



ADA Accessibility Requirements for Website/Mobile Apps/Social Media in 2026/2027



KYLE SHUMAKER
SHUMAKER TECH GROUP

MICHAEL BILA
BAUCKHAM, THALL, SEEBER,
KAUFMAN, & KOCHES P.C.

Why Are We Here?

Many of us are here to educate ourselves on how to ensure our website is compliant with the law to avoid legal action.

Why Should We Be Here?

We all know someone who is disabled.

What experience do you want your disabled mother, father, sister, brother, aunt, uncle, grandparent, or child to have?

What is the ADA?

Americans with Disabilities Act

- Prohibits discrimination against individuals with disabilities
- Applies to all areas of public life
- At the municipal level:
 - Physical layout/structure of the space
 - Access to meeting areas
- Special accommodations during meetings for hearing impaired

And now..... The digital space! (website/mobile apps/social media)

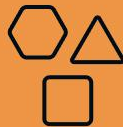


The Importance of the ADA

- ☑ Prevents discrimination; Promotes accessibility
- ☑ Everyone should be able to access government services
- ☑ Enhances public image
- ☑ Legal compliance requirements



More than 25% of adults (~70 million people) in the United States have some kind of disability

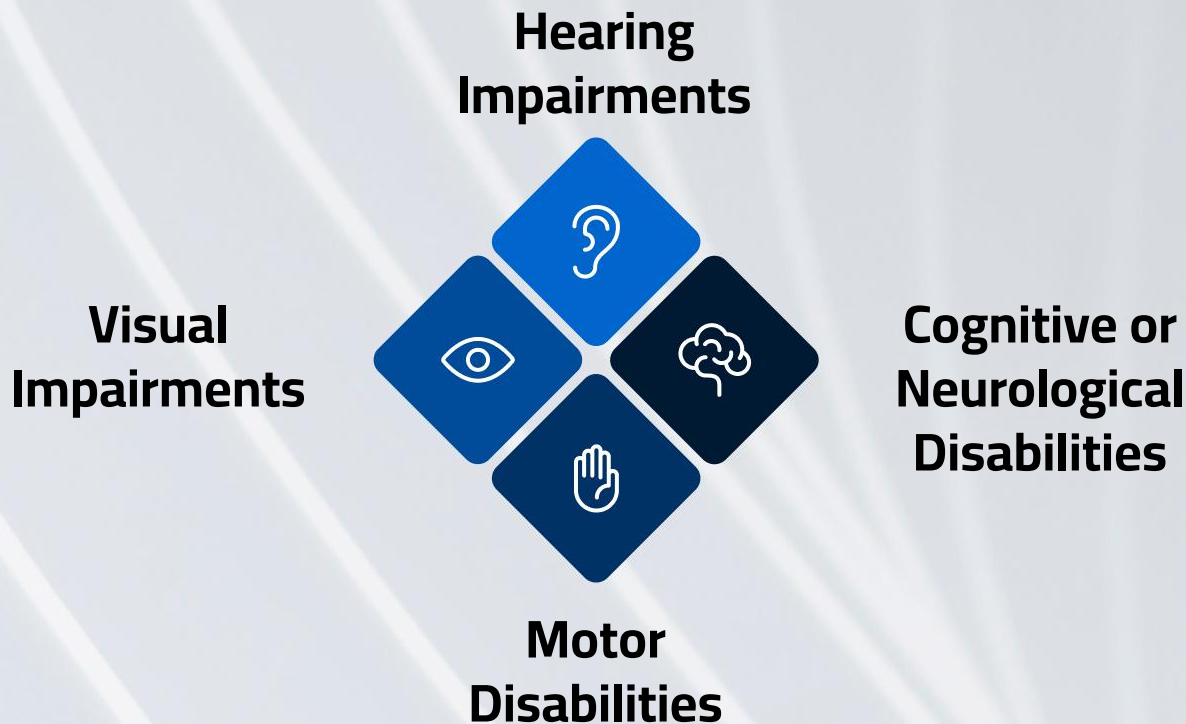


Disabilities can arise from age, disease, or injury



Disabilities can range in severity and effect

Common Ways Disabilities Can Limit Use Of Websites



Where Does the ADA Apply?

WCAG

Web Content Accessibility Guidelines
2.1, Level AA



Websites



Mobile Apps



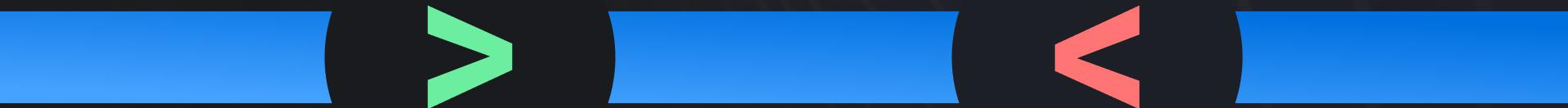
Emails



Socials Media Posts

When Do The ADA Requirements Apply

This is going to be a **MAJOR** change for almost all local government websites



Municipalities with
a population of
50,000 or MORE persons

Compliant by: **April 24, 2026**

Municipalities with a
population UNDER
50,000 persons

Compliant by: **April 26, 2027**

It's Best to Start Early



Avoid Being an Easy Target for Lawsuits

- Don't ignore accessibility—being non-compliant makes you vulnerable
- Demonstrating proactive efforts towards compliance can improve legal outcomes



It Takes Time

- Staff will need to learn how to create accessible documents (e.g., Minutes, Agendas)
- Start now to properly budget and avoid last-minute training struggles



Rising Demand for Accessibility Experts

- As compliance deadlines approach, experts will be harder to find
- Early action ensures you have the right support



Archived Content Exceptions

- Older content archived before your compliance date may be exempt

Will These Deadlines be Postponed?



It's possible.

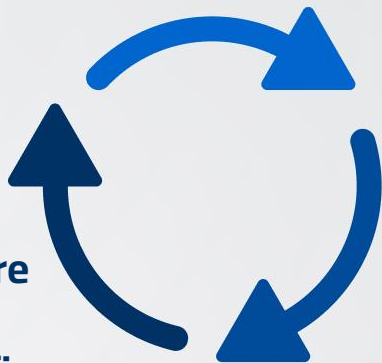
REAL ID was originally passed in 2005 with an initial start date of 2008. It's now on track for May 7, 2025.

Would you rather start the process at a relaxed pace and fix a few pages and documents as time permits, or be the person trying to push back time?

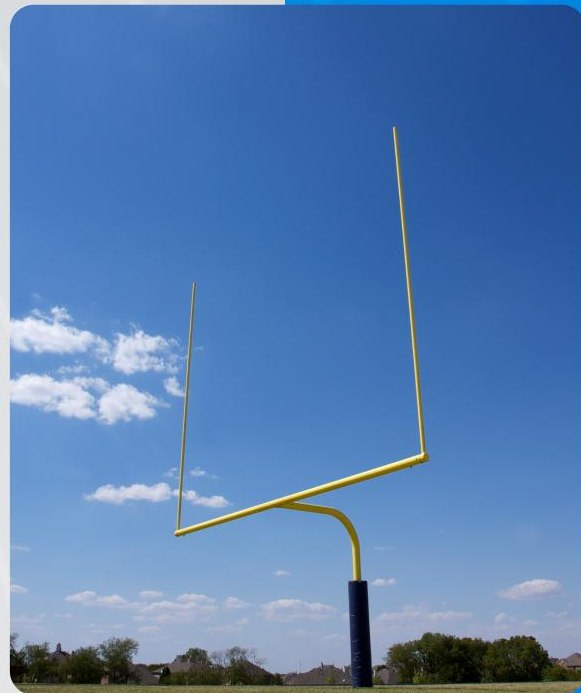
Is My Website Compliant?

✓ **Website is up-to-date
and compliant**

⚙ **Resources are
allocated to
update and fix
the website of
accessibility
errors**



📄 **Changes are
made to the
website or new
accessibility
requirements are
released**



Is My Website Compliant?

Question

Isn't my web developer responsible for making sure my website is accessible?

Answer

No, most accessibility laws hold the site OWNER accountable.

Question

If I update content or make changes to my own site, could that affect compliance?

Answer

Yes, even one small update could put your site out of compliance.

Question

What is a common challenge that web agencies encounter?

Answer

When clients send content that is clearly not accessible and expect it to be posted.

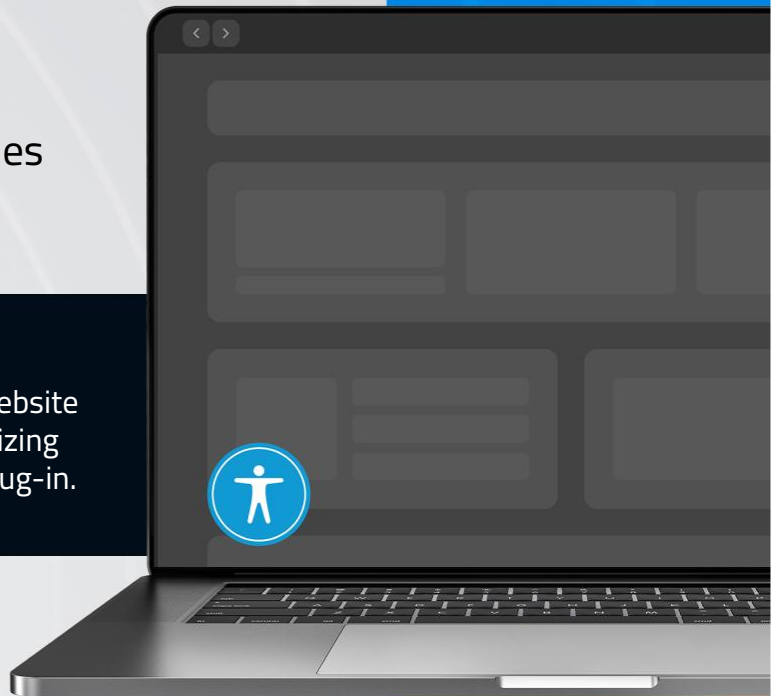
But, I Already Have An Accessibility Widget!

Overlay plug-ins are not a turnkey solution to accessibility; they can only identify and band-aid a limited subset of issues

FTC Order Requires Online Marketer (accessiBe) to Pay \$1 Million for Deceptive Claims that its AI Product Could Make Websites Compliant with Accessibility Guidelines

25%

of lawsuits included a website that was utilizing an overlay plug-in.



Do I Need A New Website or Web Developer

If your website is more than 3-5 years old, it's entirely possible you would benefit from a newer, more secure, and easier to edit website regardless of accessibility

If your web developer is actively starting to have accessibility conversations with you they probably have a solid plan in place to get you compliant by the deadline

Accessibility is not a black & white solution



There's always something you can improve upon



Direct Penalties for Non-Compliance



Legal Actions

Individuals & advocacy groups can file lawsuits against you

There are some attorneys who make their living suing for ADA violations

The Department of Justice can also sue you



Fines

Civil penalties range from \$75,000 to \$150,000 per occurrence



Compliance

Settlements or court orders will ultimately require you to comply anyway

Indirect Penalties for Non-Compliance



Legal Fees

Even if you win a lawsuit, you still had to pay your way there

May be required to pay opposing side's legal fees



Insurance Premiums

Any claims made against you, whether justified or not can raise insurance premiums



Publicity

Public perception: "City sued for violating ADA"

Issues/outcry at public meetings

ADA Lawsuits

This is going to be a MAJOR change for almost all local government websites

National Federation for the Blind v Miami-Dade County Public Schools

- School websites/forms inaccessible
- School ultimately forced to settle: made websites complaint
- Also paid \$250,000 to plaintiff and her attorneys

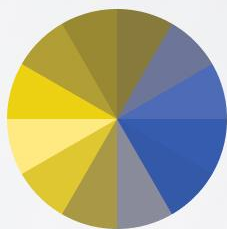
Domino's Pizza v Guillermo Robles

- Domino's "Pizza Tracker" not readable for blind
- 9th Circuit Court held that website must comply with ADA
- Even the "big guys" lose these cases

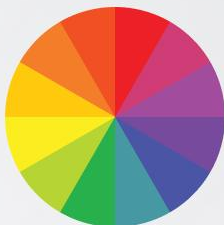
Color Blindness

- There are 8 distinct types of color blindness, and approximately 8% of men have some form of the condition

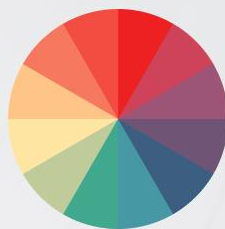
Protanopia
(unable to perceive reds)



Normal

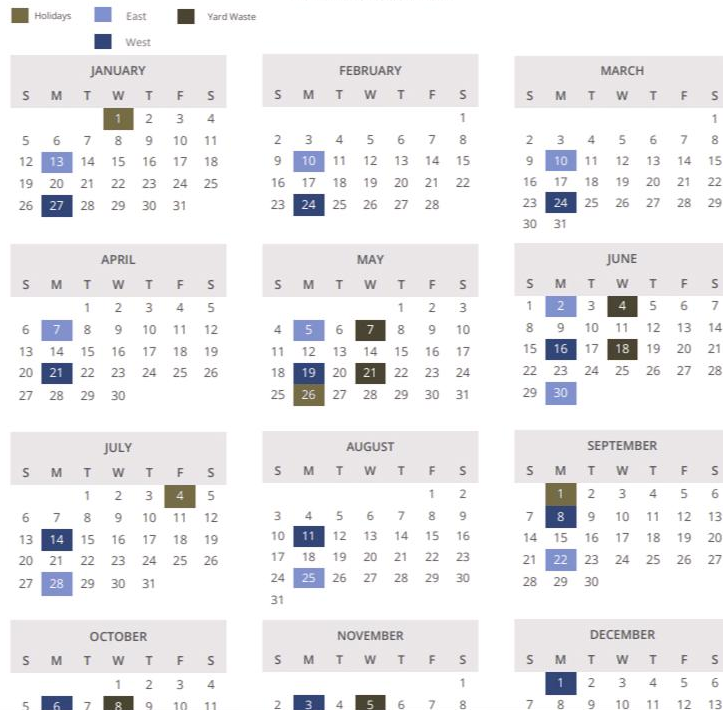


Tritanomaly
(reduced sensitivity to blues)



2025 Recycling, Trash and Yard Waste Collection Calendar

Trash is collected weekly on Monday.



Top Issues

Color Blindness

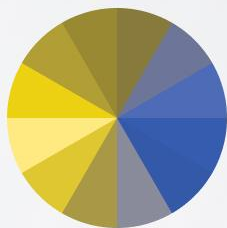
- There are 8 distinct types of color blindness, and approximately 8% of men have some form of the condition

Normal



Protanopia

(unable to perceive reds)

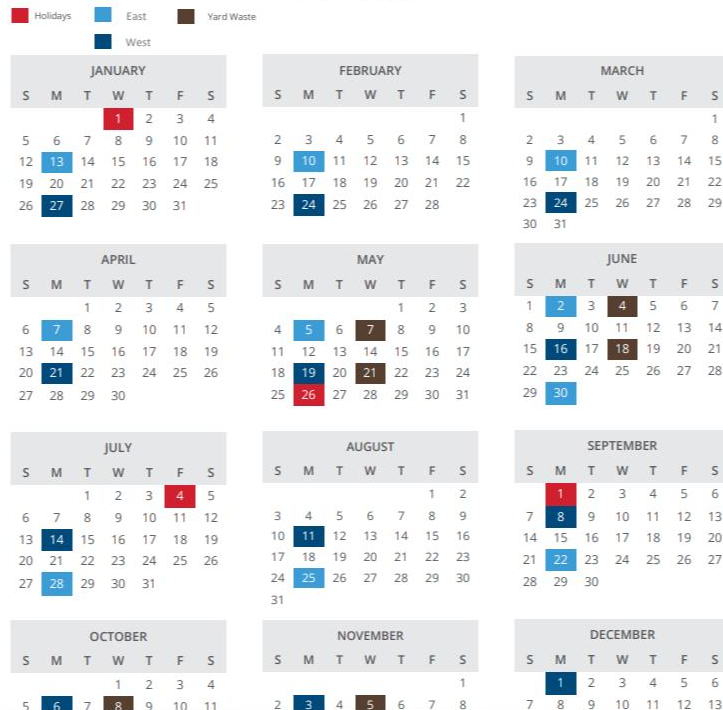


Tritanomaly
(reduced sensitivity to blues)



2025 Recycling, Trash and Yard Waste Collection Calendar

Trash is collected weekly on Monday.



Top Issues

Link Text

- Avoid generic descriptions and eliminate redundancy on links by using clear, descriptive language that provides context
- Link text should identify destination without additional context



For more information on elections, [click here](#).

[Visit this page](#) to learn more about ordinances.



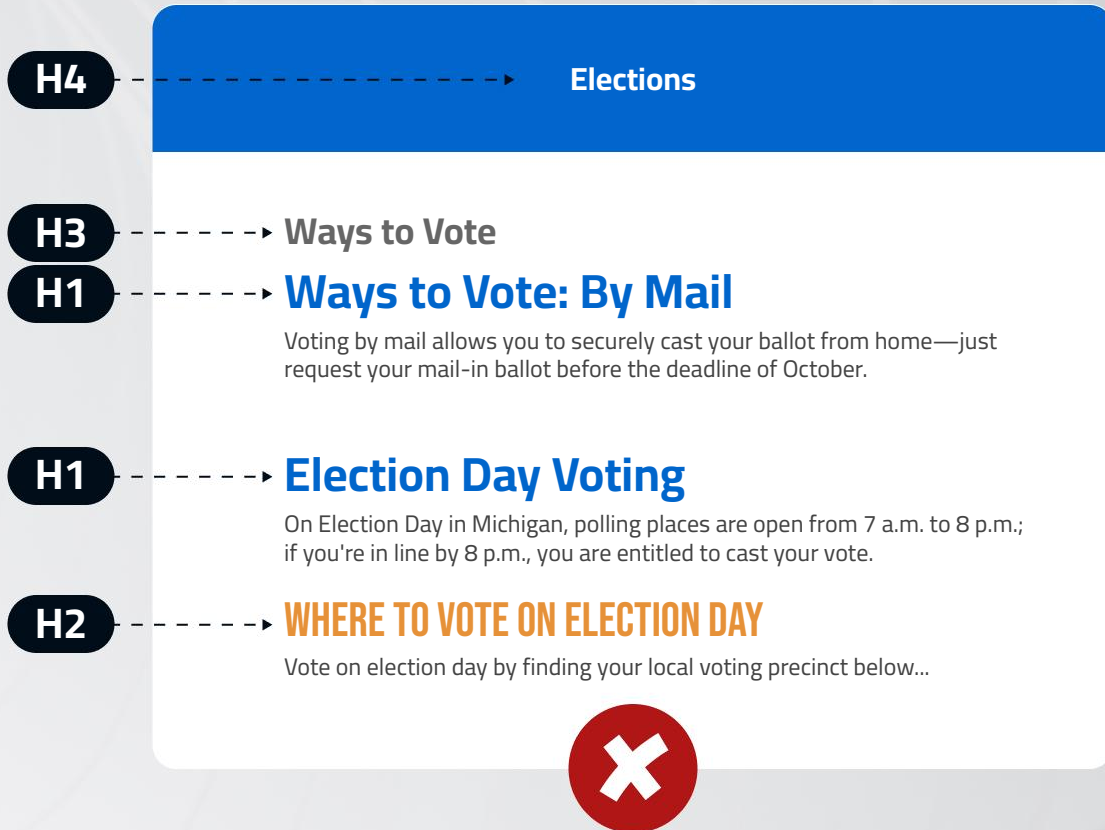
[View election information](#).

To learn more, visit our [ordinance page](#).

Top Issues

Heading Hierarchy

- Use Hheading levels in a logical sequence
- Make the Hheadings descriptive of their content and purpose
- Avoid using Hheadings exclusively for styling just because they are larger or more colorful



Top Issues

Heading Hierarchy

- Use Hheading levels in a logical sequence
- Make the Hheadings descriptive of their content and purpose
- Avoid using Hheadings exclusively for styling just because they are larger or more colorful

H1

Elections

H2

WAYS TO VOTE

H3

Ways to Vote: By Mail

Voting by mail allows you to securely cast your ballot from home—just request your mail-in ballot before the deadline of October.

H3

Election Day Voting

On Election Day in Michigan, polling places are open from 7 a.m. to 8 p.m.; if you're in line by 8 p.m., you are entitled to cast your vote.

H4

Where to Vote

Vote on election day by finding your local voting precinct below...



Top Issues

Heading Hierarchy

- WCAG 2.1 requires minimum contrast ratios by measuring brightness differences between foreground and background for accessibility

LARGE TEXT

3:1

SMALL TEXT

4.5:1

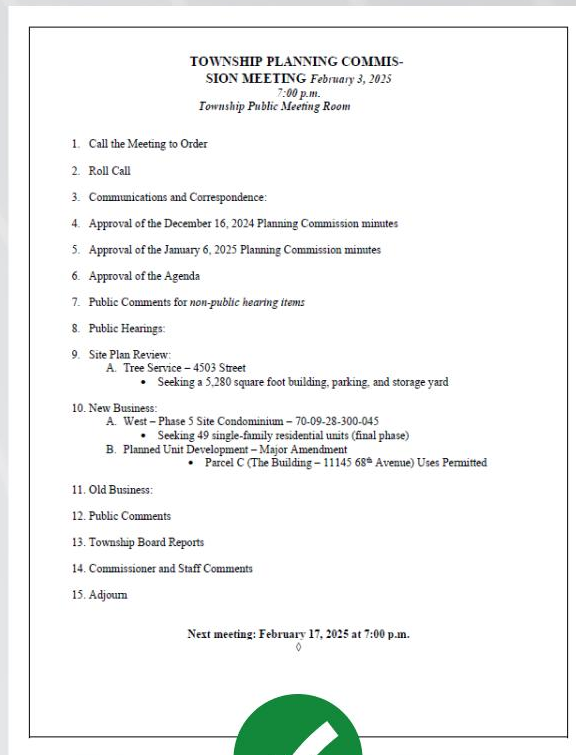
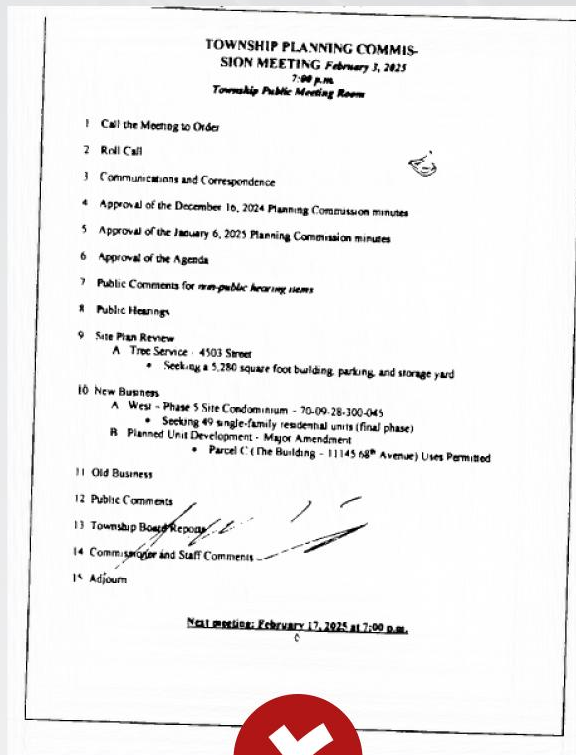
- No amount of different font sizes or styles will fix poor color contrast

Poor Contrast (1.41:1)	Good Contrast (8:1)
Poor Contrast (1.56:1)	Good Contrast (7.22:1)
Poor Contrast (1.57:1)	Good Contrast (5.77:1)
Poor Contrast (2.66:1)	Good Contrast (15.71:1)

Top Issues

Link Text

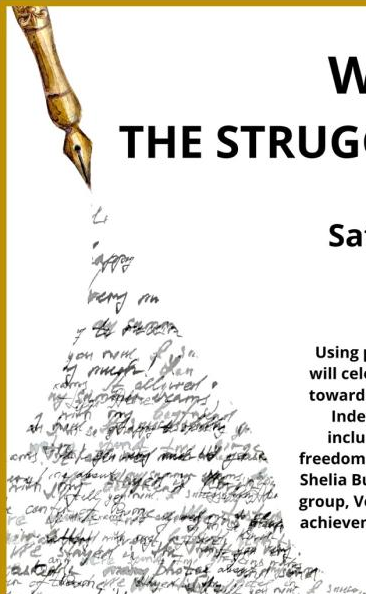
- Avoid scanning in documents
- To create documents with accessible text data, use built-in 'Save As' feature



Top Issues

Critical Text In Images

- Important content should never be embedded in an image
- It should either appear directly on the website as digital text (most ideal) or directly in an accessible document as digital text



WOMEN: THE STRUGGLE FOR EQUALITY

**Saturday, March 15 at 1:00 pm
in the Spartan Room**

Using poetry, stories, and historical documentation, this program will celebrate the progress women in the United States have made towards obtaining the “unalienable Rights” that the Declaration of Independence affirms as the legacy of a free people. Women, including Michigan women, have worked through the ages for freedom, dignity, and justice. Lansing Poet Laureate Ruelaine Stokes, Shelia Burks and Lisa Sarno, all of whom perform in the spoken word group, Voices of the Revolution, will weave a program in honor of the achievements of our foremothers, while examining how we can walk in their footsteps.

Top Issues

Automated Text Recognition

- Limitations of using Optical Character Recognition

TOWNSHIP PLANNING COMMISSION MEETING
February 3, 2025
7:00 p.m.
Township Public Meeting Room

1. Call the Meeting to Order
2. Roll Call
3. Communications and Correspondence:
4. Approval of the December 16, 2024 Planning Commission minutes
5. Approval of the January 6, 2025 Planning Commission minutes
6. Approval of the Agenda
7. Public Comments for *non-public hearing items*
8. Public Hearings:

ORIGINAL

TOWNSHIP PLANNING COMMISSION MEETING
February 3, 2025
7:00 p.m.
Township Public Meeting Room

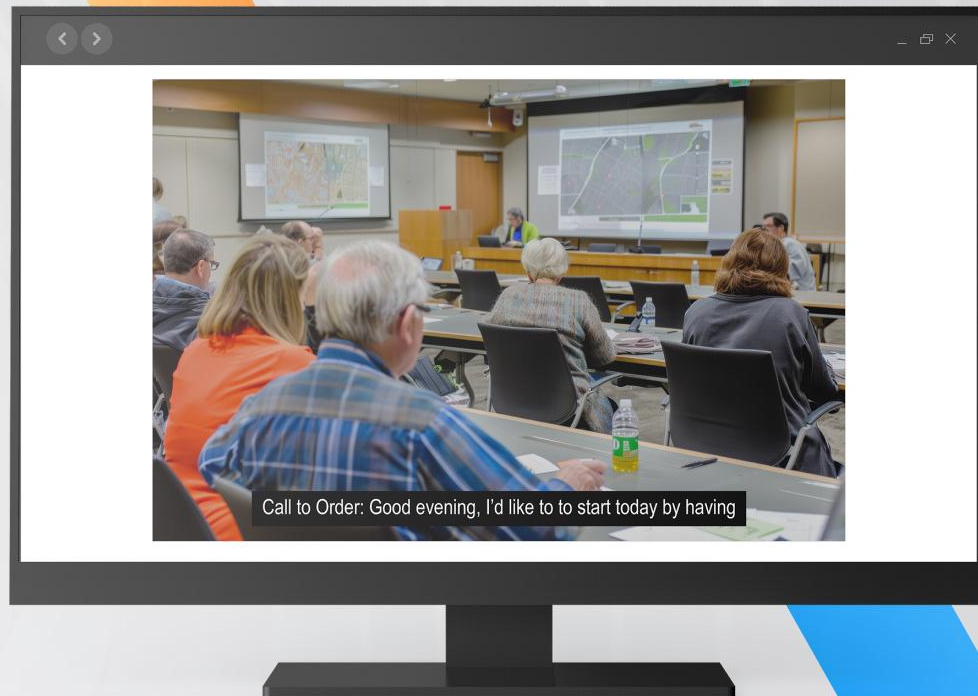
- 1 Call the **Mechog** to Order
- 2 Roll Call
- 3 **Communciations** and Correspondence
- 4 Approval of **the December 10, 2024** Planning Commission minutes
- 5 Approval of the **lanauary 6, 2025** Planning Commission minutes
- 6 Approval of the Agenda
- 7 Public Comments for **mn-public** hearing sems
- 8 Public **Heannngs**

OCR

Top Issues

Video Captions

- Ensure that spoken dialogue and important sounds are accurately transcribed and are synchronized with the video

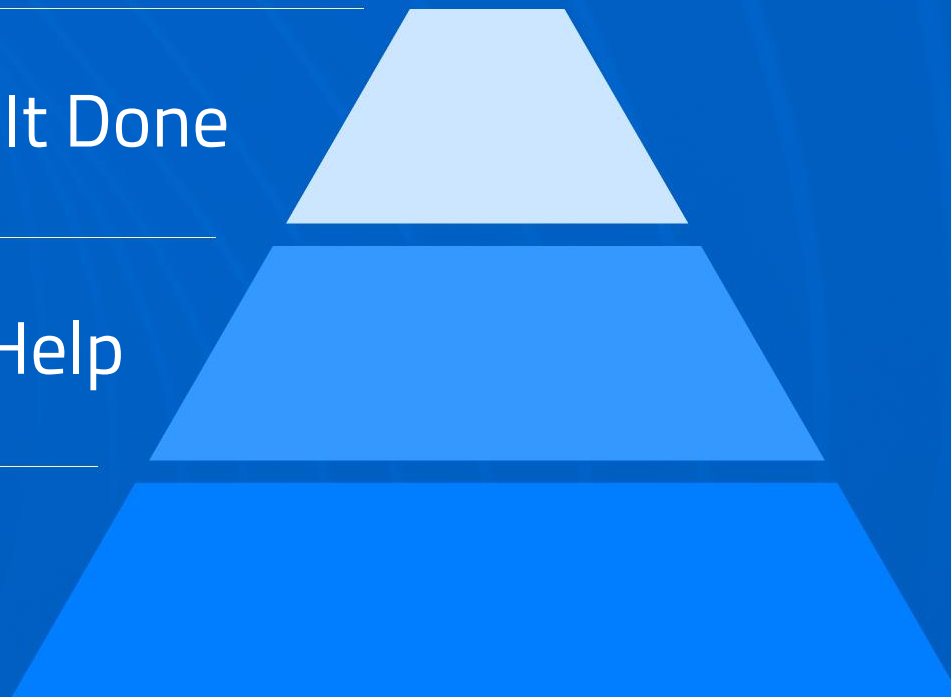


How do I Comply?

Hire It Done

Do It With Help

Do It Yourself



Time Commitment vs Cost

Accessibility Audits

GOOD

Run site through one of the automated tools. This will NOT identify all issues, but can be a cheap way to get a rough idea where you stand.

BETTER

Supplement the automated scans with a manual review of key pages using assistive technologies like screen readers, keyboard navigation, etc. It may be best to move non-key pages to an archive section.

BEST

Perform a full manual accessibility audit of all pages and documents within the website on desktop, tablet and mobile.

Don't Fall For Scams

If you are in charge of a government Website, you probably have had and almost certainly will be approached by various companies wanting to sell you their solution.

Oftentimes, you do get what you pay for. Remember, how accessiBe was fined \$1 million by the FTC for lying to their customers?

Questions to ask your accessibility partner



How many pages (and documents) will you be auditing?



Will you be manually auditing each page (and document), or using automated tools?



How many hours do you project this will take?



Will you be remediating issues, or just identifying them?

Exceptions

Hire It Done

Preexisting Conventional Electronic Documents

Content posted by a third party where the third party is not posting due to contractual, licensing, or other arrangements with a public entity

Individualized documents that are password-protected

Preexisting social media posts

Sample Accessibility/Compliance Statement

The City has designed and intends for this website to comply with the Americans with Disabilities Act (ADA).

The City is committed to ensuring digital accessibility for people with disabilities and strives to continually improve the user experience for everyone.

For any questions, concerns, or feedback regarding the accessibility of this website, please contact our offices at: [email]; [phone].

Free Basic Website Accessibility Audit from STG

- ✓ Manual audit of 5 pages or documents
- ✓ Automatic audit of up to 10 pages or documents
- ✓ 30-60 minute virtual meeting to review results and formulate a compliance plan with you



stgmunicipal.com/ada

Other Municipal Website Compliance Issues

The ADA is not the only place where you need to watch what is on your website

Policy and guidelines for
granting poverty exemptions

(MCL 211.7u(4))

Special meeting notices: Must post
on website at least 18 hours
before any special meeting

(MCL 15.265(4))

FOIA: Must post your policies/procedures
online or you cannot charge any fees for
FOIA requests

(MCL 15.234(4))

Certain assessing/parcel data

(MCL 211.10g(1)(d))

Get a .gov Website



Highly Secure. Provides additional protection through multi-factor authentication, encryption & certificates to your website and email



Legitimacy. .Gov Domains are exclusive to government bodies and appear much more official than publicly purchasable domains like .com, .org, or .us



Transferable. Exchange between old and new boards is seamless. Domain is not tied to a singular member of the board or an outside company



Easy Sign Up. Registration is quick & simple



Cost. FREE

Contact Us



Kyle Shumaker

🌐 stgmunicipal.com

✉ kyle@shumakergroup.com

☎ (517) 325-3121



Shumaker Technology Group



Michael Bila

🌐 michigantownshiplaw.com

✉ bila@michigantownshiplaw.com

☎ (269) 382-4500



Bauckham, Tall,
Seeber, Kaufman &
Koches P.C.