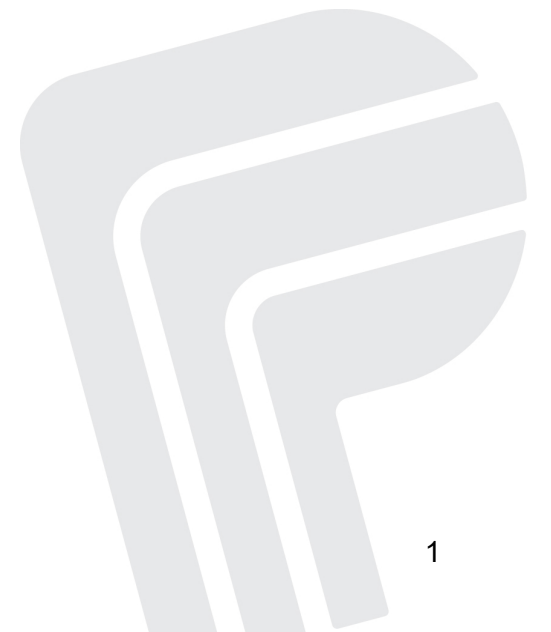**Region of Peel**
working with you

The accessibility of peelregion.ca

2021 progress report to Accessibility Advisory Committee

Presentation by Shauna Marshall and Michail Karteros, Marketing & Communications

November 2021

AODA compliance

A report was presented to AAC in November 2020 indicating that the January 2021 deadline to comply with the Accessibility for Ontarians with Disabilities Act (AODA) would be missed due to COVID-19 response.

A request was made to the Province to extend the compliance deadline.

The work to meet compliance continues. The following presentation spotlights progress made this year.

Our journey

Our journey ongoing. We strive to ensure peelregion.ca meets all AODA requirements. Audits address existing and legacy items which are remediated to deliver an improved digital experience.

Responsive site
Users can interact on various devices and screen resolutions. Code ensures content is carefully positioned, responsive and scalable. User interface elements such as buttons and hamburger menu are sized for appropriate interaction.

Dynamic content positioning
To maintain proper structural flow, dynamic content is positioned in the same order content would be consumed visually. This is important for tools that are reading or crawling the page.

Programmatically disabling and enabling tabbing
Tabbing is restricted when we use programmatic tools such a pop ups. Users are only able to tab through pop up and browser controls to avoid confusion for those with visual impairments.

Our journey – page 2

Bylaws

4000+ PDF bylaws and reports were adapted to HTML with proper structure, list, and labels, jump navigation and a print stylesheet to allow for formatted printing.

Plain language

Work with program areas to develop content that is understood by intended audiences the first time they read or hear it. Strategies include heading hierarchy, descriptive link text, shorter sentences, and reduced punctuation.

Translation tool

Introduced in 2020. Can be used with screen readers enabling those with visual impairments access to information in preferred language.
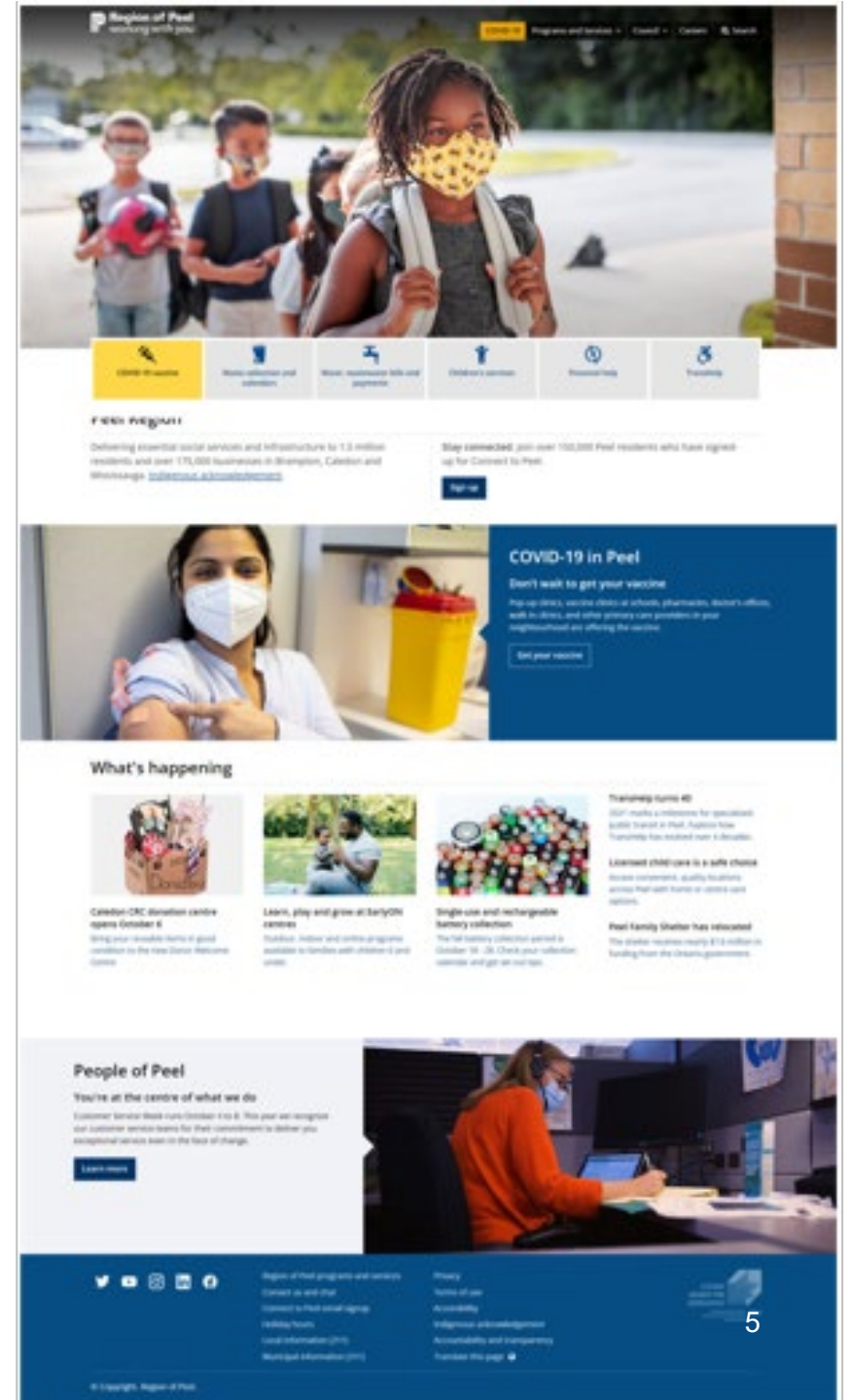
Website compliance

November 2021 status:

- Full site 64%
- Corporate 96%
- Public Works 75%
- Human Services 70%
- Health Services 15%

- Health Services section delayed because of pandemic; PRPS currently being redeveloped
- Target date for compliance is December 31, 2022

PDF reduction

November 2021 status:
- Full site 38%
- Corporate 63%
- Public Works 19%
- Human Services 66%
- Health Services 2%

- Clerk's bylaws & reports reduction – largest project of 2021

- Health Services section delayed because of pandemic
    - PDF reduction is underway on PRPS (100 PDFs) & LTC (200 PDFs)
    - Public Health retains 4,800 PDFs
- Target date for compliance is December 31, 2022

Digital accessibility policy

Introduced in 2021 to ensure all web content is accessible

Web content includes:

- Council reports
- Maps
- Graphs
- Web-based tools

- Council minutes
- Data files
- Images
- Applications

- Forms
- Data charts
- Videos
- Reports & plans

Support materials direct to accessible formats, and consultation if required.

Digital content guidelines

Region of Peel: PDF Content Decision Matrix · 4

5.2-15
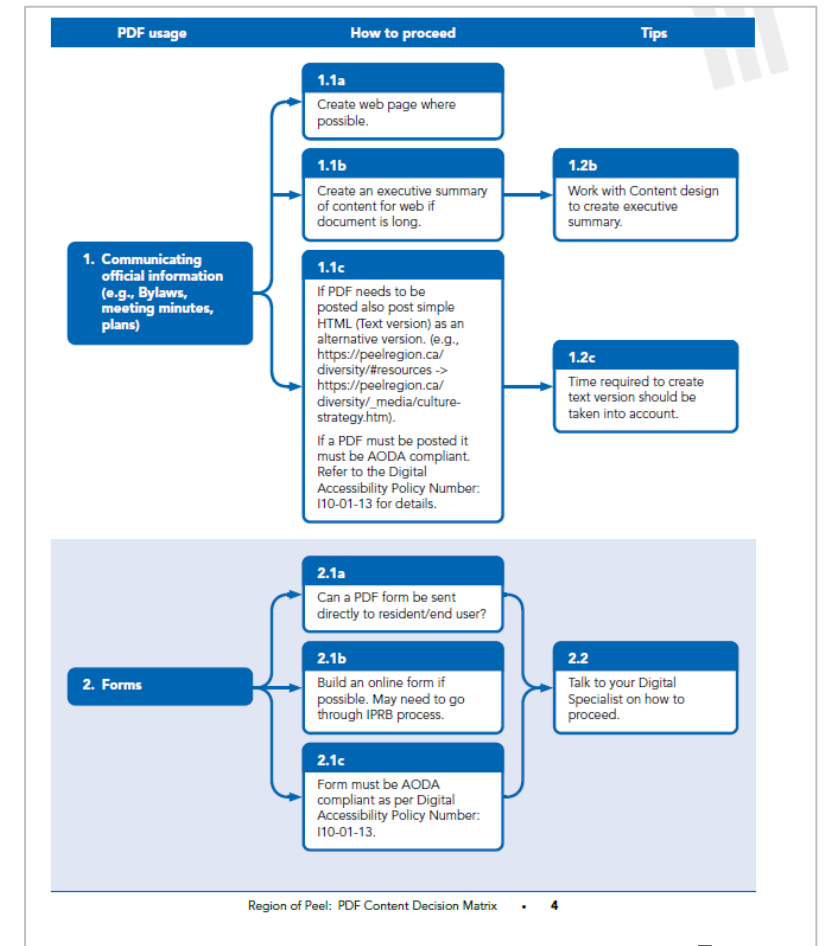
New: External sharing on SharePoint

- Recently enabled external sharing on SharePoint

- Gives partners outside Peel Region access to documents

- Reduces need to publish content on peelregion.ca

- Benefits include site decluttering, easier navigation for end users

Currently building SharePoint sites for Human Services

- Special Needs Resources

- EYCC Service Providers

New: AODA cross-functional group

- Interdisciplinary AODA group established

- Marketing & Communications, Culture & Inclusion and Service Excellence & Innovation

- Complimentary or overlapping projects

- Goal to achieve greater synergy and increase awareness of accessibility measures

New: Accessibility at Peel – new intranet hub

- First initiative of AODA group is to elevate accessibility at Peel with the launch of an Accessibility Hub on SharePoint
- Deliver clear and concise educational resources, practical tools, and training for employees

Accessibility @ Peel

Mandatory Accessibility Training

Multi-Year Accessibility Plan

Accessibility at work (LinkedIn...

Accessibility Planning

Creating accessible content

Need help making your content accessible? Contact your Digital Marketing Specialist.

Ahmed, Yasin
Spc Digital Marketing

Baig, Mirza
Spc Digital Marketing

Chan, Andrea
Spc Digital Marketing

Deogon, Sajjan
Spc Digital Marketing

King, Dennis
Spc Digital Marketing

Accessibility is the practice of making your websites usable by as many people as possible. We traditionally think of this as being about people with disabilities, but the practice of making sites accessible also benefits other groups such as those using mobile devices, or those with slow network connections.

More Accessibility training

- Accessibility video training - Office Support (microsoft.com)
- Microsoft Accessibility & Inclusivity Standards & Resources
- Doubling down on accessibility: Microsoft's next steps to expand accessibility in technology, the workforce and workplace - The

Tools and resources

- Digital Accessibility Policy
- Do I need to use a PDF?
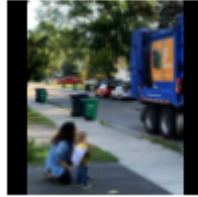- Acrobat accessibility guides
- Accessible Word Doc training

Accessible social media

- Platforms allow publishers to add alt text for users with visual impairments

- Established brand guidelines for subtitles on videos

- Produce social copy posts that are accessible for screen readers

Accessibility ⓘ

Write Alt Text

Describe your photos for people with visual impairments. Alt text can be automatically created, or you can write your own. The best alt text is short, descriptive and limits keywords.

A family gathers on their driveway with balloons and a large blue waste collection truck in the background. In the foreground a carboard anthropomorphic waste truck signifies as birthday party is under way!

A young child and their mother crouch on the driveway looking at a blue waste collection truck (image 1 of 2)

Joe waves from the passenger side of a blue waste collection truck (image 2 of 2)

A family, twin 2-year olds and their parents, stand in front of a waste collection truck with Joe, a waste management professional.

Partnership with AAC

- Your story on Accessibility @ Peel

- Accessibility videos that showcase Peel residents using life-changing technology

- Demonstrate benefits of digital accessibility

- Encourage employees to consider accessibility in the early stages of their workflow, seek consultation

Thank you!

2021 progress report to Accessibility Advisory Committee

Marketing & Communications
November 2021