

*Fix It Now: Digital Accessibility is
Only Fair and It's Easy to Do*

simpleview 

 audioeye

VISIT
Oakland

MEET YOUR PANEL



Mark Everton
CEO, Visit Oakland



Shenyse Lujan
*Partner Program Manager,
AudioEye*

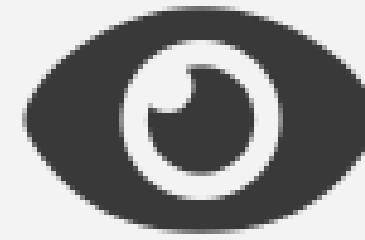


Rennie Leon
*Director of Marketing &
Communications, Simpleview*

WHY ACCESSIBILITY MATTERS

15%

**Global population living
with
some form of disability**



Visual

- Blindness
- Low Vision
- Color Blindness



Auditory

- Deafness
- Hearing Impairment



Motor

- Difficulty in Using Hands
- Limited Fine Motor Control
- Muscle Slowness
- Tremor and Spasms



Cognitive

- Learning Disabilities
- Memory Impairments
- Attention Disorders
- Problem Solving and Logic

WHY ACCESSIBILITY MATTERS

1B+

People living with disabilities worldwide

41M+

Americans with disabilities

51%

Prevalence of disability in adults 65+

5-10%

Estimated U.S. population with dyslexia

\$4T

U.S. PWD disposable income (incl. friends/family)

8.2M

Overnight trips taken by PWD every year

\$8B

Annual tourism expenditure of PWD

11%

\$

Percentage of overall tourism expenditure attributed to PWD

WHY COMPLIANCE MATTERS

- ADA law does not discriminate.
- For DMOs and their partners, there is no shortage of ADA-related obligations.

Section 508

Anti-discrimination law which applies to federal and federally funded programs in their treatment of individuals with disabilities. Requires equal access to Information Communication Technology (ICT)

Section 504

Prohibits discrimination on the basis of disability in programs and activities receiving federal funding

Title II

Prohibits disability discrimination by all “public entities” at the local and state level. Governmental organizations must ensure “effective communication” with citizens

Title III

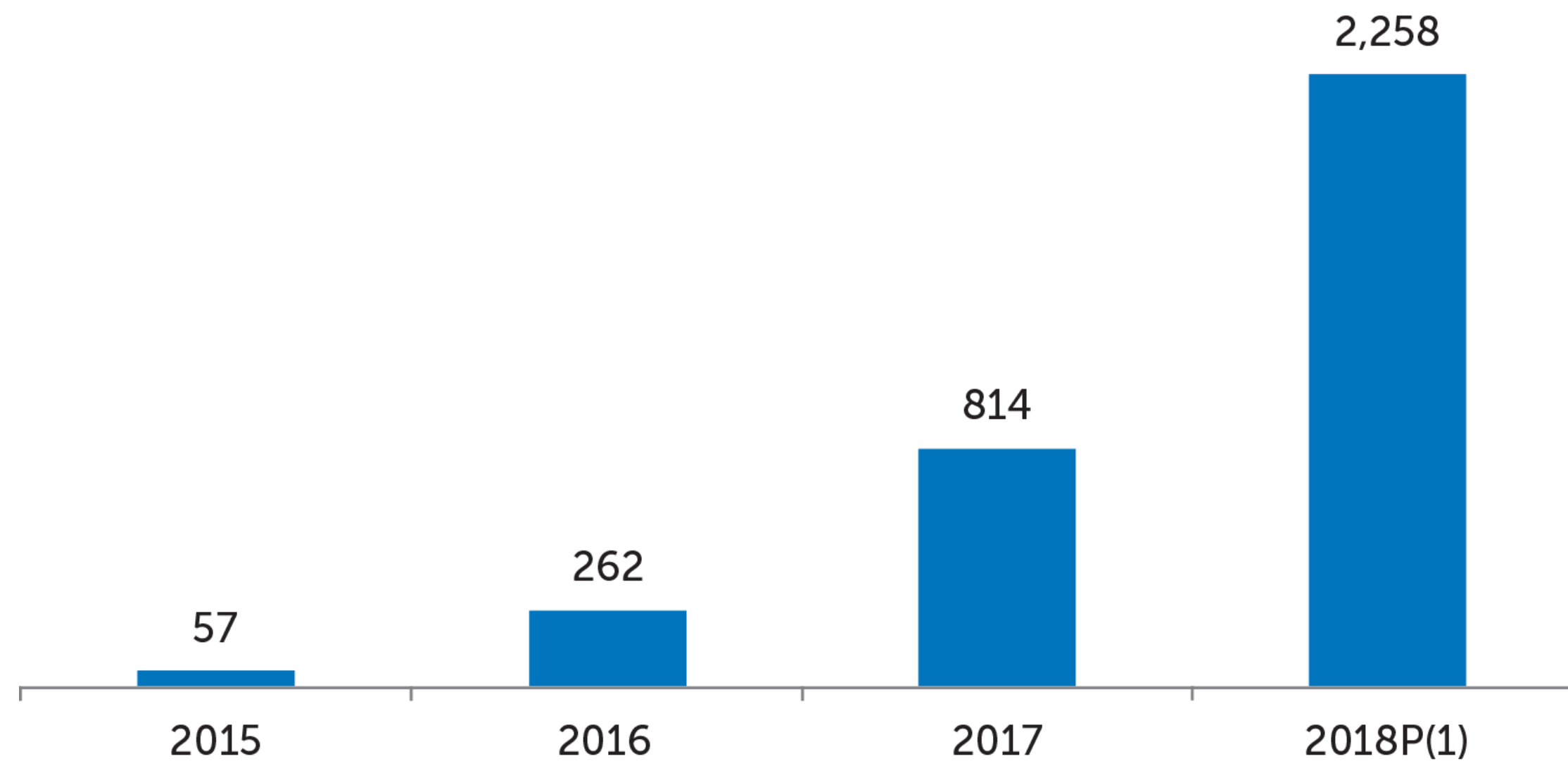
Prohibits disability discrimination by “places of public accommodation” including online communities, in addition to brick & mortar facilities

CVAA

Websites that stream or offer downloadable English or Spanish video that previously aired on American television with captions

MOUNTING LEGAL PRESSURE TO COMPLY IS DRIVING INCREASED AWARENESS

Website Accessibility Lawsuits are Surging in the U.S.

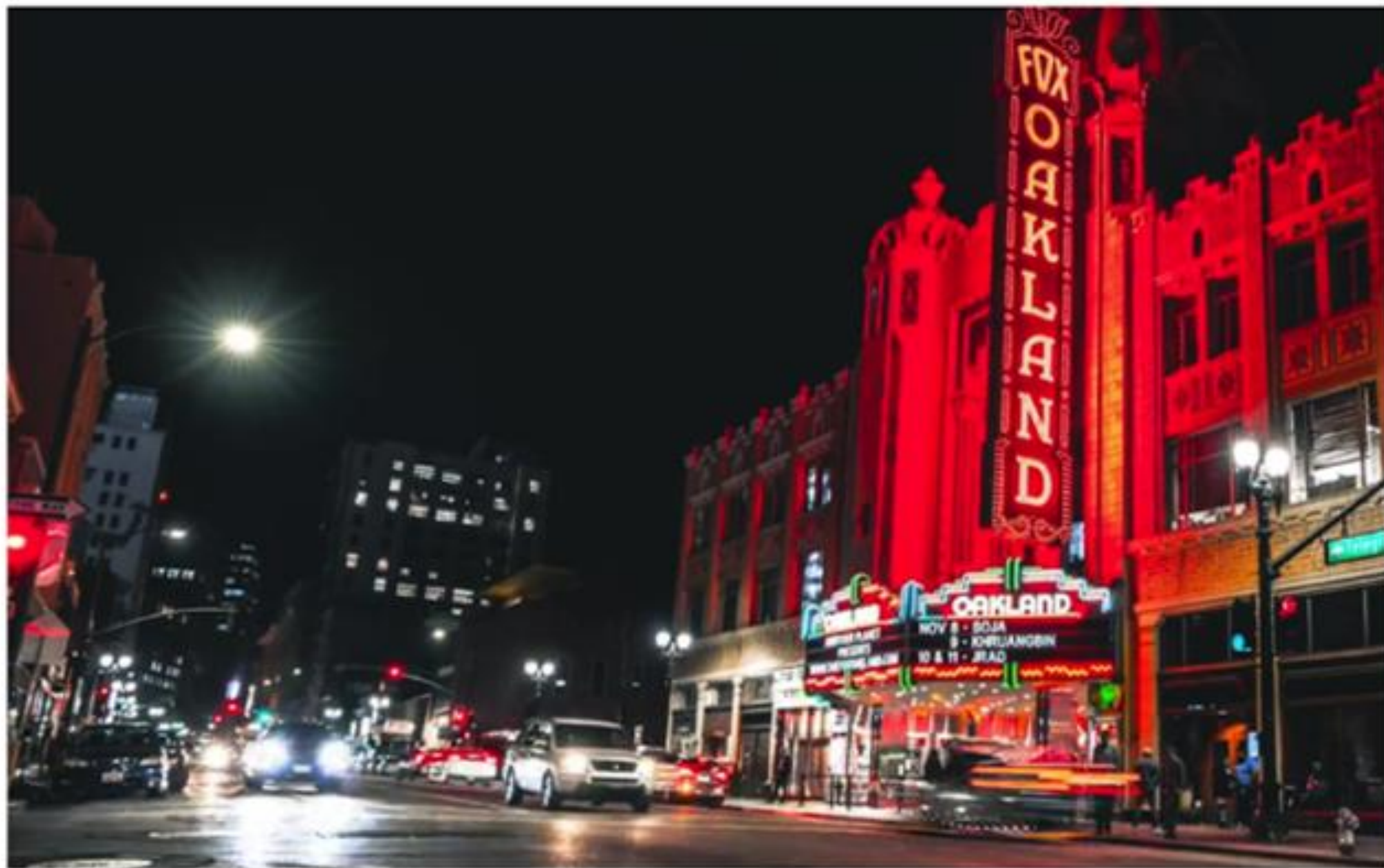


Notable Web Accessibility Legal Precedents



Q Search

Oakland



AudioEye Trusted Certification

The [AudioEye Trusted Certification](#) represents a commitment to accessibility and digital inclusion.



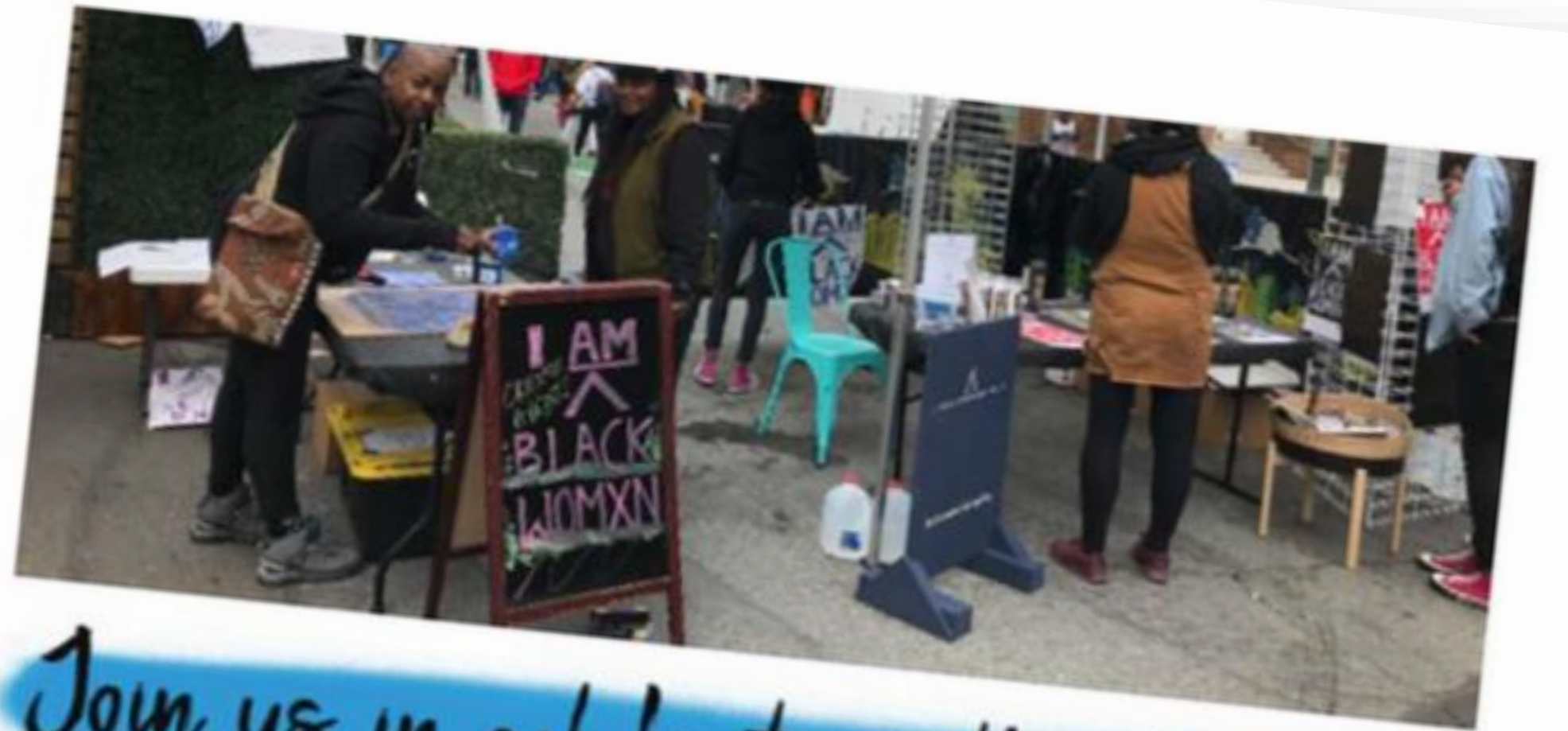
This Visit Oakland website is AudioEye Trusted.

The AudioEye web accessibility certification process involves automatic and manual testing with the goal of identifying and resolving access barriers, conforming with the Web Content Accessibility Guidelines (WCAG) 2.0 Level AA Success Criteria, and ensuring an optimal user experience for all users, regardless of their individual abilities.

This website is in Phase 3 of 3 of the certification process. AudioEye certifies that the Visit Oakland website has been enhanced and optimized to conform with AudioEye's interpretation of the informative guidance provided by WCAG 2.0 Level AA Success Criteria. Certification has been achieved and ongoing maintenance and monitoring will begin. This website achieved certification by completing automated and manual testing and optimization for Assistive Technology users. Regular testing will be conducted to maintain an ongoing audit of this website, which will continue to be enhanced for optimal accessibility and usability for all users.



Visit Oakland's
industry newsletter,
announcing its fully
ADA-compliant
website in March
2019.



Join us in celebrating the Arts



Oakland Art Month returns- May 2019

May is fast approaching and that brings with it the second annual Oakland Art Month. The entire month is dedicated to celebrating Oakland's diverse arts scene. If you have an art related event/performance/exhibit going on, make sure to let us know. Learn more [here](#).

Website Updates

About AudioEye



Visit Oakland's website is now fully ADA Compliant!

VO is first DMO to adopt AudioEye technology

Visit Oakland is proud to be an industry leader in providing a website that is more accessible to all. Feel free to explore the new tool that can be accessed via the icon on the bottom right corner of our website. If your organization doesn't currently have the resources to make your website ADA Compliant, consider adding a link from your website to your free listing on www.VisitOakland.com to allow customers to learn more about your business. Learn more about [AudioEye](#).

Thank You

simpleview 

 audioeye

VISIT
Oakland