

Access Ready Strategic Consulting

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Client Services

Website and application Accessibility and WCAG Compliance policy development and implementation

There is a lot of noise related to website and application Accessibility and WCAG Compliance policy development and implementation.

Why does digital accessibility matter?

Legal - Almost all websites are covered by either the ADA or Section 508 of the Rehabilitation Act. There are legitimate plaintiffs and advocacy groups actively defending web accessibility rights.

DEI - Diversity, Equity and INCLUSION, includes the rights of people with disabilities to digital inclusion. Nothing has highlighted the value of digital access and the disparity of access better than the pandemic, when the world turned inward to the Web for nearly everything.

Opportunity - Not only are there 80 (eighty million) people with a disability in the United States but also consider the 71 million (seventy one million) boomers who carry \$548 (five hundred forty eight) billion in discretionary spending and who also share similar challenges with vision, hearing, cognition and fine motor skills.

Access Ready Strategic Consulting is specially skilled in this area and we have many resources to assist you in making your web presents accessible and profitable.

If your thinking people with disabilities don't have any money think again. Besides the boomers spending power mentioned above, according to the American banking industry people with disabilities represent \$250 (two hundred fifty) billion dollars annually in disposable income. The world wide impact of disability spending is larger than that of China.

Our past clients have ranged across the business, Government and nonprofit sectors as our client testimonials reveal.

[info@accessready.org](mailto:info@accessready.org)

"His intensity to advocate for ideas and excellence, and his willingness to learn and understand alternative views makes Doug an effective team player who supports ideas that work best for the organization."

- Donald J. Tabone, President and CEO of Executive Management Associates

"There is no question that Doug is a big picture, sweeping change type leader. He is also dedicated to assuring that such work puts the individual squarely in the picture, so their benefits are maximized and unintended consequences are mitigated. Choosing one word to sum up Doug Towne's personal and professional character and work is easy for me as a client and longtime associate. Sterling says it all."

- Sue Buchholtz, MBA, President/CEO Evergreen Life Services

"We have worked with Doug at the national level on many policy issues and found him to be a quick study with access to technology resources that have been a great help. His work in the commercial sectors of telecommunications, elections, web-based products and website development gives him a unique perspective when balanced with his advocacy work on behalf of people with disabilities. Doug has a long history of public sector service on many boards and committees at the local, state and national levels that cut across many sectors of interest to people with disabilities. The National Council on Independent Living utilizes Doug as a go-to person on issues concerning technology."

- John Nousaine, Director, North Country Center for Independent Living