25:14,520

to people with disabilities.

542

00:25:14,520 --> 00:25:19,420

That's discrimination, because
it's not an integrated process.

543

00:25:19,420 --> 00:25:19,920

Next slide.

544

00:25:24,780 --> 00:25:29,480

So these are technical criteria.

545

00:25:29,480 --> 00:25:33,530

You need to be able to
get through a website.

546

00:25:33,530 --> 00:25:37,220

Even if you can't see,
even if you can't hear,

547

00:25:37,220 --> 00:25:39,470

even if you have a
physical disability that

548

00:25:39,470 --> 00:25:42,800

limits your mobility, in
terms of using a mouse

549

00:25:42,800 --> 00:25:47,450

used to almost be able to
get through the content

550

00:25:47,450 --> 00:25:48,620

on a website.

551

00:25:48,620 --> 00:25:50,670

And the technical
criteria of the WCAG

552

00:25:50,670 --> 00:25:54,620

essentially measure the
capacity to do these things

553

00:25:54,620 --> 00:25:59,120

and will give a
pass/fail evaluation

554

00:25:59,120 --> 00:26:02,210

on those kinds of
technical standards.

555

00:26:02,210 --> 00:26:05,120

The problem is that
sometimes things

556

00:26:05,120 --> 00:26:06,710

that, even though
they pass, may not

557

00:26:06,710 --> 00:26:09,950

be fully accessible to some
people with disabilities.

558

00:26:09,950 --> 00:26:12,140

Things that are
typically detected

559

00:26:12,140 --> 00:26:15,650

in a WCAG audit
of a site will be

560

00:26:15,650 --> 00:26:19,580

missing form labels,
issues with contrast,

561

00:26:19,580 --> 00:26:20,750

missing text on links.

562

00:26:20,750 --> 00:26:23,900

So if you have a link that
says click here, that doesn't--

563

00:26:23,900 --> 00:26:25,550

to somebody who's
just reading this

564

00:26:25,550 --> 00:26:28,670

understand where it is
you're sending them.

565

00:26:28,670 --> 00:26:31,730

So these are typical
things that we run into.

566

00:26:31,730 --> 00:26:32,330

Next slide.

567

00:26:35,790 --> 00:26:40,800

So the content
itself of websites,

568

00:26:40,800 --> 00:26:43,770

which is quite often put
up there in documents that

569

00:26:43,770 --> 00:26:50,340

are PDF files, these documents
and other content often

570

00:26:50,340 --> 00:26:52,290

includes images,
pictures that we're

571

00:26:52,290 --> 00:26:56,400

putting on websites to convey
more information than what's

572

00:26:56,400 --> 00:26:58,740

there in the words.

573

00:26:58,740 --> 00:27:01,980

So part of what every
public entity must do

574

00:27:01,980 --> 00:27:05,700

is learn how to create
these accessible documents

575

00:27:05,700 --> 00:27:06,770

and images.

576

00:27:06,770 --> 00:27:10,050

Because your web
designer can set up

577

00:27:10,050 --> 00:27:13,920

the structure for your
website and make it navigable,

578

00:27:13,920 --> 00:27:18,120

make sure the links all work and
that you have cascading style

579

00:27:18,120 --> 00:27:21,300

sheets and templates that
set up levels of contrast

580

00:27:21,300 --> 00:27:23,550

for background in text.

581

00:27:23,550 --> 00:27:28,470

But the content that employees
and staff of a public entity

582

00:27:28,470 --> 00:27:32,190

are going to post on a
website, that information quite

583

00:27:32,190 --> 00:27:36,560

often gets put out there
without any concern or interest

584

00:27:36,560 --> 00:27:39,180

in addressing the
accessibility issues.

585

00:27:39,180 --> 00:27:43,260

So we wind up with
maybe a Word document

586

00:27:43,260 --> 00:27:45,608

that got printed and
then got scanned to PDF.

587

00:27:45,608 --> 00:27:46,900

Well, that's a picture of text.

588

00:27:46,900 --> 00:27:48,480

It's not text.

589

00:27:48,480 --> 00:27:50,897

And for somebody using
screen-reading software,

590

00:27:50,897 --> 00:27:52,980

is only going to tell them
there's an image there.

591

00:27:52,980 --> 00:27:55,800

It's not going to tell
them what text is there.

592

00:27:55,800 --> 00:27:57,660

If you put pictures
on a website,

593

00:27:57,660 --> 00:27:59,190

one would presume
that you're trying

594

00:27:59,190 --> 00:28:02,040

to tell some kind of a
story with those pictures.

595

00:28:02,040 --> 00:28:05,325

So at minimum, the
information that is--

596

00:28:05,325 --> 00:28:07,200

you're trying to convey
with a picture should

597

00:28:07,200 --> 00:28:12,540

be provided in alternative
text, appended to that image.

598

00:28:12,540 --> 00:28:15,660

And these things, putting the--

599

00:28:15,660 --> 00:28:19,470

tagging the PDFs and

putting the alternative text

600

00:28:19,470 --> 00:28:23,310

on pictures are things that

have to be done independently

601

00:28:23,310 --> 00:28:26,220

by the end user--

602

00:28:26,220 --> 00:28:28,950

the person posting

information to the website--

603

00:28:28,950 --> 00:28:32,220

cannot be automatically

done by your web designer.

604

00:28:32,220 --> 00:28:35,460

So big thing is to learn how
to create accessible documents

605

00:28:35,460 --> 00:28:40,260

and how to tag images and
appropriately put tags

606

00:28:40,260 --> 00:28:42,570

on there that are meaningful.

607

00:28:42,570 --> 00:28:44,970

These things, as

I say, are going

608

00:28:44,970 --> 00:28:47,880

to be the things that you have
to learn as a public entity,

609

00:28:47,880 --> 00:28:52,470

and make sure that people that
work for you understand this.

610

00:28:52,470 --> 00:28:53,130

Next slide.

611

00:28:58,020 --> 00:29:02,380

So one of the things
that you're essentially

612

00:29:02,380 --> 00:29:05,080

trying to do presumably,
with your websites,

613

00:29:05,080 --> 00:29:11,290

is to improve your engagement
with people in your community

614

00:29:11,290 --> 00:29:12,830

who have disabilities.

615

00:29:12,830 --> 00:29:16,570

And as Madeline mentioned,
there's probably a number--

616

00:29:16,570 --> 00:29:18,250

somewhere between 15% and 20%--

617

00:29:18,250 --> 00:29:20,560

19% is probably
pretty close to it--

618

00:29:20,560 --> 00:29:23,470

of people in your community who
have some kind of a disability.

619

00:29:23,470 --> 00:29:25,870

Not all of those
disabilities are sensory,

620

00:29:25,870 --> 00:29:28,352

so somebody may
not have a problem,

621

00:29:28,352 --> 00:29:29,810

just because they
use a wheelchair,

622

00:29:29,810 --> 00:29:31,870

with accessing your website.

623

00:29:31,870 --> 00:29:36,220

But you don't really know who
has a learning disability,

624

00:29:36,220 --> 00:29:40,300

or has low vision,
or deaf or hard

625

00:29:40,300 --> 00:29:41,963

of hearing out there
in your community,

626

00:29:41,963 --> 00:29:43,630

so you need to make
sure that everything

627

00:29:43,630 --> 00:29:45,880

is accessible to everyone.

628

00:29:45,880 --> 00:29:51,670

So as you're putting up postings
for your public meetings

629

00:29:51,670 --> 00:29:56,680

and you're putting agendas
out there, meeting minutes--

630

00:29:56,680 --> 00:30:00,370

either you're doing
real-time streaming of video

631

00:30:00,370 --> 00:30:03,490

of public meetings or you're
archiving that information,

632

00:30:03,490 --> 00:30:08,200

you need to be sure that
that content is accessible.

633

00:30:08,200 --> 00:30:12,490

I give this example, in
terms of accessibility,

634

00:30:12,490 --> 00:30:17,800

that if, as an example,

your public entity had

635

00:30:17,800 --> 00:30:19,660

a program where you offered--

636

00:30:19,660 --> 00:30:24,040

through your parks and rec,

or whatever-- swim lessons,

637

00:30:24,040 --> 00:30:28,090

it's always been a requirement

under the ADA since 1990

638

00:30:28,090 --> 00:30:30,340

that those swim lessons

should be accessible to people

639

00:30:30,340 --> 00:30:31,630

with disabilities.

640

00:30:31,630 --> 00:30:34,360

But if your swimming pool

isn't physically accessible,

641

00:30:34,360 --> 00:30:36,400

how would you give
swimming lessons

642

00:30:36,400 --> 00:30:38,680

to somebody who
uses a wheelchair?

643

00:30:38,680 --> 00:30:41,440

There were no standards for
that until the 2010 standards,

644

00:30:41,440 --> 00:30:43,540

which became
enforceable actually

645

00:30:43,540 --> 00:30:48,040

not until January of 2013.

646

00:30:48,040 --> 00:30:51,670

And yet you still had to
provide program access, even

647

00:30:51,670 --> 00:30:53,200

though there wasn't a standard.

648

00:30:53,200 --> 00:30:55,060

And the analogy for

that is, even though we

649

00:30:55,060 --> 00:30:58,360

don't have standards for digital
accessibility and websites,

650

00:30:58,360 --> 00:31:00,227

we just have

guidelines out there.

651

00:31:00,227 --> 00:31:01,810

You have to look

around and figure out

652

00:31:01,810 --> 00:31:04,240

a way to make this stuff

accessible and usable

653

00:31:04,240 --> 00:31:05,570

for people.

654

00:31:05,570 --> 00:31:06,070

Next slide.

655

00:31:11,160 --> 00:31:13,800

So this issue that

I talked about

656

00:31:13,800 --> 00:31:15,480

is that we can look

at websites and we

657

00:31:15,480 --> 00:31:17,400

can identify things

that could be

658

00:31:17,400 --> 00:31:21,420

fixed, like the navigational

structure of a website--

659

00:31:21,420 --> 00:31:25,380

having text on links,
and that kind of thing.

660

00:31:25,380 --> 00:31:28,470

We can look at the
contrast values on pages

661

00:31:28,470 --> 00:31:31,620

and adjust those through
cascading style sheet

662

00:31:31,620 --> 00:31:33,600

and templates.

663

00:31:33,600 --> 00:31:37,890

But we can't go
through third-party--

664

00:31:37,890 --> 00:31:41,820

your web designer can't go
through and put all tags

665

00:31:41,820 --> 00:31:45,540

on every picture and
they can't possibly

666

00:31:45,540 --> 00:31:49,830

deal with all the untagged
PDFs on your website

667

00:31:49,830 --> 00:31:52,975

and globally repair
those things.

668

00:31:52,975 --> 00:31:55,350

And this is an issue that
comes up quite frequently, when

669

00:31:55,350 --> 00:31:58,920

we deal with clients who
are putting up a new website

670

00:31:58,920 --> 00:32:03,198

and they've got just ages
and ages of old documents

671

00:32:03,198 --> 00:32:04,740

that are posted on
their old website.

672

00:32:04,740 --> 00:32:08,880

And we caution them, look,
don't move your trash

673

00:32:08,880 --> 00:32:11,400

to your new facility.

674

00:32:11,400 --> 00:32:12,960

Don't bring
everything over there,

675

00:32:12,960 --> 00:32:15,900

because you'll just take a new
website that's fundamentally

676

00:32:15,900 --> 00:32:18,780

accessible and put a bunch of
inaccessible content there,

677

00:32:18,780 --> 00:32:22,500

which will make you
not ADA compliant.

678

00:32:22,500 --> 00:32:23,000

Next slide.

679

00:32:27,450 --> 00:32:31,880

So once you're looking
at this going forward,

680

00:32:31,880 --> 00:32:35,510

digital accessibility is not
going to happen by accident.

681

00:32:35,510 --> 00:32:38,600

You have to have policies
and practices in place.

682

00:32:38,600 --> 00:32:41,410

We always recommend it that
every department that's

683

00:32:41,410 --> 00:32:43,670

putting information
out there on websites

684

00:32:43,670 --> 00:32:45,440

should have
gatekeepers, people who

685

00:32:45,440 --> 00:32:47,790

are going to be sure
that before something

686

00:32:47,790 --> 00:32:51,120

is posted to a website,
that it is accessible.

687

00:32:51,120 --> 00:32:55,370

So people that use your CMS to
put content out there or upload

688

00:32:55,370 --> 00:33:00,020

PDFs, et cetera, et cetera, they

have to know what is accessible

689

00:33:00,020 --> 00:33:00,950

or isn't.

690

00:33:00,950 --> 00:33:04,763

And the people that actually
are the authors of this content,

691

00:33:04,763 --> 00:33:06,680

the people that decide
what pictures are going

692

00:33:06,680 --> 00:33:09,920

to be put out there or put
up the notice of the event

693

00:33:09,920 --> 00:33:12,890

at the park next week or
whatever, those people have

694

00:33:12,890 --> 00:33:14,990

to be trained and

have to understand

695

00:33:14,990 --> 00:33:17,900

what accessible content is.

696

00:33:17,900 --> 00:33:18,430

Next slide.

697

00:33:21,840 --> 00:33:24,990

And there are three things
that I'd like to point out.

698

00:33:24,990 --> 00:33:29,850

At minimum for ADA compliance,
state and local governments

699

00:33:29,850 --> 00:33:32,130

should have a public notice.

700

00:33:32,130 --> 00:33:35,430

They should have posted on their
website something that says,

701

00:33:35,430 --> 00:33:38,190

we don't discriminate on
the basis of disability.

702

00:33:38,190 --> 00:33:42,060

That notice should identify
somebody, a person by name,

703

00:33:42,060 --> 00:33:43,680

and where that person--

704

00:33:43,680 --> 00:33:46,230

where their office is,
what their phone number is,

705

00:33:46,230 --> 00:33:48,240

what their email
address is, who is

706

00:33:48,240 --> 00:33:50,700

going to coordinate
all of the activities

707

00:33:50,700 --> 00:33:55,260

of that entity to comply with
the ADA, your ADA coordinator--

708

00:33:55,260 --> 00:33:59,640

and that also should link to
a grievance procedure, which

709

00:33:59,640 --> 00:34:03,540

says, if you have a complaint
based on disability,

710

00:34:03,540 --> 00:34:05,340

this is the procedure
we go through.

711

00:34:05,340 --> 00:34:07,950

You have this much time
to file a complaint.

712

00:34:07,950 --> 00:34:10,380

We have this much time to
respond to the complaint.

713

00:34:10,380 --> 00:34:13,110

This is our appeals process,
et cetera, et cetera.

714

00:34:13,110 --> 00:34:16,110

Typically, there's going to
be a complaint form which

715

00:34:16,110 --> 00:34:22,860

can be built into an HTML page,
or it could be a fillable PDF.

716

00:34:22,860 --> 00:34:24,960

But it should not
simply be a document

717

00:34:24,960 --> 00:34:28,320

that somebody has to download
and fill out with a pen.

718

00:34:28,320 --> 00:34:31,530

So those are things that I

think every public entity should

719

00:34:31,530 --> 00:34:33,630

be aware that those should
be on their website.

720

00:34:33,630 --> 00:34:34,610

So that kind of
covers the grounds

721

00:34:34,610 --> 00:34:35,850

that I want to cover today.

722

00:34:35,850 --> 00:34:42,402

And I am ready to
take your questions.

723

00:34:42,402 --> 00:34:43,110

Thank you, Geoff.

724

00:34:43,110 --> 00:34:44,068

I really appreciate it.

725

00:34:44,068 --> 00:34:44,670

This is Byron.

726

00:34:44,670 --> 00:34:46,128

Before we open it

up for questions,

727

00:34:46,128 --> 00:34:49,889

I just want to want to bring it

all back to here to [INAUDIBLE]

728

00:34:49,889 --> 00:34:54,100

how this ties into what

Granicus is providing.

729

00:34:54,100 --> 00:34:56,100

I've listened to Geoff

deliver this a few times,

730

00:34:56,100 --> 00:34:58,650

and the Meeting the

Challenge team--

731

00:34:58,650 --> 00:35:01,530

obviously very knowledgeable
in accessibility

732

00:35:01,530 --> 00:35:04,180

and accommodation-- and I
always get something from it.

733

00:35:04,180 --> 00:35:07,740

For example, what a
difference the courts actually

734

00:35:07,740 --> 00:35:09,840

view accessibility
accommodation is something

735

00:35:09,840 --> 00:35:11,340

I learned today,
that I'm definitely

736

00:35:11,340 --> 00:35:13,920

going to use from my
conversations with them

737

00:35:13,920 --> 00:35:16,050

with our clients
here in our area.

738

00:35:16,050 --> 00:35:18,840

And one thing that I want each
everyone of you to take away--

739

00:35:18,840 --> 00:35:20,790

I guarantee there's a lot
of questions that you have.

740

00:35:20,790 --> 00:35:21,748

We're going to open up.

741

00:35:21,748 --> 00:35:24,692

We have plenty of
time for questions.

742

00:35:24,692 --> 00:35:27,150

[INAUDIBLE] we want to make
sure we had enough time for you

743

00:35:27,150 --> 00:35:28,177

folks to ask that.

744

00:35:28,177 --> 00:35:30,510

One thing want to make sure
that's really clear-- again,

745

00:35:30,510 --> 00:35:34,350

Granicus's role in this is
to provide that technology

746

00:35:34,350 --> 00:35:37,110

platform to help each
and every one of you

747

00:35:37,110 --> 00:35:40,770

modernize the way we communicate
with our constituents.

748

00:35:40,770 --> 00:35:44,040

But in doing so, there's
a human element here.

749

00:35:44,040 --> 00:35:46,652

There's best practices
that we can adapt.

750

00:35:46,652 --> 00:35:49,110

For example, when you look at
their whole meeting process--

751

00:35:49,110 --> 00:35:51,810

and as Geoff was mentioning
multiple times about agendas

752

00:35:51,810 --> 00:35:54,210

and posting this
information in a compliant--

753

00:35:54,210 --> 00:35:57,430

how our websites present
this information.

754

00:35:57,430 --> 00:36:00,990

What do we do with our backup

material, and things like that?

755

00:36:00,990 --> 00:36:02,490

When Geoff and
Meeting the Challenge

756

00:36:02,490 --> 00:36:05,550

mentioned how do we get
our documents actually ADA

757

00:36:05,550 --> 00:36:07,117

compliant, how do we do that?

758

00:36:07,117 --> 00:36:08,700

Well, that's when
you turn to Granicus

759

00:36:08,700 --> 00:36:12,030

and Meeting the Challenge,
and talk to us and our team,

760

00:36:12,030 --> 00:36:14,430

and we can coordinate

training with the Meeting

761

00:36:14,430 --> 00:36:16,620

the Challenge group
to be able to provide

762

00:36:16,620 --> 00:36:18,390

those kind of best practices.

763

00:36:18,390 --> 00:36:20,670

So when you're leveraging
the Granicus platform

764

00:36:20,670 --> 00:36:24,420

and technology to automate your
internal business processes

765

00:36:24,420 --> 00:36:26,640

and better
communicate, we're also

766

00:36:26,640 --> 00:36:29,700

keeping those other [INAUDIBLE]

information and compliance

767

00:36:29,700 --> 00:36:33,270

factors in mind with other
types of outside documentation.

768

00:36:33,270 --> 00:36:37,350

So I wanted to tie that all
together in how this all plays.

769

00:36:37,350 --> 00:36:41,380

So again, if you can skip to
the last slide here, Madeline,

770

00:36:41,380 --> 00:36:43,320

we're going to open
up for questions here.

771

00:36:43,320 --> 00:36:44,400

But what I want, again--

772

00:36:44,400 --> 00:36:46,110

re-emphasize the

Granicus difference

773

00:36:46,110 --> 00:36:48,090

here and the platform

we bring to the table.

774

00:36:48,090 --> 00:36:50,370

We have a full

data center that is

775

00:36:50,370 --> 00:36:54,040

secure [INAUDIBLE] secure where

all this information is stored.

776

00:36:54,040 --> 00:36:57,090

We have all of your data

stored, and you have

777

00:36:57,090 --> 00:36:59,130

full ownership of that data.

778

00:36:59,130 --> 00:37:00,990

But again-- if you go

the last slide here--

779

00:37:00,990 --> 00:37:07,000

our platform is the platform
that is going to help you with

780

00:37:07,000 --> 00:37:11,370

ADA-compliant web pages,
our govAccess platform,

781

00:37:11,370 --> 00:37:13,800

automating your internal
processes for your meeting

782

00:37:13,800 --> 00:37:17,370

and legislative information,
and helping guide you--

783

00:37:17,370 --> 00:37:18,790

again, technology's
a piece of it,

784

00:37:18,790 --> 00:37:20,040

but there's a human
element here too,

785

00:37:20,040 --> 00:37:22,123

and this is where Meeting
the Challenge comes in--

786

00:37:22,123 --> 00:37:25,830

guide you in creating compliant
documentation to post,

787

00:37:25,830 --> 00:37:28,410

and then giving the
citizens the ability

788

00:37:28,410 --> 00:37:30,870

to get the right message,
at the right time,

789

00:37:30,870 --> 00:37:31,940

in the right format--

790

00:37:31,940 --> 00:37:35,820

a compliant format-- using
our govDelivery platform.

791

00:37:35,820 --> 00:37:37,740

We also have a full
digital [? whole ?] suite

792

00:37:37,740 --> 00:37:40,110

of solutions using our
govRecords and govServices

793

00:37:40,110 --> 00:37:41,010

solutions.

794

00:37:41,010 --> 00:37:43,590

So our technology team
will be reaching out to you

795

00:37:43,590 --> 00:37:46,200

to talk to you about ADA,
WCAG, and our technology

796

00:37:46,200 --> 00:37:48,120

platforms that create--

797

00:37:48,120 --> 00:37:50,250

your own custom consultation
and how would you

798

00:37:50,250 --> 00:37:51,913

be more compliant.

799

00:37:51,913 --> 00:37:53,580

So again, Geoff, thank
you so much again

800

00:37:53,580 --> 00:37:55,620

for your time today
and the presentation.

801

00:37:55,620 --> 00:37:57,750

We're now going to open
it up for any questions

802

00:37:57,750 --> 00:37:58,835

that you folks have.

803

00:37:58,835 --> 00:38:00,210

[? To ?] [? use ?]

the questions,

804

00:38:00,210 --> 00:38:02,100

as Madeline mentioned

in the beginning,

805

00:38:02,100 --> 00:38:04,080

the chat box there in--

806

00:38:04,080 --> 00:38:07,440

go to webinars,

fantastic way to do that.

807

00:38:07,440 --> 00:38:08,730

So feel free to use that.

808

00:38:08,730 --> 00:38:11,580

Madeline, do we have

questions lined up already?

809

00:38:11,580 --> 00:38:13,080

Yes, we do.

810

00:38:13,080 --> 00:38:13,980

We have a bunch.

811

00:38:13,980 --> 00:38:15,550

So here comes our first line.

812

00:38:15,550 --> 00:38:17,910

Geoff, I think this
is targeted to you.

813

00:38:17,910 --> 00:38:20,830

You mentioned that Braille
isn't used by the blind anymore.

814

00:38:20,830 --> 00:38:23,690

What should be provided instead?

815

00:38:23,690 --> 00:38:29,070

OK, the one thing that is very

clearly stated in the Title II

816

00:38:29,070 --> 00:38:32,980

regulations is that, for
auxiliary aids and services,

817

00:38:32,980 --> 00:38:35,550

public entities must give
primary consideration

818

00:38:35,550 --> 00:38:38,340

to the request of an
individual with a disability

819

00:38:38,340 --> 00:38:40,230

as to the method
of communication

820

00:38:40,230 --> 00:38:42,120

they would prefer.

821

00:38:42,120 --> 00:38:45,980

And with only

about 10% of people

822

00:38:45,980 --> 00:38:50,010

who are blind using

Braille anymore,

823

00:38:50,010 --> 00:38:54,203

the obvious assumption

that you can hand somebody

824

00:38:54,203 --> 00:38:56,370

a piece of Braille because

they're blind or visually

825

00:38:56,370 --> 00:38:58,537

impaired and they're going

to be satisfied with that

826

00:38:58,537 --> 00:39:02,430

is probably the

wrong assumption.

827

00:39:02,430 --> 00:39:06,740

People who are blind these days,
for instance on the internet,

828

00:39:06,740 --> 00:39:12,180

they're typically using
text-to-speech software--

829

00:39:12,180 --> 00:39:15,900

JAWS or other types
of applications.

830

00:39:15,900 --> 00:39:20,220

And in doing that, they're
listening to information.

831

00:39:20,220 --> 00:39:23,040

So as an example,
if you send somebody

832

00:39:23,040 --> 00:39:27,450

who has JAWS software on
their computer a document

833

00:39:27,450 --> 00:39:30,870

that you've produced as
an accessible tag PDF,

834

00:39:30,870 --> 00:39:34,530

they would be able to read
it by listening to it.

835

00:39:34,530 --> 00:39:37,140

In fact, most
versions of Adobe, you

836

00:39:37,140 --> 00:39:39,690

can listen to
documents even without

837

00:39:39,690 --> 00:39:41,850

screen-reading software.

838

00:39:41,850 --> 00:39:46,420

Some people who are
blind are not full blind,

839

00:39:46,420 --> 00:39:48,330

they're low vision.

840

00:39:48,330 --> 00:39:51,810

And this is typically people who
have lost sight or the amount

841

00:39:51,810 --> 00:39:54,660

of sight they have is
decreased over time.

842

00:39:54,660 --> 00:39:57,390

Think of older people
who just don't see

843

00:39:57,390 --> 00:39:59,490

as well as they used to.

844

00:39:59,490 --> 00:40:03,000

Those people may prefer to
have large-print documents.

845

00:40:03,000 --> 00:40:06,210

I have a friend with macular
degeneration who said, Geoff,

846

00:40:06,210 --> 00:40:10,260

give it to me an 18-point black
font on a light blue paper.

847

00:40:10,260 --> 00:40:11,910

And I'm like, on
light blue paper?

848

00:40:11,910 --> 00:40:13,417

And he's like,
yeah, that doesn't

849

00:40:13,417 --> 00:40:15,750

glare as much as white paper,
and that makes it possible

850

00:40:15,750 --> 00:40:16,800

for me to read it.

851

00:40:16,800 --> 00:40:22,020

So it can be very specific
as to what somebody wants.

852

00:40:22,020 --> 00:40:23,910

As a public entity,
you have an obligation

853

00:40:23,910 --> 00:40:28,170

to ask them what method of
communication would you like,

854

00:40:28,170 --> 00:40:29,880

and listen to a person.

855

00:40:29,880 --> 00:40:33,180

They'll tell you what
they need, in most cases.

856

00:40:33,180 --> 00:40:34,660

All right, next question.

857

00:40:34,660 --> 00:40:36,270

Byron, this is for you.

858

00:40:36,270 --> 00:40:38,970

Is there a way to print
the govMeetings agenda

859

00:40:38,970 --> 00:40:42,620

in large print, if needed?

860

00:40:42,620 --> 00:40:45,070

So there's different settings
that you can actually

861

00:40:45,070 --> 00:40:47,110

setup with our templates
in our govMeeting

862

00:40:47,110 --> 00:40:48,980

platform of solutions.

863

00:40:48,980 --> 00:40:52,120

So depending on the specific
module we're talking about,

864

00:40:52,120 --> 00:40:54,500

we'd have to talk about
how we can configure it.

865

00:40:54,500 --> 00:40:56,080

But theoretically,
yes, absolutely.

866

00:40:56,080 --> 00:40:57,250

You certainly can.

867

00:40:57,250 --> 00:41:01,750

We also produce this information
is stitched into a PDF.

868

00:41:01,750 --> 00:41:04,750

And as everyone in this call
probably knows, in Adobe,

869

00:41:04,750 --> 00:41:07,310

you could set that a lot
of times too as well,

870

00:41:07,310 --> 00:41:10,740

print those bigger

type settings.

871

00:41:10,740 --> 00:41:17,260

Geoff, how can Title II entities
communicate/require/enforce

872

00:41:17,260 --> 00:41:19,750

external participants

in meetings

873

00:41:19,750 --> 00:41:25,690

to provide ADA-compliant

PowerPoint and materials?

874

00:41:25,690 --> 00:41:28,945

This is a considerable issue.

875

00:41:32,213 --> 00:41:33,880

For example, you're

saying that somebody

876

00:41:33,880 --> 00:41:35,297

comes to a public
meeting and they

877

00:41:35,297 --> 00:41:39,160

have materials to
present, if somebody's

878

00:41:39,160 --> 00:41:43,300

going to do that in advance,
if you ask people to provide

879

00:41:43,300 --> 00:41:46,760

materials and you either convert
it or ask them to provide it

880

00:41:46,760 --> 00:41:48,610

in accessible formats.

881

00:41:48,610 --> 00:41:50,530

Depending on who this
is-- if it's a business,

882

00:41:50,530 --> 00:41:52,480

I think it's pretty

obvious that a business,

883

00:41:52,480 --> 00:41:57,010

if they're presenting

information, should make it--

884

00:41:57,010 --> 00:41:59,590

it's their responsibility

to deliver that material

885

00:41:59,590 --> 00:42:01,980

in an accessible

format, when requested.

886

00:42:01,980 --> 00:42:03,730

If it's a member of

the public and they're

887

00:42:03,730 --> 00:42:07,650

presenting something, that might

not be as easy to accomplish

888

00:42:07,650 --> 00:42:09,370

and you might need to ask them.

889

00:42:09,370 --> 00:42:11,100

The one thing that--

890

00:42:11,100 --> 00:42:15,100

and I'm saying this

with my friends

891

00:42:15,100 --> 00:42:18,730

at Granicus on the line--

892

00:42:18,730 --> 00:42:24,040

you have to put your third-party

providers to the task

893

00:42:24,040 --> 00:42:27,820

of providing you with

accessible tools and content,

894

00:42:27,820 --> 00:42:30,280

to the extent that
they can do that--

895

00:42:30,280 --> 00:42:31,060

their side of it.

896

00:42:31,060 --> 00:42:32,830

They have an
obligation to serve you

897

00:42:32,830 --> 00:42:35,410

and you have an obligation
to make sure that they're

898

00:42:35,410 --> 00:42:36,595

delivering what you want.

899

00:42:39,190 --> 00:42:41,230

In some cases, I
guess if you were

900

00:42:41,230 --> 00:42:42,610

asking somebody in the public--

901

00:42:42,610 --> 00:42:44,350

if they were

presenting materials

902

00:42:44,350 --> 00:42:47,260

and they were offering

handouts or something--

903

00:42:47,260 --> 00:42:50,050

to provide that in

advance and helps them

904

00:42:50,050 --> 00:42:53,080

to make those things compliant.

905

00:42:53,080 --> 00:42:58,270

Unfortunately, in the

digital age, digital literacy

906

00:42:58,270 --> 00:43:02,680

and the fact that people

are not necessarily

907

00:43:02,680 --> 00:43:05,810

well-informed on how to
create a Word document,

908

00:43:05,810 --> 00:43:08,680

let alone how to convert
that into an accessible PDF,

909

00:43:08,680 --> 00:43:11,850

is something we all
have to deal with.

910

00:43:11,850 --> 00:43:15,030

Does that answer the question?

911

00:43:15,030 --> 00:43:17,410

Sounds good to me.

912

00:43:17,410 --> 00:43:18,660

All right, here's another one.

913

00:43:18,660 --> 00:43:21,360

If we provide photo galleries
with multiple pictures

914

00:43:21,360 --> 00:43:23,730

and albums on our
website, do we need

915

00:43:23,730 --> 00:43:28,420

to have alt text for each
photo in the gallery?

916

00:43:28,420 --> 00:43:30,970

In simple terms, yes.

917

00:43:30,970 --> 00:43:35,920

How much has to be on each
one of those photos is--

918

00:43:35,920 --> 00:43:38,600

it's up to how much you're
trying to communicate.

919

00:43:42,430 --> 00:43:45,950

One of our clients, I think, had
42 different social media sites

920

00:43:45,950 --> 00:43:47,450

between their
different departments.

921

00:43:47,450 --> 00:43:53,050

They had everything from
Flickr, to Twitter, to Facebook,

922

00:43:53,050 --> 00:43:56,440

and they had pictures
posted on all of these.

923

00:43:56,440 --> 00:44:00,340

And if the picture was there to
convey some content, like these

924

00:44:00,340 --> 00:44:06,640

were pictures taken at a public
meeting or a public event,

925

00:44:06,640 --> 00:44:08,320

one assumes that
those pictures are

926

00:44:08,320 --> 00:44:11,380

being put there to
convey who was there

927

00:44:11,380 --> 00:44:13,900

and why it was important
that they were there,

928

00:44:13,900 --> 00:44:16,840

or what was going
on at the event.

929

00:44:16,840 --> 00:44:21,852

And it is reasonable to say
that people with disabilities,

930

00:44:21,852 --> 00:44:23,560

people who are blind

or visually impaired

931

00:44:23,560 --> 00:44:26,800

are as entitled to that
information is anybody else.

932

00:44:26,800 --> 00:44:29,050

Sometimes I will say
that, if information

933

00:44:29,050 --> 00:44:32,350

is available in parallel
between your standard website

934

00:44:32,350 --> 00:44:36,550

and social media
sites, the issue

935

00:44:36,550 --> 00:44:41,380

of accessibility on social media
websites is not as critical.

936

00:44:41,380 --> 00:44:42,640

I make it really clear--

937

00:44:42,640 --> 00:44:48,160

Facebook, Twitter,
Flickr, Snapchat, those

938

00:44:48,160 --> 00:44:50,500

are not accessible platforms.

939

00:44:50,500 --> 00:44:53,020

So if you're relying on
them as a primary means

940

00:44:53,020 --> 00:44:58,150

of communicating with your
public, you're not compliant.

941

00:44:58,150 --> 00:45:02,170

If you're putting information
on those sites, like text

942

00:45:02,170 --> 00:45:04,840

and/or pictures,

and you're making

943

00:45:04,840 --> 00:45:07,180

that as accessible as
possible and making sure

944

00:45:07,180 --> 00:45:10,330

that if you're putting
video content out there,

945

00:45:10,330 --> 00:45:15,190

it's got captions on the
audio, et cetera, et cetera,

946

00:45:15,190 --> 00:45:17,380

that's acceptable--
but just to be aware

947

00:45:17,380 --> 00:45:22,570

that those platforms
are not compliant.

948

00:45:22,570 --> 00:45:23,320

OK.

949

00:45:23,320 --> 00:45:24,910

Byron, here's a
question for you.

950

00:45:24,910 --> 00:45:27,940

We are a local government that
livestreams council meetings

951

00:45:27,940 --> 00:45:29,840

on our website using Granicus.

952

00:45:29,840 --> 00:45:32,530

What would be involved in
getting closed captioning,

953

00:45:32,530 --> 00:45:35,230

as previously recommended?

954

00:45:35,230 --> 00:45:35,730

Sure.

955

00:45:35,730 --> 00:45:36,730

That's a great question.

956

00:45:36,730 --> 00:45:38,770

And we have been looking
at this extensively,

957

00:45:38,770 --> 00:45:41,400

and a lot of the research
and development at Granicus

958

00:45:41,400 --> 00:45:43,410

has been going into
this issue, especially

959

00:45:43,410 --> 00:45:46,470

with the guidance from the
Meeting the Challenge folks.

960

00:45:46,470 --> 00:45:51,640

So with that closed captioning
today, being May 30, 2019,

961

00:45:51,640 --> 00:45:53,430

as this is being recorded--

962

00:45:53,430 --> 00:45:56,880

so today, your answer is that
closed captioning's a service,

963

00:45:56,880 --> 00:45:58,920

a managed service that
Granicus provides--

964

00:45:58,920 --> 00:46:02,370

a physical human being to
watch the meeting as it's going

965

00:46:02,370 --> 00:46:07,470

on and provide that captioning,
so we can meet the level AA

966

00:46:07,470 --> 00:46:12,240

standards of WCAG to
actually be accurate--

967

00:46:12,240 --> 00:46:15,690

98% accuracy, not have
a substantial lag time

968

00:46:15,690 --> 00:46:18,210

within seconds of the
actual lips moving

969

00:46:18,210 --> 00:46:21,820

to be able to be
viewed on livestream.

970

00:46:21,820 --> 00:46:24,870

So let's schedule a
consultation with your rep

971

00:46:24,870 --> 00:46:28,140

to discuss adding that
service long-term.

972

00:46:28,140 --> 00:46:30,270

We are doing a lot of
research development looking

973

00:46:30,270 --> 00:46:32,820

at the technology
that does exist today,

974

00:46:32,820 --> 00:46:36,570

that can capture those
voices digitally and do

975

00:46:36,570 --> 00:46:38,220

it as closed captioning.

976

00:46:38,220 --> 00:46:42,780

The technology that is accurate
enough to meet WCAG standards

977

00:46:42,780 --> 00:46:44,310

is based on our research.

978

00:46:44,310 --> 00:46:46,770

It's extremely expensive
and cost-prohibitive

979

00:46:46,770 --> 00:46:48,870

for many of your
folks on this call,

980

00:46:48,870 --> 00:46:51,190

but the technology is
getting better and better,

981

00:46:51,190 --> 00:46:54,180

and Granicus is an innovator,
so we're looking at technology

982

00:46:54,180 --> 00:46:56,320

solutions long-term.

983

00:46:56,320 --> 00:46:58,160

So hopefully that
answers your question.

984

00:46:58,160 --> 00:46:59,940

I definitely would like to
schedule a strategic review

985

00:46:59,940 --> 00:47:01,780

of what you're doing today
with your video streaming,

986

00:47:01,780 --> 00:47:03,570

and then we can provide
what that managed

987

00:47:03,570 --> 00:47:06,010

service would look like today.

988

00:47:06,010 --> 00:47:07,840

All right, thank you for that.

989

00:47:07,840 --> 00:47:10,060

We have received
requests from persons

990

00:47:10,060 --> 00:47:13,150

who are blind for
tagged layout documents

991

00:47:13,150 --> 00:47:17,230

to be reformatted in a
one-column Word doc instead.

992

00:47:17,230 --> 00:47:18,970

This has now become
a best practice

993

00:47:18,970 --> 00:47:21,910

for my firm to create
the [INAUDIBLE] format.

994

00:47:21,910 --> 00:47:24,513

However, this sounds like it
could be legally problematic.

995

00:47:24,513 --> 00:47:25,180

Is that correct?

996

00:47:28,240 --> 00:47:32,590

If you're providing documents
to individuals in the format

997

00:47:32,590 --> 00:47:36,520

they want, that doesn't
present a challenge, as far

998

00:47:36,520 --> 00:47:38,650

as the legal requirement.

999

00:47:38,650 --> 00:47:44,620

If that isn't, so to speak,
universally accepted,

1000

00:47:44,620 --> 00:47:46,050

that could be a problem.

1001

00:47:49,840 --> 00:47:53,050

If a person asks
for a tagged PDF

1002

00:47:53,050 --> 00:47:55,900

and that's what you give them,
and they can read that, that's

1003

00:47:55,900 --> 00:47:58,600

fine, but if the next
person asks you to send them

1004

00:47:58,600 --> 00:48:01,750

that same content as
a Braille document

1005

00:48:01,750 --> 00:48:06,130

or a large-print
document, those requests

1006

00:48:06,130 --> 00:48:07,630

have to be honored, as well.

1007

00:48:07,630 --> 00:48:10,410

Does that answer the question?

1008

00:48:10,410 --> 00:48:11,960

Yes.

1009

00:48:11,960 --> 00:48:16,190

If we convert PDF documents
into readable text PDFs,

1010

00:48:16,190 --> 00:48:20,540

are they then
considered accessible?

1011

00:48:20,540 --> 00:48:22,220

For the most part, yes.

1012

00:48:22,220 --> 00:48:29,300

There's degrees of
accessibility in PDFs.

1013

00:48:29,300 --> 00:48:32,373

First of all, I see
there's probably

1014

00:48:32,373 --> 00:48:34,040

maybe four different
ways that you could

1015

00:48:34,040 --> 00:48:37,430

create a PDF from a document.

1016

00:48:37,430 --> 00:48:40,740

You could take up a
printed piece of paper,

1017

00:48:40,740 --> 00:48:43,760

and you can scan it and
make it into a PDF--

1018

00:48:43,760 --> 00:48:45,440

virtually inaccessible.

1019

00:48:45,440 --> 00:48:50,660

You can OCR that and bring in
some level of accessibility.

1020

00:48:50,660 --> 00:48:54,690

The next thing you can do is
you can take a Word document,

1021

00:48:54,690 --> 00:48:56,750

and you can use a PDF printer.

1022

00:48:56,750 --> 00:48:59,420

You can print it to
PDF, which will give you

1023

00:48:59,420 --> 00:49:03,170

a little bit better result
and then scanning a document.

1024

00:49:03,170 --> 00:49:07,610

The next level is probably
to save a document

1025

00:49:07,610 --> 00:49:11,090

as a PDF in Word, which
current versions of Word

1026

00:49:11,090 --> 00:49:12,420

allow you to do that.

1027

00:49:12,420 --> 00:49:16,520

And that will
depend significantly

1028

00:49:16,520 --> 00:49:18,350

on how well you've
formatted your Word

1029

00:49:18,350 --> 00:49:19,580

document to begin with.

1030

00:49:19,580 --> 00:49:22,580

If you haven't used styles
in your Word document

1031

00:49:22,580 --> 00:49:25,040

and provided
appropriate headings,

1032

00:49:25,040 --> 00:49:27,980

you still won't have
a very accessible PDF.

1033

00:49:27,980 --> 00:49:31,760

Ultimately, if you take
a styled Word document

1034

00:49:31,760 --> 00:49:34,220

and convert it through Word--

1035

00:49:34,220 --> 00:49:36,710

that's a feature of Word--

1036

00:49:36,710 --> 00:49:42,020

into a PDF, you'll

probably get about 97%

1037

00:49:42,020 --> 00:49:45,140

of what you need to be

to be done in that PDF.

1038

00:49:45,140 --> 00:49:48,170

You still need to go in and

do some finishing touches

1039

00:49:48,170 --> 00:49:51,770

within the PDF using

the accessibility tools

1040

00:49:51,770 --> 00:49:54,980

that Acrobat provides in DC Pro.

1041

00:49:54,980 --> 00:50:00,080

But yeah, like I say,
there's not an absolute,

1042

00:50:00,080 --> 00:50:03,560

but if you definitely want to
make sure that your document is

1043

00:50:03,560 --> 00:50:07,160

as available and usable
to somebody who is blind

1044

00:50:07,160 --> 00:50:09,590

as it is to somebody
else, then you

1045

00:50:09,590 --> 00:50:11,330

need to go to that last level.

1046

00:50:11,330 --> 00:50:14,510

You need to create a good,

accessible document in Word,

1047

00:50:14,510 --> 00:50:18,740

and appropriately convert that
and clean it up in Acrobat.

1048

00:50:18,740 --> 00:50:20,780

Headings within
documents-- if you

1049

00:50:20,780 --> 00:50:22,760

think about how you
look at a document,

1050

00:50:22,760 --> 00:50:24,677

if you're looking at a
multiple-page document,

1051

00:50:24,677 --> 00:50:26,677

you're going to look for
headings for the things

1052

00:50:26,677 --> 00:50:28,070

that you're concerned about.

1053

00:50:28,070 --> 00:50:30,080

The same thing if
you're on a website

1054

00:50:30,080 --> 00:50:32,150

and you're going to
scroll down the page

1055

00:50:32,150 --> 00:50:34,790

and try and find the heading
for the particular topic

1056

00:50:34,790 --> 00:50:37,700

you're interested
in, those headings

1057

00:50:37,700 --> 00:50:40,190

being set up appropriately
and tagged appropriately

1058

00:50:40,190 --> 00:50:43,340

and in a PDF make it
possible for somebody

1059

00:50:43,340 --> 00:50:47,420

using screen-reading software
to browse through and scan

1060

00:50:47,420 --> 00:50:50,450

and find the segments of the
document they're interested in,

1061

00:50:50,450 --> 00:50:52,430

without having to
read line-by-line

1062

00:50:52,430 --> 00:50:53,555

through the whole document.

1063

00:50:56,350 --> 00:50:58,120

What are the
guidelines associated

1064

00:50:58,120 --> 00:51:01,570

with links on our site and
also third-party services?

1065

00:51:01,570 --> 00:51:03,970

Is the city
responsible to ensure

1066

00:51:03,970 --> 00:51:06,880

the third-party service and
links are ADA-compliant?

1067

00:51:09,430 --> 00:51:11,260

Up to a point.

1068

00:51:11,260 --> 00:51:12,940

At the point where--

1069

00:51:12,940 --> 00:51:15,100

and I see this a lot--

1070

00:51:15,100 --> 00:51:18,730

that city governments and
county governments quite often

1071

00:51:18,730 --> 00:51:22,210

send people to,
say, a state website

1072

00:51:22,210 --> 00:51:26,390

for DMV or something like that.

1073

00:51:26,390 --> 00:51:29,110

And if they're going to
another government website,

1074

00:51:29,110 --> 00:51:33,670

I think the main
onus on the sender

1075

00:51:33,670 --> 00:51:35,470

is that you let
somebody know, hey,

1076

00:51:35,470 --> 00:51:39,010

we're sending you to somebody
else's website, at this point.

1077

00:51:39,010 --> 00:51:41,390

Make it clear that you are
not leaving our domain,

1078

00:51:41,390 --> 00:51:44,000

and we don't have control
over what's out there.

1079

00:51:44,000 --> 00:51:46,030

On the other hand,
if you're using

1080

00:51:46,030 --> 00:51:50,020

a vendor that creates
certain kinds of forms,

1081

00:51:50,020 --> 00:51:53,170

say, for employment applications
or something like that,

1082

00:51:53,170 --> 00:51:58,572

the onus is on you to ensure

that your vendor is providing

1083

00:51:58,572 --> 00:51:59,905

you with an accessible platform.

1084

00:52:02,830 --> 00:52:06,370

A Title II entity can not
contract away its obligation

1085

00:52:06,370 --> 00:52:09,880

to ensure that its services
programs and activities are

1086

00:52:09,880 --> 00:52:12,820

accessible to and usable by
people with disabilities.

1087

00:52:12,820 --> 00:52:14,770

So you do have an
obligation there.

1088

00:52:14,770 --> 00:52:16,850

But whenever you're

sending somebody off-site,

1089

00:52:16,850 --> 00:52:18,600

you should make it
very clear that they're

1090

00:52:18,600 --> 00:52:22,600

leaving your domain and
going someplace else.

1091

00:52:22,600 --> 00:52:24,370

All right, now
Byron, back to you.

1092

00:52:24,370 --> 00:52:26,950

Do we have software
that can be added--

1093

00:52:26,950 --> 00:52:29,020

adding closed
captioning to a city

1094

00:52:29,020 --> 00:52:32,540

meeting or some other video?

1095

00:52:32,540 --> 00:52:34,990

The closed captioning software--

1096

00:52:34,990 --> 00:52:37,250

so we have a government

transparency suite which

1097

00:52:37,250 --> 00:52:39,458

[? are ?] [? a ?] video

streaming suite that provides

1098

00:52:39,458 --> 00:52:41,810

video streaming, both

live and on demand,

1099

00:52:41,810 --> 00:52:45,590

even indexed to your agendas

and minute documentation.

1100

00:52:45,590 --> 00:52:47,750

The closed captioning

piece today

1101

00:52:47,750 --> 00:52:52,520

is actually a

human effort, so we

1102

00:52:52,520 --> 00:52:55,113

can meet the standards our

government clients want.

1103

00:52:55,113 --> 00:52:56,780

Our research and

development are looking

1104

00:52:56,780 --> 00:52:59,990

at technology solutions, but

the ones that are out there

1105

00:52:59,990 --> 00:53:03,050

aren't quite up to the

standards yet that our clients

1106

00:53:03,050 --> 00:53:04,550

are demanding of us.

1107

00:53:04,550 --> 00:53:07,220

So as of today, that
is still a human being

1108

00:53:07,220 --> 00:53:11,940

that is actually doing it
through the Granicus offering.

1109

00:53:11,940 --> 00:53:15,960

Can I chip in something on that?

1110

00:53:15,960 --> 00:53:18,990

One of the things that
a lot of people have--

1111

00:53:18,990 --> 00:53:24,090

for example, you go to YouTube
and YouTube will caption video,

1112

00:53:24,090 --> 00:53:29,010

and for most people, I think

that the awareness of that it's

1113

00:53:29,010 --> 00:53:33,480

maybe about 50% accurate with
an automated tool like that.

1114

00:53:33,480 --> 00:53:36,030

We've seen different
tools that will--

1115

00:53:36,030 --> 00:53:39,990

it's put automated
alt tags on pictures,

1116

00:53:39,990 --> 00:53:44,952

and I would say 50% would be
something they could strive

1117

00:53:44,952 --> 00:53:46,410

for, but it's not
something they're

1118

00:53:46,410 --> 00:53:50,100

reaching at this point in time.

1119

00:53:50,100 --> 00:53:52,560

Geoff, when a citizen
provides a presentation

1120

00:53:52,560 --> 00:53:54,450

for a public
meeting that becomes

1121

00:53:54,450 --> 00:53:57,360

a part of the public
meeting agenda,

1122

00:53:57,360 --> 00:54:01,690

are we responsible for making
their presentation accessible?

1123

00:54:01,690 --> 00:54:05,110

If it's submitted in
advance, I would say yes,

1124

00:54:05,110 --> 00:54:07,840

if it's a citizen.

1125

00:54:07,840 --> 00:54:11,870

Probably not so much so,
if it's a covered entity.

1126

00:54:11,870 --> 00:54:16,750

So the ADA does not
cover private citizens.

1127

00:54:16,750 --> 00:54:20,080

Technically, a private citizen
can discriminate against people

1128

00:54:20,080 --> 00:54:23,650

with disabilities, but
covered entities, places

1129

00:54:23,650 --> 00:54:26,320

of public accommodation,
private businesses,

1130

00:54:26,320 --> 00:54:28,210

and state and local
governments are

1131

00:54:28,210 --> 00:54:31,550

prohibited from discriminating
on the basis of disability.

1132

00:54:31,550 --> 00:54:34,510

So if you're accepting content
in advance from a citizen,

1133

00:54:34,510 --> 00:54:36,640

you should make a
best effort to provide

1134

00:54:36,640 --> 00:54:38,890

that in an accessible format.

1135

00:54:38,890 --> 00:54:43,330

If you don't have time
to do that ahead of time,

1136

00:54:43,330 --> 00:54:46,480

if that is content that's
going to be archived

1137

00:54:46,480 --> 00:54:52,750

with the minutes and agenda
and the captioned video

1138

00:54:52,750 --> 00:54:55,662

from that event, then
at that point in time,

1139

00:54:55,662 --> 00:54:57,370

somebody probably
needs to make an effort

1140

00:54:57,370 --> 00:55:00,640

to make sure that that
content is accessible,

1141

00:55:00,640 --> 00:55:02,590

or at the very least,
if somebody asked

1142

00:55:02,590 --> 00:55:05,080

for it in a different

format, that it

1143

00:55:05,080 --> 00:55:08,290

would be provided that way.

1144

00:55:08,290 --> 00:55:11,050

All right, well unfortunately,

that is all the time we

1145

00:55:11,050 --> 00:55:12,370

have for today.

1146

00:55:12,370 --> 00:55:14,650

A few quick reminders

before we sign off.

1147

00:55:14,650 --> 00:55:17,230

We will be emailing you a

link to the on-demand version

1148

00:55:17,230 --> 00:55:19,660

of this training, as
well as the slides

1149

00:55:19,660 --> 00:55:21,020

in the next couple of days.

1150

00:55:21,020 --> 00:55:22,960

So please keep your eyes open.

1151

00:55:22,960 --> 00:55:24,980

As always, or go

with these sessions

1152

00:55:24,980 --> 00:55:27,040

is to empower a modern
digital government.

1153

00:55:27,040 --> 00:55:29,110

And we really

appreciate in value

1154

00:55:29,110 --> 00:55:30,480

the work that you do every day.

1155

00:55:30,480 --> 00:55:32,980

So thank you for taking some
time out of your busy schedules

1156

00:55:32,980 --> 00:55:34,790

to join us this afternoon.

1157

00:55:34,790 --> 00:55:36,730

Thank you again, and
stay tuned for Granicus

1158

00:55:36,730 --> 00:55:38,895

representative to reach
out in the coming week

1159

00:55:38,895 --> 00:55:41,020

to see if you'd like to
learn more about partnering

1160

00:55:41,020 --> 00:55:43,570

with Granicus and Meeting
the Challenge, Inc to better

1161

00:55:43,570 --> 00:55:45,400

communicate to
all your citizens.

1162

00:55:45,400 --> 00:55:48,720

Have a nice rest of the week.

1163

00:55:48,720 --> 00:55:51,030

Thanks, guys.

1164

00:55:51,030 --> 00:55:52,880

Thank you.