

1 - “Why” Accessibility Matters

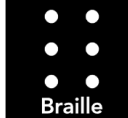


About the NM Digital Accessibility Pilot



Eli Fresquez, JD, ADAC,
CPACC

- I. Advance ADA Title II Digital Accessibility Compliance
- II. Build Internal Capacity with Tools, Training, and Governance
- III. Position NM as a National Leader in Accessibility



Why Be Accessible

1. Increase customer reach and engagement
2. Inclusive design is good design for everyone (Good UX)
3. Increase Search Engine Optimization (SEO) and AI
4. Legal compliance
5. Branding and showcase commitment to inclusion
6. It's the right thing to do



Digital Accessibility is a Civil Right



- Access to Digital Information and Services is a Right
- Access to Justice, Economic and Social Inclusion
- A Civil Rights of the 21st Century
- Dignity and Independence
- Security



The Laws

- ADA
- Section 504
- Section 508
- HHS
- ACAA
- CVAA



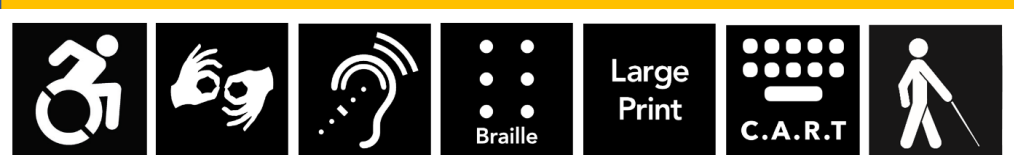
Large
Print



What Inaccessibility Looks like

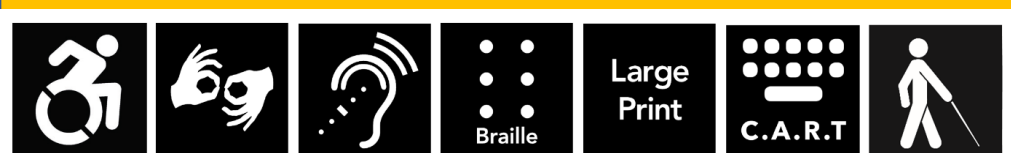
- A job application form that can't be used without a mouse
- A video without captions
- An emergency form in a scanned PDF with no tags

Exclude real people, constituents we serve.



Public Service Means Everyone

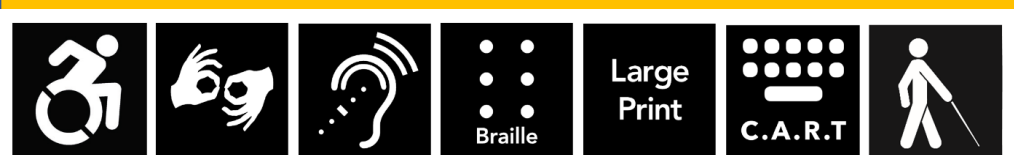
- Accessibility upholds dignity and independence
- Like ramps and elevators, digital access opens doors
- Digital Accessibility is foundational to public service



What Can We Do?

Practical Steps Toward Accessibility

- Learn the basics of accessibility
- Caption videos
- Alternative text
- Test your digital content
- Include accessibility in procurement
- Empower others and social media





“Access to the internet is the civil rights issue of the 21st century.”

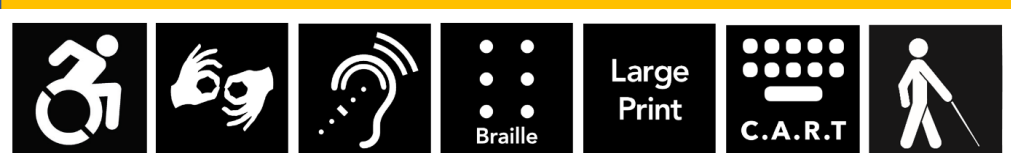
— **John Lewis** (Civil Rights Leader)

“The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.”

— **Tim Berners-Lee** (Inventor of the World Wide Web)

“Digital accessibility is not a choice; it’s a civil right.”

— **Lainey Feingold** (Disability Rights Lawyer)



Thank You and Questions

Eli Fresquez

Accessible New Mexico

917-348-1049

elifresquez@accessiblenewmexico.com

