



Website Accessibility Workshop

National Association of Secretaries of State

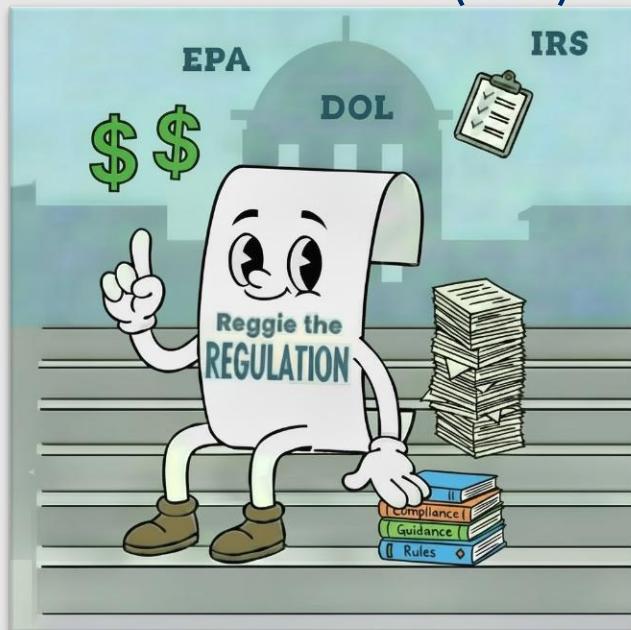
Winter 2026

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WHO IS THE OFFICE OF ADVOCACY?

- Created by Congress in 1976
- Independent voice for small business in the executive branch
- Watchdog of the Regulatory Flexibility Act (RFA)
- Source of small business statistics

WHAT IS THE REGULATORY FLEXIBILITY ACT (RFA)?



AI Image of Reggie the Regulation

- The Regulatory Flexibility Act requires that federal agencies consider the cost of their regulations on small businesses.
- Advocacy works in every step of the regulatory process!
- Advocacy writes comment letters on behalf of small businesses during an agency's comment period. We need your help & Input!
- FY 2024, we wrote 38 comment letters to federal agencies.

WHAT IS A SMALL ENTITY UNDER THE REGULATORY FLEXIBILITY ACT (RFA)?

- **Small Businesses as Defined by the NAICS Codes:** Can be by revenue or employee size.
- **Small Nonprofits:** Independently Owned and Not Dominant in their Class
- **Small Governmental Entities** – cities, counties, towns, townships, villages, school districts, or special districts with a population of less than 50,000.

COMMENT LETTERS

STEP 1

Comment to Agencies on Regulations.gov, or provide input to Advocacy.

STEP 2

Comment on how much the rule will cost your small business.

STEP 3

Tell the agency what other options or alternatives it should consider.

DEREGULATORY FOCUS



- **Executive Order: 10 to 1 Initiative**
- **Agency Requests for Information (RFI):**
- In the first year of the Trump 47 presidency, Advocacy's efforts led to a reduction in regulatory burdens on small businesses by **\$110 billion**.

DOJ'S FINAL ADA WEBSITES RULE

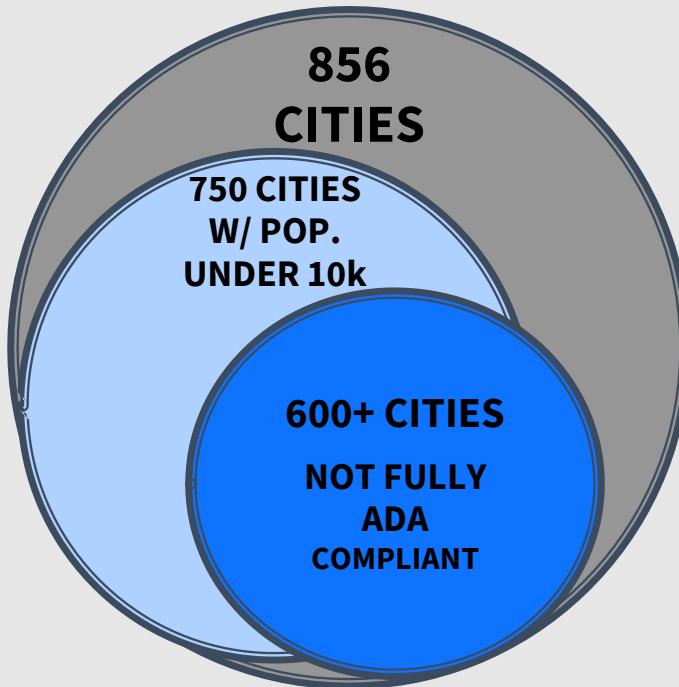
On April 24, 2024, the Department of Justice's Civil Rights Division (DOJ) issued a final rule revising Title II of the Americans with Disabilities Act (ADA). The rule requires state and local governments to make their websites and mobile applications accessible for people with disabilities.

ADA WEBSITE ACCESSIBILITY RULE

Public Entity Size	Compliance Date
50,000 or more persons	April 24, 2026- <i>Two years after publication of the final rule</i>
Fewer than 50,000 persons/special district governments	April 24, 2027- <i>Three years after the publication of the final rule</i>

DOJ'S FINAL ADA WEBSITES RULE (EXAMPLES)

MINNESOTA
ADA WEBSITE
COMPLIANCE



SMALL CITY COMPLIANCE COSTS

\$6K-12K upfront costs/city + \$1K + Staff Time

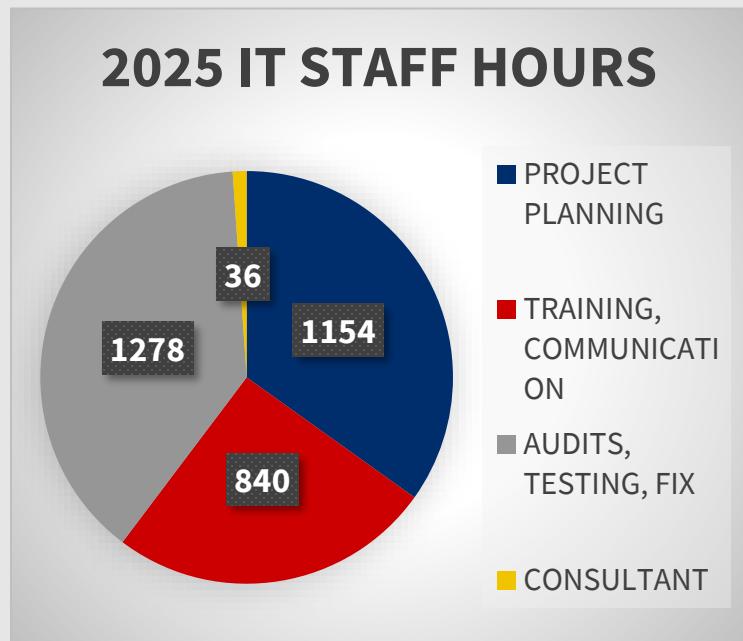
-new or upgraded Content Management Systems (CMS)	-PDF licenses for staff per year	??
-accessibility tools		
-initial staff training		

OFFICE OF ADVOCACY

REGULATION • RESEARCH • OUTREACH

DOJ'S FINAL ADA WEBSITES RULE (EXAMPLES)

LARGER CITY (300K Full-time residents)



- **2025 DIRECT COSTS**
 - Web audits- \$22,500
 - Training for staff- \$5,000
 - IT Staff Hours- 3,308 hours
- **2026 BUDGET**
 - project and remediation: \$200,000
 - Each agency has content managers (100 total), this estimate does not include their hours updating websites for accessibility.

DOJ'S FINAL ADA WEBSITES RULE

- We need your feedback on the data below (costs/staff time):
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	YOUR ESTIMATE	DOL ESTIMATE
Government Type		Small Municipality
Population		Under 50,000
Reading Rule		3 hours
Testing Costs		\$15,661
Website Remediation		\$74,634
PDF Remediation		\$6,646
Video & Audio Captioning		\$3,203
Initial Costs Per Entity		\$100,145
Annual Cost		\$21,305

DOJ ADA FINAL RULE: RESOURCES

- [DOJ's Final Rule](#)
- [Small Entity Compliance Guide](#)
- [DOJ Webinar](#)
- [Fact Sheet](#)
- DOJ Hotline:
800-514-0301 (voice)
1-833-610-1264 (TTY)
- [Southeast ADA Center](#) – Hotline +Training Guides
National Toll-Free:
1-800-949-4232
- Southeast Region Phone:
404-541-9001 (voice and Spanish)
- Email:
ADAsoutheast@syr.edu

STAY IN TOUCH!

- Advocacy site:
<https://advocacy.sba.gov>
- Linkedin:
<https://www.linkedin.com/company/u-s-small-business-administration-office-of-advocacy/>
- Janis Reyes, Assistant Chief Counsel. Labor, Immigration, Disabilities Law
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