

3 - Making Websites Accessible

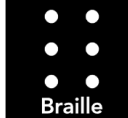


About the NM Digital Accessibility Pilot

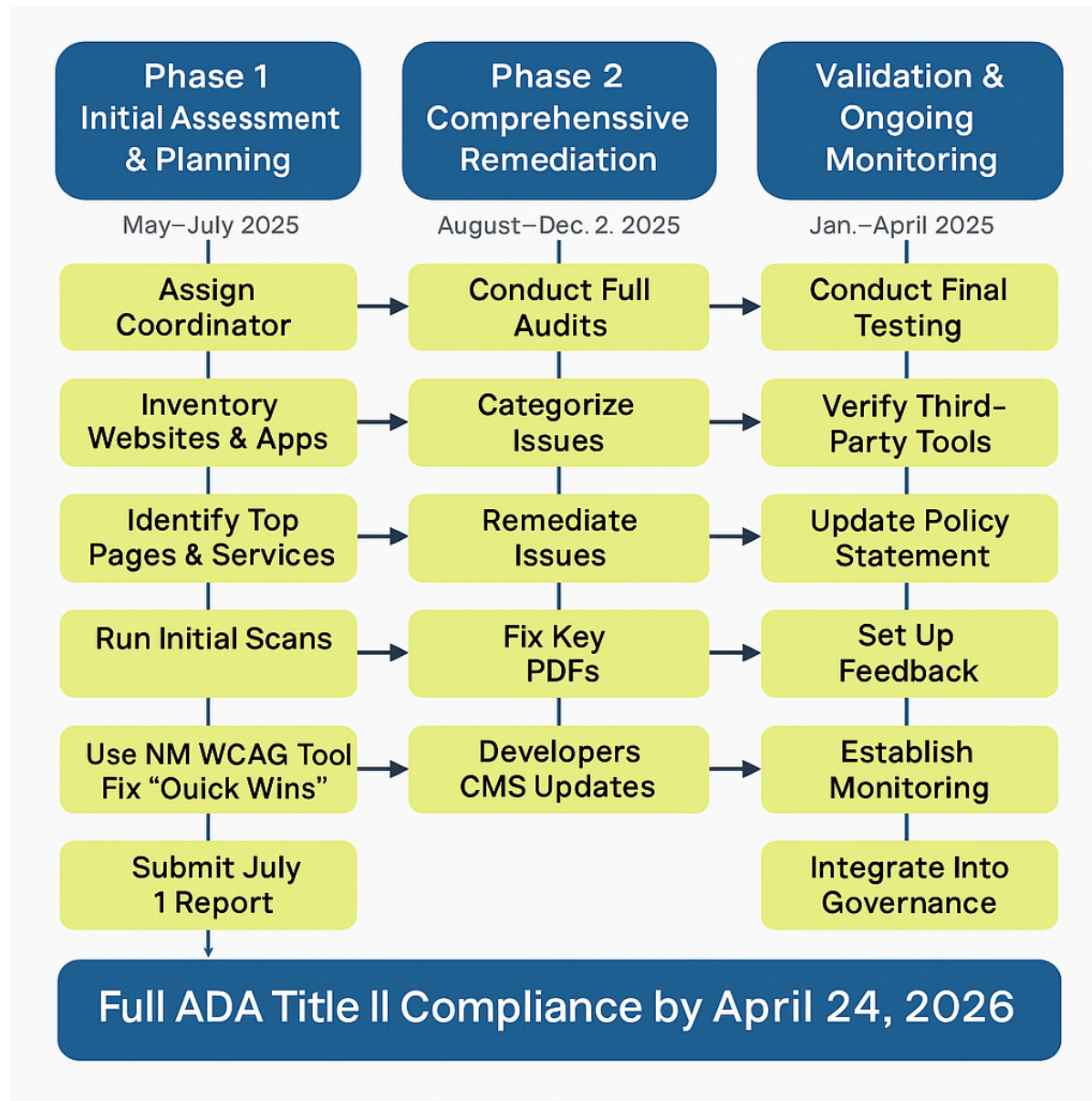


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CPACC

- 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



Phased Approach for New Mexico State Agencies



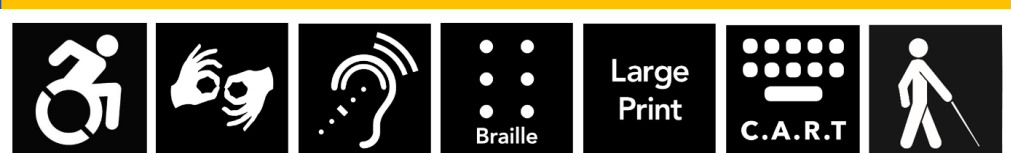
Common Accessibility Barriers & Tools

Common Errors

- Low contrast
- Missing alternative text
- Missing form input labels
- Empty links
- Empty buttons

Tools

- WAVE by WebAIM
- W3C WCAG Resources
- NM WCAG Assessment Tool (Excel)
- Color Contrast Checker (CCA)
- Browser Developer Tools and Extensions



Where to Start – Suggested Steps in Phases



APPOINT A DIGITAL
ACCESSIBILITY
COORDINATOR



INVENTORY YOUR
WEBSITES, PAGES, LINKS,
AND DOCUMENTS



RUN INITIAL SCANS



DOCUMENT CRITICAL
BARRIERS



FIX "QUICK WINS"



POST OR UPDATE YOUR
ACCESSIBILITY
STATEMENT



Workflow – Suggested for Remediating Existing Websites – Editor & Developer Roles

Workflow Overview:

Step	Editor	Developer
1. Prioritize Pages	Flag key service pages	Review structure/CMS
2. Test for Issues	Use WAVE & keyboard	Confirm technical scope
3. Fix What You Can	Alt text, headings, links	Address structure, labels
4. Escalate Complex Items	Log in WCAG Tool	Fix code-level issues
5. Review Together	Confirm accessibility	Validate with tools
6. Monitor	Keep content accessible	Maintain templates/plugins



Prioritizing Accessibility Fixes – Start Here

Start With:

- Map out websites, apps and pages
- Homepage + top service pages
- Keep program pages
- Forms + public program content



ADA Title II - Accessibility Exceptions

Some content is exempt from WCAG 2.1 AA if the following apply:

1. Archived Content – Created before April 24, 2026, not updated
2. Old Docs – Pre-2026 and not used for current services
3. Third-Party Content – Not created or controlled by the agency
4. Password-Protected Content – For individual users only
5. Old Social Media – Posted before April 24, 2026
6. Reminder: Alternative access must still be provided on request.



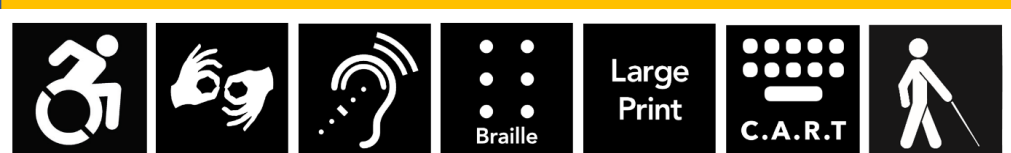
Making Social Media Accessible

Tips for Accessible Posts:

- Add alt text to every image
- Use CamelCase for hashtags (#DisabilityAccess)
- Avoid posting text-only images or flyers
- Add captions to videos or provide summaries
- Don't rely on color alone to convey meaning
- Link to accessible content, not untagged PDFs

Helpful Resource:

accessiblesocial.org



Thank You and Questions

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Accessible New Mexico

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