MTD Web Accessibility Policy

ADOPTED — December 8, 2021   UPDATED — March 10, 2023

1- Policy Statement

All of MTD's web pages, applications, and digital content, subject to exceptions enumerated in this policy, must be made accessible to the widest range of users by ensuring adherence to the most current web accessibility standards.

2 - Scope of Policy

This policy applies to any new, updated, or existing content on MTD.org, any new or updated content on any other public website provided by the Champaign-Urbana Mass Transit District (MTD), and third party applications procured by MTD.

3 – Web Accessibility Coordinator

The Special Services Manager will act as a Web Accessibility Coordinator. The Web Accessibility Coordinator will act as a single point of contact for accessibility concerns, feedback, and information within MTD.

4 - Accessibility Statement

MTD will ensure that the following accessibility statement is available on MTD.org:

MTD is committed to ensuring that its website and mobile applications are accessible to individuals with disabilities. All pages on our website and all mobile applications will meet Web Content Accessibility Guidelines ("WCAG") 2.1 Level AA conformance. Please report accessibility issues to MTD's Web Accessibility Coordinator, <coordinator name> at accessibility@mtd.org.

5 - Accessibility of Digital Content

5.1 - MTD Produced Applications

MTD requires that all publicly accessible websites and apps developed by MTD, comply with the [Web Content Accessibility Guidelines (WCAG) 2.1](#), Level AA conformance.

When developing any website or application, MTD will conduct an accessibility audit as a part of the development process. For any large-scale changes to existing web applications, or large or complex new applications, MTD will retain the services of professional consultants with expertise in web accessibility. When a professional audit is not deemed necessary, MTD will conduct an accessibility audit using internal resources.

The Web Accessibility Coordinator, in consultation with the Software Development Manager, is responsible for determining if a professional audit is necessary.

5.2 - MTD Produced Digital Content

MTD will ensure that all digital content such as images, maps, and videos, produced by MTD meet WCAG 2.1 AA success criteria.

This includes ensuring that images shared on social media have accessible descriptive text, that all videos produced by MTD are close captioned, and that maps produced by MTD are provided in an accessible format.

5.3 - Third Party Digital Content

When procuring digital products such as mobile applications, web applications, and software as a service, if intended for public use, MTD will require in its procurement process that applications adhere to WCAG 2.1 AA success criteria.

If an accessibility problem is discovered with a third party app, the Web Accessibility Coordinator or designee will immediately contact the software vendor and alert them to the issue. If the software vendor is unable or unwilling to fix the accessibility issue in a timely manner, MTD will explore all alternative options such as replacing the application with an alternative or dropping the application altogether.

6 - Accessibility Complaints

When web accessibility feedback, comments, or complaints are received, they must be logged into MTD's customer feedback system by the Customer Support Specialist or qualified Supervisor. Additionally, any web accessibility feedback received by MTD, must immediately be shared with the Web Accessibility Coordinator, Software Development Manager, Customer Service Director, and Chief of Staff.

Within seven (7) business days of receiving accessibility feedback, the Web Accessibility Coordinator will organize a meeting with the Software Development Manager and Customer Support Specialist to discuss the feedback and formulate a

response. At this meeting, MTD staff will determine what action is required to address the accessibility feedback. These actions may include user training, software fixes, or auditing by internal or external accessibility auditors.

Within 10 business days of receiving accessibility feedback, the Customer Support Specialist will respond to the complainant outlining MTD's planned response and requesting follow-up information if needed.

The Web Accessibility Coordinator will keep a log of all web accessibility feedback MTD receives and MTD's response and resolution to the feedback.

7 - Accessibility Training

All relevant staff (see Figure 1) will be trained on web accessibility within six (6) weeks of their start date. This training shall include this policy, and any additional training videos outlined in Figure 1 below.

All relevant staff will be retrained annually.

Figure 1 – Training requirements for staff roles

	Content Authoring	Accessible Design	Developer Training	Multimedia	Testing for Accessibility
Technology Services Director	✔	✔	✔	✔	✔
Software Developer	✔	✔	✔	✔	✔
Marketing Manger	✔	✔		✔	
Customer Service Director	✔	✔		✔	
Customer Support Specialist	✔				✔
Service Planner		✔			
Planner Analyst		✔			
Special Services Manager	✔	✔			✔
Chief of Staff	✔	✔		✔	

8 - Notice and Posting

Any employees who create, maintain, or modify web content, including all employees listed in Figure 1 above, shall receive a copy of this Policy upon adoption and be provided a new copy whenever the policy is revised. This notice may be provided in hard copy or electronic format. The Policy shall also be provided to relevant new employees during their employee orientation.

Additionally, a copy of this policy will be posted publicly on MTD.org.

9 - Revisions

This policy shall be reviewed annually by the Web Accessibility Coordinator and the Software Development Manager.

Any substantive change to this policy is subject to MTD Board approval. MTD staff may make the following categories of changes to this policy without MTD Board approval:

- Spelling, typographical, or grammatical, corrections that do not change the meaning of this policy.
- Increase WCAG conformance targets to match current WCAG recommendations (e.g., change target from WCAG 2.1 AA to WCAG 2.2 AA when WCAG 2.2 becomes the official recommendation)