

Digital Accessibility Essentials:

Preparing for the ADA Title II Compliance Deadline

Hosted virtually by **Travel Oregon**

Facilitated by **Jen Macias**, Digital Accessibility Adviser, CPACC

Held on Tuesday, February 10th, 2026

Accessibility Check

Any digital materials I share in this presentation will include

- ❑ Added alt text to images
- ❑ Checked headlines, outline, and reading order of slide layouts
- ❑ Checked color contrast
- ❑ Brief visual descriptions will be provided of images

Agenda for Today

1. Legal Landscape
2. Scope & Applicability
3. Understanding WCAG 2.1 vs 2.2 Standards
4. Assessment & Prioritization
5. Accessibility Statements
6. Action Planning & Next Steps
7. Resources & Ways to Stay Engaged
8. Q&A

What to Expect

- Unpacking of regulatory guidelines
- Clarifying questions from you
- Reflection questions from Jen
- Defining how accessibility supports destination stewardship
- Perspective videos
- Sharing resources

Hi, I'm Jen 🖐️

I am a...

- Strategist, experience designer and accessibility specialist
- Cross-pollinator, moving ideas between disciplines to create more coherent, caring environments

I'm shaped by...

- A childhood rooted in Arizona and navigating foster care by thirteen
- Moving through the world as a mixed-race person with a non-apparent disability
- Surviving state-sanctioned hostility —experiences that sharpened my sense of care/responsibility

My work has grown through...

- Founding and running an independent, community-rooted design studio
- Consulting for major enterprises, from Fortune 10 to Fortune 500, and public institutions
- Leading and evolving the accessibility practice within a global consulting firm

Qualifications

- 10 + years
- Certified Professional in Accessibility Core Competencies (CPACC)
- DHS OAST: Section 508 Web Standards, Authoring Accessible Docs, Trusted Tester

What is Digital Accessibility?

Digital accessibility is about ensuring everyone, regardless of ability, *can use digital products with the same ease, dignity, and independence as anyone else.*

Digital accessibility means designing and developing digital content, tools, and technologies so that people of all abilities can perceive, understand, navigate, and interact with them — *equally and independently.*

What's the difference between Web and Digital Accessibility?

Web Accessibility:

- Websites and web applications

Digital Accessibility:

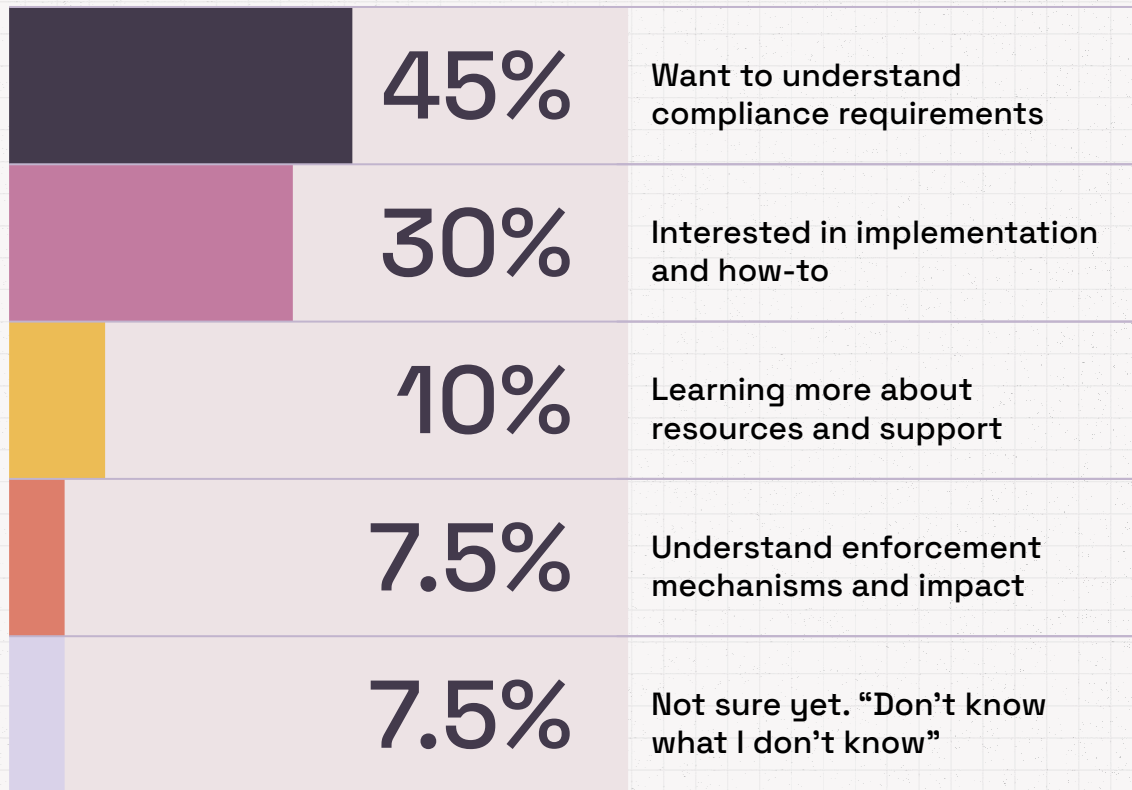
- Websites and web applications
- Mobile apps (iOS, Android)
- Software applications/programs
- Digital documents (PDFs, Word docs, presentations)
- Digital media (videos, audio, interactive content)
- Electronic kiosks and digital displays, and more



Biggest Questions & Concerns

We asked:

“What's your biggest question or concern about how the new ADA Title II rule will affect your work with government agencies?”



Legal Landscape

- New ADA Title II requirements
- Compliance deadlines
- Why this matters: real consequences of non-compliance

Legal Framework

Policy / Law	Description
Americans with Disabilities Act (ADA)	U.S. civil rights law (1990) prohibiting disability-based discrimination. Requires equal access to physical and digital spaces, including websites and online services.
Section 508 part of the Rehabilitation Act of 1973, amended in 1998	U.S. federal law requiring federal agencies to ensure all electronic and information technology (EIT)—websites, software, and digital documents—is accessible to people with disabilities.
—Title II	Applies to state and local governments. Mandates accessibility across all programs and services, including digital platforms and online services.
—Title III	Applies to private businesses and public accommodations. Requires equal access to goods and services, including accessible websites and digital content.

New ADA Title II Requirements

In April of 2024, the Department of Justice (DOJ) updated its Title II regulations to “ensure that web content and mobile applications (apps) are accessible to people with disabilities.

The Americans with Disabilities Act (ADA) Title II now requires all state and local governments, along with their third-party contractors and software vendors, to comply with **WCAG 2.1, Level AA** standards.

DOJ Title II Fact Sheet

- ❑ Applies to all Title II entities (not just state & local gov) — e.g., courts, schools, public transit, special districts
- ❑ Covers websites, mobile apps, and electronic documents (Word docs, PDFs, spreadsheets, etc.)
- ❑ Requires conformance to **WCAG 2.1, Level AA**
- ❑ Includes third-party platforms/services operated for covered entities

Resource: Fact Sheet: [New Rule on the Accessibility of Web Content and Mobile Apps...](#)

The screenshot shows the DOJ Title II Fact Sheet page. The top navigation bar includes links for Home, Topics, Guidance & Resource Materials, Law, Regulations & Standards, Cases, and File a Complaint. The breadcrumb trail indicates the current location: Home > Guidance & Resource Materials > Fact Sheet: New Rule on the Accessibility of Web Content and Mobile Apps Provided by State and Local Governments. A table of contents on the left lists sections such as 'Fact Sheet: New Rule on the Accessibility of Web Content and Mobile Apps Provided by State and Local Governments', 'The Reasons the Department Set Specific Requirements for Web and Mobile App Accessibility', 'Highlights of the Requirements in the Rule', 'Summary of the Exceptions', 'Other Information About Complying with the Rule', 'How Long State and Local Governments Have to Comply with the Rule', and 'ADA Information Resources'. The main content area features the title 'Fact Sheet: New Rule on the Accessibility of Web Content and Mobile Apps Provided by State and Local Governments' and the date 'April 08, 2024'. The text states that on April 24, 2024, the Federal Register published the Department of Justice's final rule updating its regulations for Title II of the Americans with Disabilities Act (ADA). A 'Guidance & Resources' section provides links to specific guidance and a beginner-level introduction. A 'Purpose of this fact sheet' section explains that the document is designed to provide introductory information about the rule's requirements. At the bottom, there is a list of frequently asked questions with expandable answers.

Home > Topics > Guidance & Resource Materials > Law, Regulations & Standards > Cases > File a Complaint

Home > Guidance & Resource Materials > Fact Sheet: New Rule on the Accessibility of Web Content and Mobile Apps Provided by State and Local Governments

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- Highlights of the Requirements in the Rule
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- Other Information About Complying with the Rule
- How Long State and Local Governments Have to Comply with the Rule
- ADA Information Resources

Print this page

Fact Sheet: New Rule on the Accessibility of Web Content and Mobile Apps Provided by State and Local Governments

April 08, 2024

On April 24, 2024, the Federal Register published the Department of Justice's (Department) final rule updating its regulations for Title II of the Americans with Disabilities Act (ADA). The final rule has specific requirements about how to ensure that web content and mobile applications (apps) are accessible to people with disabilities.

Guidance & Resources

Read this to get specific guidance about this topic.

For a beginner-level introduction to a topic, view [Topics](#)

For information about the legal requirements, visit [Law, Regulations & Standards](#)

Purpose of this fact sheet: This fact sheet gives a summary of the rule. The summary is designed to provide introductory information about the rule's requirements, particularly for people who may not have a legal background. [For more information, please read the full rule.](#) The official version of the rule is published in the Federal Register.

[Open all sections](#)

- What is Title II of the Americans with Disabilities Act (ADA)?
- Terms in this fact sheet
- What is a rule?
- How did the Department make this rule?
- Who has to follow the web and mobile app accessibility requirements in the rule?

ADA Title II Compliance Deadlines

Compliance deadlines for the new ADA Title II requirements are based on the population size of the area served by the government entity.*

- Entities serving **50k or more** people, compliance is required by **April 24, 2026**
- For entities serving **fewer than 50k** people, compliance is required by **April 26, 2027**
- For **special district governments**, compliance is also required by **April 26, 2027.**

- “State” means each of the 50 US states
- District of Columbia
- Commonwealth of Puerto Rico
- Guam
- American Samoa
- Virgin Islands
- Trust Territory of the Pacific Islands
- Commonwealth of the Northern Mariana Islands.

*Local government applies to county, city, town, and municipal governments.

Mechanisms of Enforcement

How will ADA Title II regulations be enforced?

Government Enforcement → Department of Justice (DOJ)

- DOJ can take direct action against non-compliant entities
- Tools include federal lawsuits, administrative actions, and settlement agreements
- Consequences result fines, legal fees, and mandatory remediation

Private Enforcement → Individuals & Advocacy Groups

- Most ADA enforcement starts here—not with the government
- Individuals or disability rights organizations file complaints or lawsuits when they encounter barriers
- Cases often result in private settlements or escalate to DOJ involvement

Why this matters

A turning point for digital equity and destination stewardship

The shift:

- Accessible digital services extend stewardship beyond the physical destination
- Exclusion online means exclusion from your destination's economy and community
- Accessibility shifts from intent to obligation

What this means:

- Clear compliance standard: **WCAG 2.1 Level AA**
- Digital accessibility covers the full visitor journey—planning, booking, navigating
- Public agencies are accountable for third-party vendors

Real impact:

- Inaccessible services quietly turn away visitors and their spending power
- Communities lose participation, connection, and trust
- Organizations risk funding eligibility, accountability, and public credibility

Scope & Applicability

- Which organizations are covered by the ruling?
- What digital properties must comply?
- Are there any exceptions?

Organizations Impacted by Ruling

Title II Entities:

- **State and local government departments and agencies** (city councils, town halls, housing authorities)
- **Courts and legislative bodies**
- **Law enforcement and public safety** (police and fire departments)
- **Public education** (public schools, school districts, public colleges, and universities)
- **Public transportation systems** (city buses, regional transit authorities, Amtrak)
- **Public health and social services** (health departments, mental health agencies, public housing)
- **Libraries, museums, and recreational facilities**
- **Voting locations and emergency management services**
- **Special purpose districts** (water districts, utility districts)

Third-Party Platforms, Services, & Vendors

Who is liable for compliance, the government entity or third-party contractor?

Primary liability of government entities

Under Title II, government entities are responsible for ensuring that all public-facing digital content, including content provided or managed by third parties, complies with accessibility standards such as **WCAG 2.1 Level AA**. This means the government entity cannot transfer its obligations under Title II to third-party contractors.

Role of third-party vendors

Third-party vendors are considered agents of the government entity. While third-party vendors play a critical role in creating or managing digital content, the government entity is responsible for ensuring that vendors adhere to accessibility requirements.

Third-Party Platforms, Services, & Vendors Cont.

A shared responsibility for compliance

Contractual obligations

Government entities should include explicit accessibility requirements in their contracts with vendors. These contracts should:

- Require compliance with **WCAG 2.1 Level AA** or other applicable accessibility standards.
- Include provisions for monitoring and verifying compliance.
- Clearly define consequences for non-compliance, such as withholding payment or requiring remediation.

→ [Compliance Guide: Third-Party Exceptions](#)

Public Education

Public schools, school districts, public colleges, and universities

The compliance deadline for public universities or school districts **depends on the population of the area they serve, not the size of the student body.**

For example, if a school district has 50,000 or more people, the deadline is sooner than for areas with fewer than 50,000 people.

Private universities and school districts are required by **ADA Title III** to make their digital offerings accessible to students, parents, and guardians.

Tourism Campaigns & Social Media

How does this ruling impact tourism digital touchpoints?

Title II requires **all visual and multimedia content** on state and local government digital platforms to be accessible to individuals with disabilities.

This includes **websites, tourism campaigns, and social media**. Compliance with the regulation means meeting the **WCAG 2.1, AA standards**.

There are some exceptions for archived web content and preexisting social media posts. You can check out the [five exceptions in detail](#) within the DOJ's compliance guidelines.

Digital Properties

What digital properties must adopt this ruling?

- Website and web applications
- Digital documents
- Mobile applications
- Online forms and applications
- Online learning and administration platforms
- Digital kiosk and self-service terminals
- Third-party content and vendor services
- Social media and live content

Digital Documents

What kinds of digital documents must adopt this ruling?

Any form of documentation used to apply for, access or participate in public services must be accessible.

Most commonly used formats:

- PDFs
- Word documents
- Presentations files (ex: PowerPoint, Google Slides, Keynote)
- Spreadsheet files

Private Websites

Do these new requirements apply to private citizens with websites?

The new ADA Title II requirements **do not apply to personal websites owned by private citizens**, especially if no direct sales or public services are offered.

Title II of the ADA specifically applies to websites and mobile apps run by state and local governments. Personal websites, blogs, or hobby sites that don't offer public services or sell products are not required to meet these new accessibility standards.

Key Exceptions

Exceptions

Are there any exceptions to the new Title II regulations?

There are five specific exceptions to the Title II regulation, categorized as follows:

1. Archived web content
2. Pre existing conventional electronic documents
3. Content posted by a third party where the third party is not posting due to contractual, licensing, or other arrangements with a state or local government
4. Individualized documents that are password-protected
5. Preexisting social media posts

→ [Compliance Guide: Summary of Exceptions](#)

1. Archived Web Content

What are the guidelines on archived documents?

Your state or local government's **web content that meets all four** of the following points would not need to meet WCAG 2.1, Level AA:

1. The content was created before the date your government must comply with this rule, or reproduces paper documents or the contents of other physical media that were created before your government must comply with this rule, **AND**
2. The content is kept only for reference, research, or recordkeeping, **AND**
3. The content is kept in a special area for archived content, **AND**
4. The content has not been changed since it was archived.

→ **Compliance Guide: Archived Web Content**

2. Pre Existing Conventional Electronic Documents

What about older documents that aren't technically archived?

State or local government's documents that meet **all three** of the following points do not need to meet WCAG 2.1, Level AA

1. The documents are word processing, presentation, PDF, or spreadsheet files; **AND**
2. They were available on your state or local government's website or mobile app before the date your state or local government must comply with this rule; **AND**
3. They are not currently being used to apply for, access, or participate in your state or local government's services, programs, or activities.

→ [Compliance Guide: Preexisting Conventional Electronic Documents](#)

3. Third-Party Content (Non-contractual)

What about content posted that isn't under contract, license, or other arrangements with state and local governments?

Third parties are members of the public or others who are not controlled by or acting for state or local governments. Your state or local government may not be able to change the content third parties post.

Example:

A message that a member of the public posts on a town's online message board would fall under the exception.

Content that is posted by third parties on your state or local government's website or mobile app would not need to meet WCAG 2.1, Level AA.

→ [Compliance Guide: Non-Contractual Third-Party](#)

4. Password-Protected Documents

What about individualized documents that are password-protected?

Your state or local government's documents that meet **all three** of the following points do not need to meet WCAG 2.1, Level AA:

1. The documents are word processing, presentation, PDF, or spreadsheet files, **AND**
2. The documents are about a specific person, property, or account, **AND**
3. The documents are password-protected or otherwise secured.

Example: A PDF version of a water bill for a person's home that is available in that person's secure account on a city's website would fall under the exception. **However, the exception does not apply to the city's website itself.**

→ [Compliance Guide: Individualized Documents that are Password-Protected](#)

5. Preexisting Social Media Posts

What are the guidelines on historical content in the form of social media?

Preexisting social media posts are exempt from the new requirements. Any social media posts made before the ADA Title II compliance date for your state or local government entity do not need to be accessible or archived.

What the exception does not change:

It's important to know that archived content that does not meet WCAG 2.1 Level AA must be made accessible if an individual with a disability requests access to the content.

→ [Compliance Guide: Social Media Posts](#)

Understanding WCAG 2.1 and 2.2 Standards

- What WCAG is and how it's structured (Levels A, AA, AAA)
- Key differences between WCAG 2.1 and 2.2
- The DOJ's Level AA requirement explained

Understanding WCAG



Web Content Accessibility Guidelines (WCAG) often pronounced as “wuh-cag.”

WCAG is the global standard in digital accessibility guidelines. It enables all organizations to measure the accessibility of content, sites, and apps against documented requirements for all people, including those with disabilities

World Wide Web Consortium (W3C)

WCAG are developed and maintained by the World Wide Web Consortium (W3C) and are widely accepted as the go-to standard for digital accessibility.

WCAG 2.0, 2.1, and 2.2

Successive versions of standards, each building on the previous one to address evolving technologies and user needs.

Level A, AA, and AAA

Levels A, AA, and AAA is how conformance is measured.

Level A

Level A is the most basic level of accessibility conformance.

30
success criteria

Level AA

Level AA is the second level of conformance. The ADA and Section 508 require both Level A and Level AA.

20
success criteria

Level AAA

Level AAA is the third and most advanced level of conformance. It is not generally recommended as a requirement, because it is not possible to satisfy all criteria for some types of content.

31
success criteria

POUR Principles of Accessibility

Web Content Accessibility Guidelines (WCAG)

Perceivable

Information and the user interface must be presented to users in ways they can perceive.

P

Operable

User interface components and navigation must be operable.

O

Understandable

Information and operation of the user interface must be understandable.

U

Robust

Content must be robust enough that it can be interpreted reliably, including while using assistive technology.

R

Support all the ways users interact with *digital interfaces*



Mouse

Pointing, clicking, mouse, or trackpad



Keyboard

Especially for navigation on all elements



Touch

Swiping, gestures, especially on mobile, but consider desktop touch screens too



Assistive Tech

Primarily screen readers, but also consider screen zoom, audio captions, SEO crawlers



Voice

"Hey Google, open the photos app. Select all the pictures of elephants. Send them to my friend."

Support *all the ways* people consume digital information



Visual

All images presented on screens, videos, text, websites, captions



Audio

Music, speech, notification chimes



Haptics

Physical reminders of notifications or interactions



Key Differences - WCAG 2.1 vs 2.2

WCAG 2.0, 2.1, and 2.2 are designed to be “backwards compatible”

which means content that conforms to 2.2—conforms to 2.1 and 2.0. All success criteria from 2.0 are included in 2.1, and all from 2.1 are in 2.2 (with one exception).

WCAG 2.1

The new Title II ruling is requiring that WCAG 2.1, Level AA be met. This essentially operates as the “floor.” Organizations may choose to adopt more rigorous standard such as WCAG 2.2.

WCAG 2.2

Adds 9 new success criteria focused on mobile accessibility, low vision, and cognitive disabilities.

WCAG 2.1, Level AA

**Ensures travelers can plan,
access, and participate in your
destination—***regardless of how they
access the web.*

Assessment & Prioritization

- How to scope your accessibility work
- Recommended evaluation tools
- Prioritization frameworks for remediation



How to scope your accessibility work

Scope the work around where access enables/blocks participation in the destination.

- Start with critical visitor journeys, not the entire site
- Scope by impact, not page count
- Include content and tools visitors rely on to plan and participate

Reflective Question for DMOs:

Which digital touchpoints most affect whether someone can confidently visit our destination?



Evaluation Tools

Tools help you see problems, but people experience them.

- Automated checks → catch obvious issues early
- Keyboard testing → reveals navigation barriers fast
- Basic screen reader testing → surfaces usability gaps

Reflective Question for DMOs:

Are we evaluating access the way visitors actually encounter our content?

Automated Tools:

- [axeDev Tool Extension](#)
- [WAVE Extension](#)
- [Focus Areas for Automated Testing](#)

Keyboard Testing:

- [Keyboard Testing Tutorial](#)
- [Screen Reader Testing](#)

→ Prioritization frameworks for remediation

Prioritization is about removing the greatest barriers first.

- Does this block someone from planning or booking?
- Does it affect high-traffic or essential content?
- Does it prevent independent use?

If “yes” to any → high priority

Reflective Question for DMOs:

Which barriers cause the most friction, or exclusion, right now?

Perceivable ●

- 1.3.1 Info and Relationships - Level A
- 1.3.1 Sensory Characteristics - Level A
- 1.4.3 Contrast - Level AA
- 1.1.1 Non-Text Content
- 1.4.1 Use of Color

Operable ▲

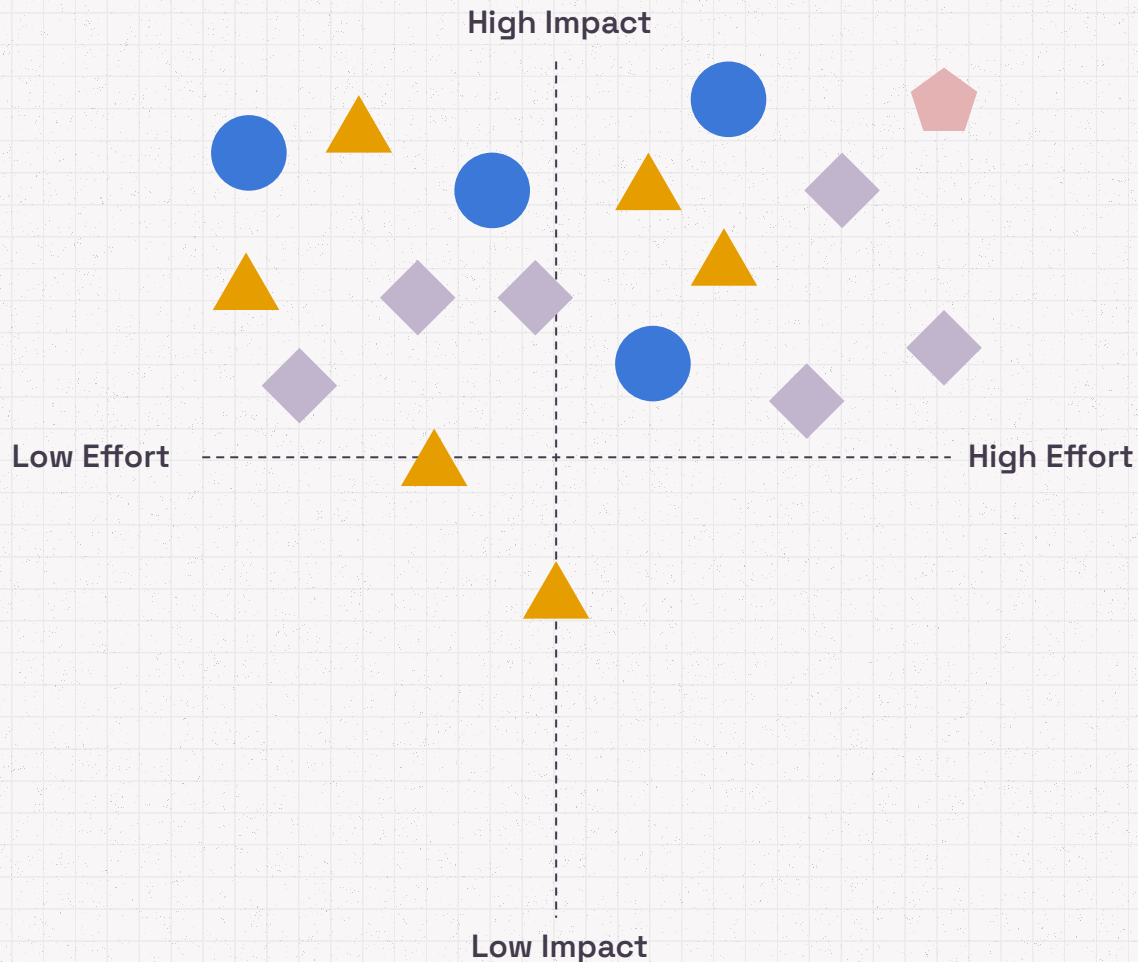
- 2.4.6 Headings and Labels - Level AA
- 2.4.1 Bypass Blocks - Level A
- 2.4.4 Link Purpose - Level A
- 2.4.2 Page Titled
- 2.4.7 Focus Visible

Understandable ◆

- 3.3.2 Labels or Instructions - Level A
- 3.1.1 Language of Page - Level A
- 3.2.2 On Input - Level A

Robust ★

- 4.1.2 Name, Role, Value - Level A



Accessibility Statements: Your Public Commitment

- What an accessibility statement is and why it matters
- How statements demonstrate good faith compliance efforts
- Examples of effective statements

What is an Accessibility Statement?

An accessibility statement is a public record of responsibility. It clarifies standards, sets expectations, acknowledges gaps, and invites dialogue—demonstrating that *digital equity is an ongoing practice, not a promise made once.*

Accessibility Statement Importance

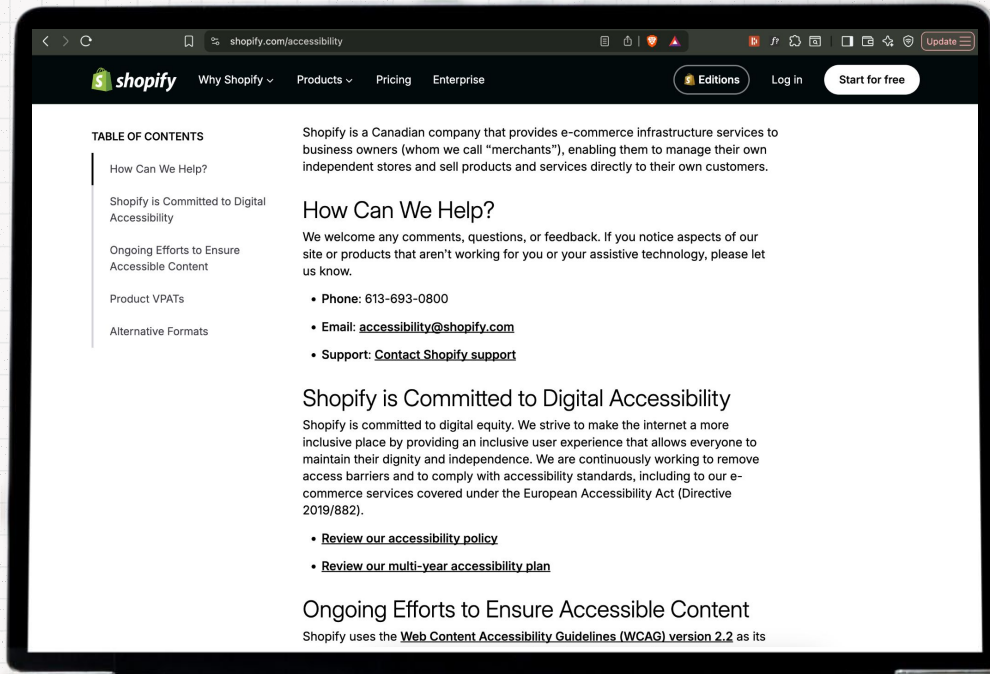
Why it matters

- Makes accessibility visible, not implied
- Builds trust by setting clear expectations for users
- Extends digital equity beyond intent into accountable practice

How it demonstrates good faith

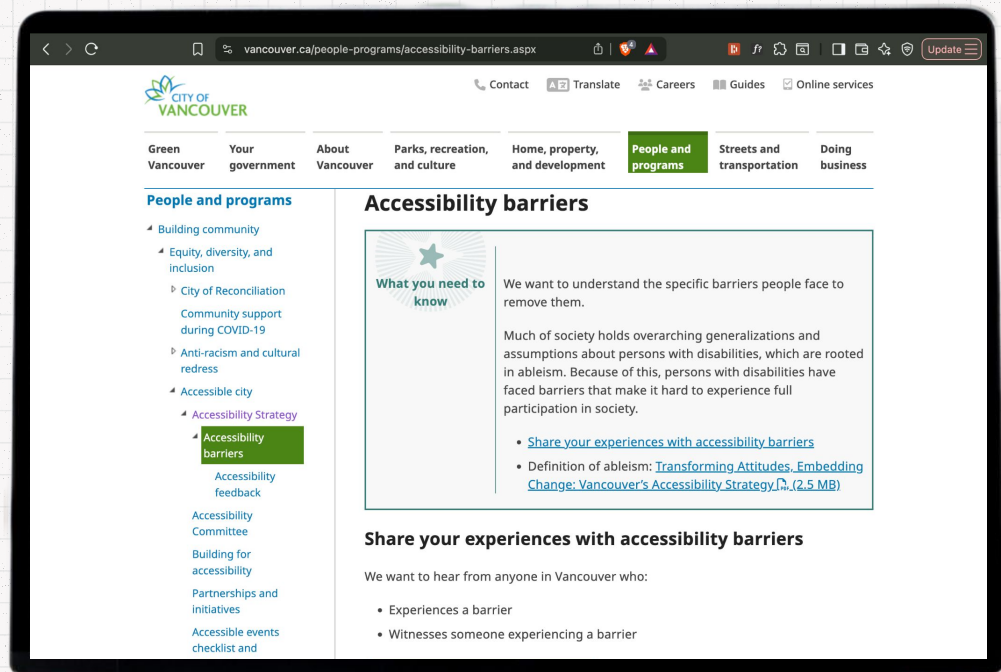
- Names the standards you follow (e.g., WCAG 2.1 AA)
- Describes how accessibility is integrated into your digital work
- Acknowledges known limitations and areas in progress
- Invites feedback with clear contact information
- Documents accessibility as an ongoing responsibility, not a checkbox

Accessibility Statement Example #1



- Inclusive language—clearly stating accessibility is about maintaining dignity and independence
- Contact options
- Actively invites feedback
- Ongoing accessibility efforts
- Inclusive design practices
- Clear compliance level
- Multi-year roadmap
- Living practice, not a checklist

Accessibility Statement Example #2



- Inclusive language
- Contact options
- Actively invites feedback
- Ongoing accessibility efforts
- Inclusive design practices
- Clear compliance level
- Multi-year roadmap
- Community resources

Action Planning & Next Steps

- Building a realistic compliance roadmap
- Common pitfalls to avoid (overlay tools, automated-only testing)
- Resources for ongoing compliance

Building A Compliance Roadmap

Anchored to destination stewardship, trust, and care

A strong accessibility roadmap doesn't promise perfection. It establishes standards, names responsibility, documents progress, and *treats access as part of caring for a destination and its people.*

1 Start with responsibility, not perfection

Destination Stewardship Mindset:

We're accountable for the whole visitor journey—even when systems are imperfect.

- You don't need a flawless website to begin
- You **do** need clarity about what works, what doesn't, and what's in progress
- Transparency builds trust faster than silence

Reflective Question for DMOs:

Where might our digital experiences be quietly preventing people from fully participating in our destination—and are we willing to name that publicly?

2

Define your baseline

Destination Stewardship Mindset:

We agree on the standard we're working toward.

- WCAG 2.1 Level AA as a shared reference point
- Not as a ceiling, but as common ground
- This creates alignment across marketing, IT, vendors, and leadership

Reflective Question for DMOs:

Have we clearly agreed on an accessibility standard that guides how we care for visitors across all digital touchpoints—not just our website?

3

Map the real visitor journey

Destination Stewardship Mindset:

Accessibility failures online become barriers at the destination.

- Planning → booking → arrival → on-site → follow-up
- Digital touchpoints shape who can participate in the local economy
- If a visitor can't plan, they often can't come

Reflective Question for DMOs:

Can someone using assistive technology plan, book, and arrive at our destination with the same confidence as everyone else?

4

Make progress visible

Destination Stewardship Mindset:

Good faith is demonstrated through action and communication.

- Publish an accessibility statement
- Acknowledge known gaps
- Share how issues are reported and addressed
- Update as improvements are made

Reflective Question for DMOs:

If a visitor encounters a barrier, do we make it easy for them to tell us?

5 Build for continuity, not one-time fixes

Destination Stewardship Mindset:

Stewardship means maintaining access over time.

- Accessibility survives staff turnover, redesigns, and new vendors
- Policies, training, and procurement matter as much as audits
- Small, repeatable practices outperform big one-off efforts

Reflective Question for DMOs:

If staff, vendors, or platforms change tomorrow, would our commitment to digital accessibility remain intact?



*Real accessibility is built into systems,
not layered on top*



Top 3 “Quick Fixes” to Avoid

Anchored to destination stewardship, trust, and care

**Real accessibility is built into systems,
not layered on top.**

- Accessibility overlays and widgets
- Automated-only testing
- One-time audits

1

Accessibility Overhaul

*Accessibility should be part of the destination,
not a setting visitors have to manage.*



The quick-fix → add a widget and call it accessible

Quick-fix accessibility overlays or widgets do not meet ADA Title II requirements. In fact, accessibility overlays or widgets often introduce new barriers and have been the subject of legal challenges.



A better alternative → fix core barriers in the experience itself

- Address structure, contrast, labels, and keyboard access directly
- Prioritize high-traffic pages and critical journeys (plan → book → visit)
- Use accessibility statements to explain what's working and what's in progress

2

Automated-Only Testing

If visitors can't complete their journey, compliance doesn't matter.



The quick-fix → run a scan and move on

- Automated tools catch only a fraction of real issues
- Miss usability, context, and task completion failures
- Don't reflect lived experience



A better alternative → combine tools with human testing

- Use automated tools to catch obvious issues early
- Add keyboard testing and basic screen reader checks
- Validate real tasks: finding events, booking lodging, getting directions

3

One-Time Audits

Caring for access is part of maintaining the destination.



The quick-fix → fix issues once and check the box

- Sites change constantly
- New content introduces new barriers
- Compliance decays without ongoing care

A better alternative → build accessibility into ongoing maintenance

- Re-test when content, vendors, or platforms change
- Set simple internal checks for new pages and campaigns
- Assign ownership—even if it's a shared role

Where to start

Accessibility is a journey, not a destination.

- **Don't panic**, but don't wait. Getting started is the most important part
- **Determine your timeline** for conformance—do you have until April 2026 or 2027?
- **Inventory assets** across your digital environments—determine which can be archived and which must be remediated
- **Identify services which are operated or maintained by 3rd parties**, and begin the conversation regarding their accessibility conformance
- **Arrange for an evaluation** of your digital touchpoints
- **Post an accessibility statement** to collect feedback and communicate progress

Resources

Legal Landscape & Scope

- [Fact Sheet: ADA Title II Ruling & Exceptions](#)
- [Summary of Exceptions](#)
- [Federal Register: Nondiscrimination on the Basis of Disability](#)

Understanding WCAG

- [W3C](#)
- [Level A, AA, and AAA](#)
- [Understanding 2.0, 2.1, 2.2](#)
- [POUR Principles](#)
- [How to Meet WCAG \(Quick Reference\)](#)

Accessibility Statements

- [Developing an Accessibility Statement](#)
- [Accessibility Statement Generator](#)

Getting Started

- [Tips for Getting Started](#)
- [Accessibility for Teams](#)

Ask an Expert

Sponsored by Travel Oregon

Ask an Expert: Digital Accessibility Consultation

Get free, personalized guidance to make your destination's digital experiences welcoming for all travelers.
RDMOs can request a consult.

What You Get:

- One-on-one consultation with an accessibility specialist
- Tailored strategies for your websites, apps, social media, and booking systems
- Actionable resources and partnership recommendations
- Follow-up summary with links and next steps

The Process:

1. Complete the form → setup an initial consult within 2 weeks
2. Initial 1-hour consultation via Zoom (or your preferred accessible platform)
3. Optional: Additional 1-hour consultation OR 3 hours of dedicated work time

Thank you!

Jen Macias

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