The Complete Solution for ADA Title II Digital Accessibility Compliance

In April of 2024, the U.S. Department of Justice (DOJ) published a new rule under Title II of the Americans with Disabilities Act (ADA). The rule outlines technical accessibility requirements for the websites and mobile apps of state and local government organizations, a broad category that includes cities and states as well as public K-12 schools, public higher education institutions, and public healthcare providers. To comply with the rule, covered organizations must ensure that digital content associated with their programs and services conforms with the Web Content Accessibility Guidelines (WCAG) 2.1 Level A and AA criteria, at minimum.

At first, WCAG conformance can be complex—and if the DOJ's new rule applies to your organization, you may be wondering where to get started. Level Access can help you identify a clear path to compliance, and equip you with all the tools, guidance, and strategic support you need to execute your plan effectively.

In this brief resource, we'll outline the key steps to achieving long-term compliance with ADA Title II's digital accessibility requirements, and how our solution can empower you to succeed at every stage.

① Understand and plan

The first step to achieving compliance with the DOJ's new rule is to understand what assets will need to be made accessible, and who will be accountable for and involved in this work. For example, in addition to its primary website, a state's public healthcare provider may offer a mobile app that patients can use to book appointments and access test results. Both assets must conform with WCAG 2.1 AA, and teams will need to establish processes for working together to achieve this goal.

As part of this planning phase, you'll also want to set up a channel for users to contact you with feedback about the accessibility of your experience, or request accessibility-related support. The types of inquiries that you receive can help you better understand what aspects of your experience's accessibility to prioritize.

How we support:

Our experts have helped thousands of organizations build the internal infrastructure for sustainable digital accessibility. From identifying applicable assets, key stakeholders, and efficient workflows to creating an accessibility policy that drives organization-wide accountability, our team will help you ensure you lay the foundation for lasting ADA title II compliance.

Accessibility Dashboard

WCAG 2.2
22 total remediations fixed

View Remediations

1.1K

118
A Issues

275
AA Issues

731
AAA Issues

Site is ADA Compliant
Monitoring & remediations active

Download Report

May   Jun   July   Aug   Sep

Get a full scan at scan.userway.org

② Implement automated remediation

Bringing your entire digital portfolio into conformance with WCAG 2.1 A and AA may take time—but there's one step you can take right away to make immediate improvements to users' experience. Automated remediation tools automatically detect many common accessibility issues, and immediately resolve them for the end user. This technology can be particularly valuable for content authors, who can leverage automation to swiftly address content-related errors at scale, such as missing alt text.

How we support:

As part of our comprehensive solution, our automated remediation technology finds and fixes many common accessibility errors, making rapid improvements to the accessibility of your websites while you work on more complex issues that must be addressed manually.

3 Set up monitoring for websites and apps

Before you can get to work making your digital experiences WCAG conformant, you need to understand their current state of accessibility. To accomplish this, set up monitoring tools, which use recurring automated scans to provide you with general information about accessibility issues present on your websites. Implementing monitoring early on in your accessibility journey will allow you to establish a baseline for your assets' accessibility, helping you scope the work ahead, and flag when new accessibility errors are introduced.

How we support:

The Level Access Platform includes ongoing monitoring for websites across your digital portfolio. Easily understand the accessibility of your entire portfolio and drill down into individual assets, with up-to-date insight on issue volume, severity, type, and location, along with in-platform remediation guidance.

Developer Accessibility Fundamentals I

4   Train your teams

Accessibility training will equip your employees with the knowledge and skills to efficiently address existing accessibility barriers and prevent new ones. Importantly, training should be available for all teams involved in creating and maintaining digital content—not just web designers and developers. For example, many higher education institutions maintain an active presence on social media to foster community within their existing student body and recruit new students. Training your social media managers and other content creators is integral to ensuring your entire portfolio of content is accessible.

How we support:

The Level Access Academy provides live and self-paced, on-demand accessibility training in an engaging format for adult learners. Our courses range from introductory to advanced, encompassing general concepts as well as practical, skill-based lessons for specific roles like designers, developers, and content authors.

5 Contact your vendors about third-party product accessibility

Many state and local government organizations rely on third-party vendors to provide certain services. For example, a city's public transit association may contract with a third-party to deliver bus tracking via a mobile app, or a public library may use a vendor for its digital catalogue. Under the new ADA Title II rule, state and local government organizations are accountable for the accessibility of any third-party products they make available to the public, not just digital content they themselves create.

As you work toward compliance, you'll need to contact your vendors to ensure any products you've purchased conform with WCAG 2.1 A and AA. And you'll need to evaluate the accessibility of any new products prior to purchasing them.

How we support:

Our consultants can help you understand whether any of the third-party products you're currently using are putting your ADA Title II compliance at risk, and coach you through working with vendors to troubleshoot identified issues. Our team will also support you in purchasing accessible third-party products, from embedding accessibility in your procurement policies to evaluating a completed Voluntary Product Accessibility Template (VPAT®) provided by a vendor to determine whether a product meets ADA Title II requirements.

6 Embed accessibility in your experience creation process

Chances are, your programs and services are continuously being improved and expanded upon, and so are the digital experiences you use to deliver them. It's critical that your teams have the resources they need to ensure that your portfolio remains accessible as it's updated with new content or capabilities. While training is a helpful first step in this regard, tools for designers and developers can help teams easily catch and fix issues before they impact users—and jeopardize your compliance.

In addition to implementing tooling, it's best practice to involve people with disabilities directly in your experience creation process whenever possible. For example, teams should strive to include people with disabilities in focus groups for user research, and proactively seek feedback from people with disabilities about the accessibility of new content and capabilities.

How we support:

The Level Access Platform's versatile developer tools, including our software development kits (SDKs) and browser extension, allow teams to test and remediate accessibility issues at every stage of the product development life cycle. Meanwhile, designers can use our Figma plugin to proactively address many potential accessibility barriers while they create new concepts and receive detailed feedback on new wireframes and designs from accessible design professionals. Our experts can also help you identify ways to involve people with disabilities in experience creation, resulting in more inclusive digital products and content.

⑦ Obtain manual evaluations

Because not all accessibility issues can be detected by automated scans and monitoring tools, you'll want to obtain a manual evaluation to surface less common issues, or those that only a human can find. In this evaluation, a professional will test the accessibility of key pages, templates, and user flows (the paths users take to complete important tasks, such as enrolling a state-sponsored benefits program or signing up for classes) using assistive technology. They'll deliver a report detailing any barriers they encountered.
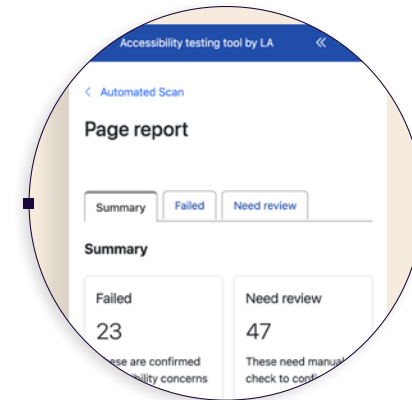
How we support:

Our team of professional testers, which includes people with disabilities, will test your digital experiences using multiple assistive technologies and on multiple browsers, delivering accurate and actionable results. We'll focus on the most important parts of your digital experiences first and provide detailed remediation guidance, so you can quickly prioritize high-impact fixes.

Accessibility health trend

100
80
60
40
20
0

Accessibility health: 64

Nov 30   Dec 28   Jan 25   Feb 22

8 Report on progress

As you address the accessibility issues surfaced through monitoring and manual evaluations, you'll want to track your progress. Keeping tabs on your digital assets' accessibility can help you identify areas in which your efforts are succeeding, and opportunities for improvement. For example, a district's K-12 school system may find that certain schools' websites are on track to conform with WCAG 2.1 AA, but others require more attention. By understanding these gaps, accessibility leaders can direct resources where they're needed most.

How we support:

Our platform's intuitive reporting dashboards allow you to keep a pulse on changes in the accessibility of your entire digital portfolio, as well as individual assets. Use our program dashboard to access a week-by-week timeline of your portfolio's accessibility, with a breakdown of how many assets are performing well and how many need attention. And with our governance tools, you can monitor progress against custom thresholds to ensure you stay on track to meet your specific objectives.

Start your journey to ADA Title II compliance

With more than 25 years of experience, Level Access has empowered organizations across the public sector, from federal agencies and state governments to universities, to achieve their digital accessibility and compliance goals. Our solution also supports vendors that sell to the public sector. No matter the size of your digital portfolio or your previous accessibility experience, we'll help you meet the ADA Title II requirements with advanced technology, training, and the industry's deepest bench of expertise.

To get started, contact our team today.

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