

TOPIC	Web Content and Accessibility Policy
DATE	11/19/2025
STAFF MEMBER	Melody Roper

Staff Recommendation

The Executive Board is asked to recommend approval of the Web Content and Accessibility Policy in accordance with the Americans with Disabilities Act (ADA) Title II by the Board of Directors at their January 5, 2026, meeting.

Valley Regional Transit (hereinafter “AUTHORITY”) is committed to ensuring that all digital services, including websites, web applications, and mobile applications, are accessible to all members of the public, including individuals with disabilities, in compliance with the Americans with Disabilities Act (ADA) Title II, the U.S. Department of Justice’s final rule on web and mobile accessibility, and the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA.

Implementation Timeline

Phase 1 – Assessment and Planning (April 2025 – October 2025)

Objectives:

- Establish the Accessibility Coordinator and confirm department leads for digital accessibility.
- Review the DOJ Final Rule and WCAG 2.1 Level AA success criteria in detail.
- Conduct a baseline accessibility audit of:
 - Public websites and web applications.
 - Mobile apps.
 - Digital documents (PDFs, forms, reports).
 - Multimedia content (videos, livestreams).
- Identify critical access barriers that prevent use by people with disabilities.
- Develop checklists for application of accessibility standards.
- Integrate accessibility standards into digital project scopes and procurement language.

Deliverables:

- Audit summary report with identified barriers.
- Written procedure including criteria, requirements, and checklists

Phase 2 – Remediation, Review, and Staff Training (October 2025 – January 2026)

Objectives:

- Seek review from Regional Advisory Council on plan to reduce barriers.
- Apply feedback provided by RAC at the November 18th meeting.
- Begin remediation of critical web, mobile, and document accessibility issues.
- Pilot accessibility testing protocols and incorporate into standard publishing workflow.
- Establish procedures for ensuring new content is accessible before posting.
- Initial staff training.

Deliverables:

- WCAG Policy
- WCAG Procedures

Phase 3 – Full Implementation and Verification (February 2026 – March 2026)

Objectives:

- Update all active templates, CMS components, and document workflows to meet WCAG 2.1 Level AA.
- Complete remediation of all remaining legacy digital content still in use.
- Provide **mandatory accessibility training** for all content creators, developers, and communications staff.
- Assign needed updates for compliance to appropriate teams.
- Conduct a comprehensive internal and external audit using both automated and manual testing methods.
- Establish ongoing quarterly audit and reporting schedule.

Deliverables:

- Documentation of training completion and remediation progress.
- All new content WCAG 2.1 AA-compliant upon publication.
- Certification of WCAG 2.1 Level AA compliance by April 2026.
- Updated SOPs and checklists reflecting any DOJ clarifications or WCAG updates.
- Schedule for ongoing audit and reporting.

Phase 4 – Maintenance and Continuous Improvement (April 2026 and Ongoing)

Objectives:

- Maintain accessibility as an ongoing operational requirement, not a one-time project.
- Continue quarterly accessibility audits and annual compliance reports.
- Monitor DOJ and W3C updates for new guidance (e.g., WCAG 2.2).
- Provide annual staff refresher training and onboarding accessibility sessions.
- Ensure all new procurements, website features, or app releases are accessible at launch.

Deliverables:

- Quarterly accessibility audit reports.



- Annual Accessibility Status Report to Executive Leadership.
- Updated Accessibility Checklist and training materials as standards evolve.

Implementation Oversight:

The Marketing and Creative Manager will act as the **Accessibility Coordinator** to oversee implementation of this plan, supported by the Executive Leadership Team and Department Managers. Each department is responsible for ensuring compliance within its digital content areas and maintaining documentation of all testing, remediation, and training activities.

More Information

For detailed information, contact:

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