

The Mayor's Office for  
People with Disabilities  
and Creative Communications  
at the Mayor's Office  
present



Featuring speakers and artists  
on internet human rights,  
digital accessibility, and  
inclusion by design.

**May 16, 2019**

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**#NYCDiCon19**  
**#GAAD**

# Welcome to the 2<sup>nd</sup> annual NYC Digital Inclusion Conference (DiCon)!

Building an accessible and equitable city for everyone is a big task. At the NYC Mayor's Office, we know we can't do it alone, and we are glad to have you by our side.

Following the success of the first conference in 2018, we took on bigger tasks and expanded our committee membership to make the event even more accessible and inclusive than the last. Your generous feedback was crucial in helping us get there.

Throughout this conference and beyond, remember that making our world more accessible and inclusive for everyone is not always easy. We won't always get it right, but we're going to try. (And that's key!)

We're excited to build this community of digital curb cutters with you.

**From us to you,**  
NYC DiCon Team  
(A group of 16 cross-agency volunteers)

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## **Follow us on Social Media**

Use **#NYCDiCon19** and **#GAAD** to join the conversation online.

Twitter | Instagram:

**@NYCMayorsOffice**

and **@NYCDisabilities**

**Facebook.com/NYCMayorsOffice**

**Facebook.com/NYCDisabilities**



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# Schedule and Program

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**9:30am – 10:00am**      **Registration and Breakfast**

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**10:00am – 10:05am**      **Digital Curb Cutters**  
Walei Sabry and Chi Nguyen,  
NYC DiCon Organizers

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Inclusion is a big task, and we know we can't do it alone. Walei and Chi will share how the NYC Digital Inclusion Conference got its start and ways that you can stay involved after the conference.

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**10:05am – 10:10am**      **Accessibility in New York City**  
Commissioner Victor Calise

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As Commissioner of the New York City Mayor's Office for People with Disabilities, Victor Calise has been an advocate for people with disabilities, working to ensure that people with disabilities have equal access to everything NYC has to offer. He will open the day by speaking on his work in smart cities, autonomous vehicle development, digital accessibility, and his experience participating in the 1998 Paralympic Games.

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**10:10am–  
11:30am**

**Heidi Latsky Dance Performance**

Peter Trojic, Accessibility Director  
at Heidi Latsky Dance

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Access is not an afterthought but integral to Heidi Latsky Dance’s art making. As a core part of its mission and work, Heidi Latsky Dance is committed to reflecting the diversity that it serves and actively follows the disability rights movement by embracing ‘nothing without us’—that is, its practice in choreography and performance and its composition of board leadership and staff has the representation and full, direct involvement of disabled people.

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**10:30am–  
11:00am**

**Internet Human Rights**

Brittney Saunders,  
Deputy Commissioner for Strategic  
Initiatives, NYC Commission on  
Human Rights

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The NYC Commission on Human Rights (“Commission”) is responsible for enforcing the New York City Human Rights Law (“City HRL”), one of the most robust and protective local human rights statutes in the country. It also educates New Yorkers about their rights and responsibilities under the law. Learn how the agency works online and off to protect New Yorkers and promote the values of equity and inclusion.

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*10-minute Break*

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**11:10am–  
11:40am**

**Dimensions: Community Tools for  
Making Tactile Graphics & Objects**

Chancey Fleet, Assistive Technology  
Coordinator, New York Public Library  
Andrew Heiskell Braille & Talking  
Book Library

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We all need to understand maps, diagrams, images and other spatial information. For people who learn and work non-visually, getting access to quality graphics and 3D models can be hard. The Dimensions project empowers patrons of the Andrew Heiskell Braille & Talking Book Library to make access happen with free, hands-on training about best practices in tactile design and free, accessible hardware and software that anyone can use to start designing. In this session, Chancey Fleet will share how the library has created programming and tools for blind patrons and sighted allies to learn how to create tactile graphics or 3D printed objects for use in classrooms, at work, for events, and more.

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**11:40am–  
12:10pm**

**#SUX: Some Users' Experience**

Billy Gregory, Director of Training at  
The Paciello Group

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When UX doesn't consider ALL users,  
shouldn't it be known as "SOME Users'  
Experience" or... #SUX?

When we don't consider all users, we  
only consider some. For many users with  
disabilities, our designs leave them feeling  
alienated, ignored, and unwelcome. Even  
designs that might be deemed "accessible"  
are not always usable.

In our race to be "cutting edge" and  
"modern" we forgot to be usable.  
For many users, this #SUX.

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**12:10pm–  
1:00pm**

**Lunch**

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**1:00pm–  
1:30pm**

## **Designing with People**

Christine Gaspar, Executive Director at the Center for Urban Pedagogy (CUP)

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What does it look like to use design to center people instead of design itself? The Center for Urban Pedagogy (CUP) has been asking that question in its work for 15 years through its practice of creating accessible visual explanations of complex policy issues with and for communities impacted by those issues. CUP's Executive Director Christine Gaspar will share CUP's methods for working with people from historically marginalized communities to break down and represent complex urban issues and lessons learned along the way.

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**1:30pm–  
2:00pm**

## **Building a Digital Playbook in 10 Easy Steps**

Jonathon Ende, CEO of SeamlessDocs

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Jonathon will discuss the journey that SeamlessDocs has gone through in making accessibility the first principle in their digital products while creating a culture of accessibility within their own organization and other government agencies.

SeamlessDocs is committed to building technology that provides better tools and infrastructure to make accessibility more accessible for every user.

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*10-minute Break*

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**2:10pm–  
3:00pm**

## **Tech & Design Showcase**

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Vispero, Aira, and Datavized will showcase projects that successfully navigated issues of inclusion and accessibility. Attendees are invited to ask project representatives questions during the Q&A session.

### **Panelists:**

Matt Ater, Vispero

Paul W. Schroeder, Aira

Debra Anderson and Hugh McGrory,  
Datavized Kinetic Lights

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**3:00pm–  
4:00pm**

## **How Might We Build an Inclusive and Accessible City?**

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Moderated by Chi Nguyen, a community organizer and Senior Creative Strategist at the Mayor’s Creative Communications unit, the closing panel will discuss the pros and cons of automated decision-making, the importance of digital accessibility, data ethics, representation, and inclusion in public communications.

### **Panelists:**

Kelly Jin, NYC Chief Analytics Officer

Jess Matthews, NYC Chief Content Officer

Davis Erin Anderson, Program Manager  
- Technology, Culture, and Libraries at  
Metropolitan New York Library Council

Wendy Lu, Journalist

Jesse Ayala, Creative Director at  
Fovrth Studios

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**4:00pm–  
5:00pm**

**Community-Building Hour**

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Take this time to meet your fellow attendees, speakers, presenters, and staff members who made this conference possible. Share your ideas on what an inclusive and accessible city means to you.

Interested in being part of the conference committee or sponsors next year? Find a staff member and share your contact information with us. Thank you for being on our team!



# Event Accessibility



At last year's conference, we put in a lot of work to ensure accessibility. We held the event in an accessible venue as well as provided the program in alternative formats. Our digital accessibility toolkit was hosted on our accessible website. Finally, we hired ASL interpreters, live captioners, and recruited volunteer audio describers.

This year we are pushing the envelope by live-streaming the conference to reach a wider audience.

## **\*\* Event Space Accessibility \*\***

The Ford Foundation Center for Social Justice is wheelchair accessible, and includes the following accommodations:

- accessible entrances and bathrooms
- access to the lobby atrium via lift
- gender neutral restrooms
- lactation room
- a quiet room

## **\*\* Assistive Tech \*\***

As part of our partnership, Aira is offering free Aira Access for the duration of the conference. Attendees can download and use the Aira app to navigate from the nearest subway stations or bus stops to the conference, find a conference room, describe tech showcase, or read conference handouts.

Download the free Aira app as a Guest at [www.aira.io/app](http://www.aira.io/app) today so you can use Aira for free while attending the event.

## **\*\* Programming Accessibility \*\***

The conference program will be available in large print, braille, and electronic formats. Slide decks will be e-mailed to attendees upon request and available for download on the conference website. During the event, there will be two volunteers at the info desk to answer your questions.

# Our Principles

We honor transparency, honesty, and privacy. To that end:

- Attendees and speakers will be asked for informed consent and informed consent will be fully respected.
- All conference materials will be accessible and available online. For more information on our conference planning process and accessibility guidelines, please contact us at [DigitalAccess@cityhall.nyc.gov](mailto:DigitalAccess@cityhall.nyc.gov) with your request.
- Data collected from the registration form will be completely erased one day after the conference and will not be traced back to attendees, unless we have explicit consent to retain their names, email addresses, and organizations for future events and opportunities.
- Being a sustainable city means we have to be conscientious of the resources we consume while still meeting the needs of underserved communities.

To that end, our reduction of single-use plastic during the conference is not a ban. People with disabilities and anyone who needs single-use plastic utensils can have access to them.

Our photo booth backdrop is made from hand-dyed indigo recycled bed sheets, pillows, sheets, and ropes and woven by Cynthia Alberto, Founder and Director of Weaving Hand. The weaving will be reused and repurposed after the conference.

# Connect with Us

Conference information, including speaker bios, is available online at the Digital Blueprint:

[blueprint.cityofnewyork.us/conference-2019/](http://blueprint.cityofnewyork.us/conference-2019/).

There you can also find additional context, best practices, and resources for digital accessibility and content creation.

Use the hashtags **#NYCDiCon19** and **#GAAD** to bring the conversation online.

Contact: [DigitalAccess@cityhall.nyc.gov](mailto:DigitalAccess@cityhall.nyc.gov)

This conference is made possible by

**NYC Mayor's Office for People with Disabilities  
and Creative Communications at the Mayor's Office.**

**A huge thank you to our sponsors:**

seamless  Visper  HEIDI  
LATSKY  
DANCE

## **Speakers and presenters:**

Billy Gregory, Brittny Saunders, Chancey Fleet, Christine Gaspar, Commissioner Victor Calise, Davis Erin Anderson, Debra Anderson, Hugh McGrory, Jess Matthews, Jesse Ayala, Jonathon Ende, Kelly Jin, Kinetic Light, Matt Ater, Paul W. Schroeder, Peter Trojic, Wendy Lu

## **Digital and Accessibility Experts:**

Jess Matthews, Jon Novick, Kristen Grennan, Matt Ater, Walei Sabry, Willa Armstrong, MLS

**NYC DiCon 2019 would not exist without our cross-agency committee members and partners.**

**Lead Organizers:** Walei Sabry, Chi Nguyen, and Jon Novick

**Lead Designer:** AJ Favors

**Committee members:**

Arthur Jacobs, Barbara McCarthy, Eliza Cooper, Erik Goyenechea, Jacob Abudaram, Jess Matthews, Katherine Carroll, Kristen Grennan, Madhury Ray, Marissa Sapega, Megan MacInnes, Vickie Karp, Willa Armstrong, MLS

# Digital Accessibility and Inclusion Checklist



This checklist includes basic considerations to help you get started in creating accessible and inclusive websites, multimedia content, forms, documents, and presentations.

## I. Content Creation

Content can be defined as anything that carries information on your site. Usually, that means text, images, and videos.

Text written for the general public should use plain language, which is defined as writing that can be understood equally by native English speakers, people with cognitive/intellectual disabilities, as well as people with limited English proficiency.

When creating any document, handout, or presentation, make sure you're using the appropriate language. When referring to people with disabilities and people in other marginalized communities, use what is called "person-first language."

- Use plain language (8th Grade Reading Level)
- Use short sentences and common words
- Use person-first language
- Provide contact information, include multiple ways to contact (Phone Number and Email)
- Clearly label links to describe where they lead (Register for the Pride Parade Here)
- Have copies of your handouts available in regular print, large print (18pt.), and braille

## II. Content Hierarchy and Document Styling

Any documents posted on a website for download should be readable both visually and by a screen reader. Good content hierarchy helps users quickly navigate and understand your website by calling attention to what's important.

- ❑ Use proper tags or built-in styles when formatting:
  - ❑ Use correct, properly tagged headings in sequential order (<h1> through <h6>)
  - ❑ Use bullets or lists to break up large blocks of text
  - ❑ Use consistent visual and content elements throughout your design
- ❑ Limit your line length to 75 characters per line
- ❑ If documents are four pages or longer, include a table of contents at the beginning.
- ❑ When creating presentations use accessible built-in slide templates
- ❑ Avoid flashing graphics or gifs

## III. Color and Contrast

Color and contrast for graphics, text, and any element on your interface that is not purely decorative need to comply with W3C's AA-level standards.

- ❑ Do not use color as the only visual means of conveying information (e.g., hyperlinks should be bold and underlined, instead of just blue)
- ❑ Use sufficient color contrast between text, graphic, and background colors, with a minimum ratio of 4.5:1 (Check with [webaim.org](http://webaim.org) Color Contrast Checker)

## IV. Typography

Typography is essential for helping users navigate and understand information. Your typography choices can help improve readability or prevent users from accessing the information they need.

- ❑ Use accessible non-serif fonts like Verdana, Arial, Helvetica, Trebuchet MS, Calibri, Tahoma, or Roboto
- ❑ Don't use too many different fonts on a single page or document
- ❑ Do not use all caps
- ❑ Do not use bold or italic text as the only way to establish visual hierarchy (\*\*use stars\*\*)
- ❑ Only use underlined text for links
- ❑ For digital documents and websites, use a minimum font size of 12pt
- ❑ For presentations, use a minimum font size of 24pt
- ❑ For large print documents that will be printed, use a minimum font size of 18pt

## V. Language Access

New Yorkers come from every corner of the globe and speak over 200 different languages. Designing digital products with language access in mind will provide opportunities for limited English speakers to communicate and receive services.

- ❑ Make content available in languages other than English
- ❑ Tag the primary language of a page, as well as any language changes throughout the page
- ❑ Make language options easy to find and access

- ❑ Web fonts must be compatible with all languages the site supports
- ❑ Make sure the website is programmed to mirror layout when translated into a language reading right to left
- ❑ Use CAPTCHA in the same language as your content
- ❑ Build a user interface flexible enough to accommodate text expansion caused by translation

## **VI. Keyboard Access, Visual Focus, and Feedback Indicators**

Keyboard access, visual focus, and feedback indicators are helpful for people who use assistive technologies.

- ❑ All buttons, links and controls need to be accessible by keyboard
- ❑ Keyboard visual focus should stand out with good contrast to let users know where they are on the page
- ❑ Give clear feedback and specific guidance when an action is taken or errors occur

## **VII. Multimedia Content and Forms**

Multimedia content and forms can liven up your interface, organize content, and add context to your web page. But these elements must be designed and coded so all users can engage with them.

- ❑ Use alt text (image descriptions) for all visual content, either using a platform's built-in alt text capabilities or adding description in the caption

- ❑ Make sure all multimedia controls are accessible by keyboard (e.g. embedded Youtube or Vimeo players)
- ❑ Do not auto-play audio, video, or other moving content
- ❑ Do not include content that flashes or blinks more than three times in one second
- ❑ Optimize graphics, videos, and other large files to accommodate slow internet speed
- ❑ Add open or closed captions to videos, including dialogue, sound effects, and music
- ❑ Add audio description to videos, including setting, characters and important visual events

# Digital Inclusion Conference 2019



**NYC**<sup>TM</sup>

**Mayor's Office for  
People with Disabilities**

**Creative Communications  
at the Mayor's Office**