Streamline introduction

Streamline is a website development system built specifically for special districts and local agencies. Our intention is to provide a product that lets district staff focus on what they do best: deliver services to their customers. We know many special districts don't have IT staff, and our vision is to empower them with web technology that makes their lives easier, not harder.

Platform overview: key features

- **Meeting dashboard.** The meeting dashboard is designed to help special districts keep up to date with posting requirements, including the recent requirement for virtual meeting access.
- **Agenda reminders.** Use the agenda reminder functionality to send an email to your Board Secretary before the 24 posting deadline, so you never forget to post your agenda online.
- **Transparency dashboard** helps track for transparency best practices, such as budgets, audits, and public records requests. See what content is suggested to be considered a transparent organization, or filter to see only your state requirements.
- **Clear indication of State compliance.** The transparency dashboard clearly indicates the website content required and allows you to create and publish this content with ease. **Compliance with all current and upcoming government requirements** (for example, the recently-passed law in CA requiring posting of most recent agenda to the home page).
- **Full ADA / Section 508 compliance** for visitors with disabilities, as required by the federal government.
- **Responsive and mobile friendly**
- **Easily embed anything:** MailChimp, Constant Contact, Survey Monkey, Google Maps, PayPal, social media feeds , and even calendars into any page in seconds.

The Process

1. **Site set-up:** Streamline builds your new website (*~15 minutes*)
2. **Content migration** (**if applicable**)**:** District staff or Streamline transfers content from the old website to the new, Streamline website.
3. **Training:** District staff members complete an online training session with our Customer Success Manager (*1 hour*)
4. **Go-Live:** Take your new website live to the world using our free, or your custom, domain

What your Streamline subscription includes

Technology	Setup and training	Ongoing support
Easy-to-use website tool allows you to control your content - no more waiting on a vendor or IT.	Initial website setup is free, and done before we meet - including information architecture (menu) best practices.	Unlimited support is included for anyone on your staff responsible for updating the website.
Built-in ADA compliance (the platform is fully accessible out of the "box").	Introduction to your state requirements so you know what needs to be posted.	Support system is built into your website - get help with the click of a button.
State-specific transparency dashboard with checkpoints for all posting requirements.	Training for your anyone on your staff via remote meeting to help you learn the system.	Unlimited hosting of content and files so you never have to "upgrade" your account.
Meeting dashboard with agenda reminders, one-click agenda and minute upload that takes seconds.	Free domain included (acmemud.specialdistrict.org) or connect your own custom domain / web address.	Extensive knowledge base of how-to articles and getting started guides are available 24/7.
Ongoing improvements to existing features included at no cost - your software will never be out of date.	Free SSL security certificate so that your site is served over https and visitors are protected.	Can't figure out how to send your question? That's ok, you'll have our technical support number, too.
And if (when) your state passes additional website mandates, Streamline Web will be updated to help you comply as effortlessly as possible.		

STREAMLINE

How special districts stay safe from ADA website risks

It's the law, and it's the right thing to do. We're committed to the best user experience for users with disabilities.

Just as buildings must have wheelchair ramps, public websites must have special provisions for users with disabilities. The number of lawsuits rose 56% in 2021[1], and the penalties for noncompliance are rising fast—averaging $4,000 for an ADA claim in 2019[2] to $39,000 in 2022. It's a situation that *The Wall Street Journal* calls "very perilous" in a recent article.

The most appalling development is that the majority of new actions are targeting organizations smaller than 30 million in revenue, as they are often not aware of or prepared to meet web accessibility standards.

Quantifying the risk

Districts often ask themselves, "What is the actual risk that an ADA claim will affect us?" The results are both surprising and unpredictable.

The overwhelming majority of ADA-related claims never make it to court. They are quietly settled, usually forced by insurance pools who want to manage risk without admitting to any wrongdoing or panicked districts who realize their EPLI insurance doesn't cover *website*-related ADA issues (the majority do not).

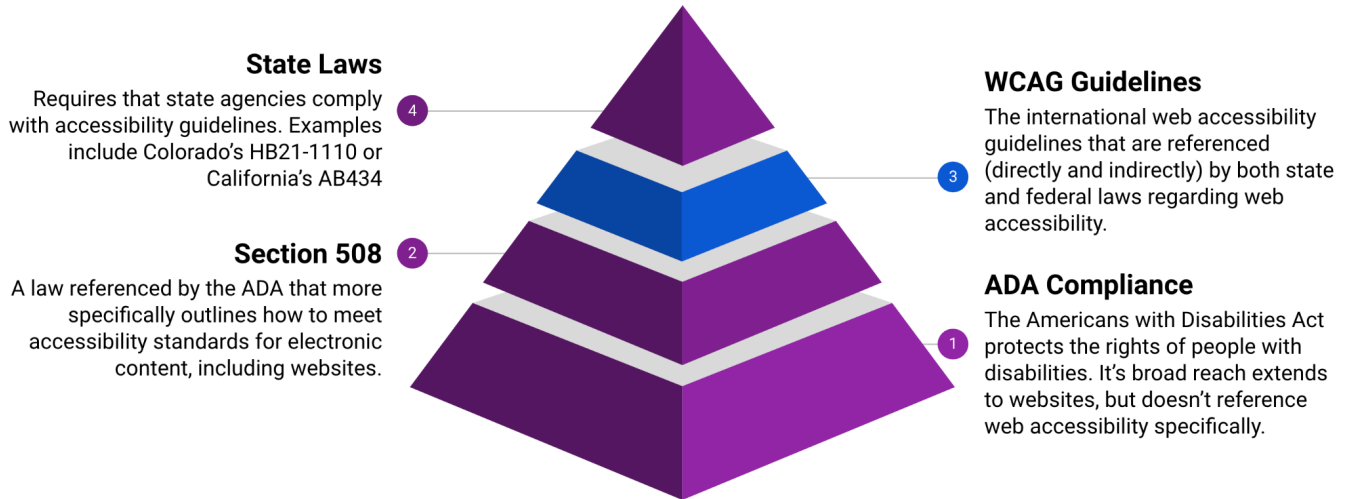| More than 2,403	Very few
districts affected	**if any, special district insurance policies even partially cover the costs of *web* accessibility issues**
(about 6% of all districts in the US, including county-dependent districts) have been fined, received demand letters, or gotten Department of Justice Office of Civil Rights (OCR) letters for website ADA violations in the US.	Most insurance carriers, including district statewide insurance pools, do not cover website-specific ADA claims in their EPLI policies. ADA is *not* covered by cyber, either.
That number is expected to **exceed 4,000** (10%) by the end of 2024.	Median deductible: **$5,200** Median settlement: **$25,000**[3]

[1] https://www.wsj.com/articles/lawsuits-over-digital-accessibility-for-people-with-disabilities-are-rising-11626369056
[2] https://ada.jmbm.com/ada-website-accessibility-lawsuits-wont-go-away-in-2020-part-1-how-we-got-here/
[3] https://www.boia.org/blog/did-u-s-businesses-spend-billions-on-legal-fees-for-inaccessible-websites-in-2020

Accessibility Laws

The laws surrounding accessibility are both disjointed and nuanced. There are a few layers of federal regulations further augmented by state regulations. *While more and more state laws are emerging with their own timelines and penalties, most districts do not realize that they are already liable for violations of federal laws, which comprise the majority of current actions.*

State Laws
Requires that state agencies comply with accessibility guidelines. Examples include Colorado's HB21-1110 or California's AB434

Section 508
A law referenced by the ADA that more specifically outlines how to meet accessibility standards for electronic content, including websites.

WCAG Guidelines
The international web accessibility guidelines that are referenced (directly and indirectly) by both state and federal laws regarding web accessibility.

ADA Compliance
The Americans with Disabilities Act protects the rights of people with disabilities. It's broad reach extends to websites, but doesn't reference web accessibility specifically.

Understanding website accessibility

Districts are required to have not only a website that is technically accessible but policies and procedures for reporting and remediation.

What is my district's risk now?
One way to assess risk is to scan your homepage. Learn how to use Lighthouse or run a free scan at
getstreamline.com/accessibility-scanner

What is Google Lighthouse?
A free tool that anyone can use to scan your webpage to check for accessibility. It is available in the Chrome browser by hitting F12.

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Accessibility

Lighthouse tests basic webpage conformance to standards such as WCAG, which is one of many requirements for web accessibility. Districts must also scan all pages, PDF documents, maintain an accessibility policy, check for closed captioning on videos, and more to meet federal standards.

Streamline will protect you

Streamline cares about accessibility

The Streamline team has a long history of working on accessible websites. At the California Capital, Streamline's CEO was presented with the "Vision Award" from Disability Rights California, the nation's largest disability rights advocacy group, for their work on making websites more accessible to the public.

The award was presented by Jeffrey Thom, a board member, Stanford-trained attorney, and long-time champion of disability rights. In presenting the award, Jeffrey, who is blind, challenged the audience. "Consider how frustrated you would be if you went to your favorite website and you got just a blue screen with nothing on it," he said. "This is the reality for many users with disabilities."

Meet our legal team

Streamline has partnered with two of the most recognized ADA defense attorneys in the United States—Martin Orlick and Stuart Tubis of Jeffer Mangels Butler & Mitchell LLP. They are intimately familiar with your website, the Streamline platform, and understand the unique nature of public sector Title II ADA complaints.
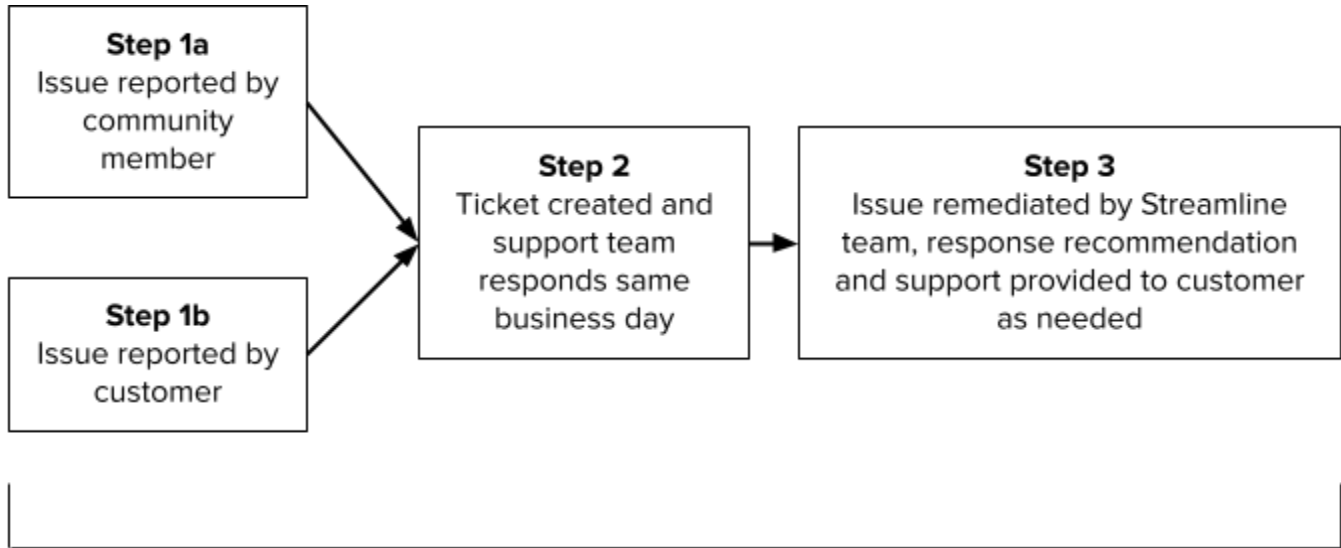

Our accessibility review process

Streamline conducts rigorous audits of its own platform in partnership with LevelAccess, one of the leading providers of web accessibility testing. This includes numerous real users with real disabilities on various accessible technologies (ATs) testing the site for issues.

Any identified issues are immediately addressed by our engineering team. Since accessibility best practices are constantly evolving, our work is never complete. If we find a widespread issue affecting multiple sites, we will work with those customers directly to resolve the issue in a timely manner.

Our rapid response process

Streamline is committed to a speed response when either you or a member of your community finds an issue. Also, all communication is carefully documented in case the request for accommodation leads to a legal action or demand letter.

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┌────────────────────┐
│      Step 1a       │
│  Issue reported by │ ──────┐
│     community      │       │
│      member        │       │
└────────────────────┘       │      ┌────────────────────┐      ┌──────────────────────────┐
                             ├────▶ │      Step 2        │      │         Step 3           │
                             │      │ Ticket created and │ ───▶ │ Issue remediated by       │
┌────────────────────┐       │      │   support team     │      │ Streamline team, response │
│      Step 1b       │       │      │  responds same     │      │ recommendation and        │
│  Issue reported by │ ──────┘      │  business day      │      │ support provided to       │
│     customer       │             └────────────────────┘      │ customer as needed        │
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                                    within one business day
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Ongoing training

Streamline offers CE-credit eligible ongoing accessibility training for special districts. Learn more or sign up for a class at getstreamline.com/accessibility.

How Streamline can help you

Streamline Accessibility Shield™

Streamline is the first and only company to offer ADA scanning built into its product for special districts.

What AccessibilityShield can do for your board members and management:
- Monthly comprehensive site scans
- Public accessibility policy landing page with up-to-date best practices for your state
- Website issue reporting form
- Scan results and remediation action reports
- Monthly board-ready compliance reports[4]

Why the person editing your website (e.g. a board secretary or communications director) will love it:
- AI-driven alt-text will automatically tag your images
- Color contrast boundaries, correctly-formatted headers, specific ADA-friendly fonts selected
- Mobile responsive designs that maintain ADA compliance for the 40% of people not on a desktop

What AccessibilityShield doesn't do (yet) that you will need to check manually:
- Check your PDFs for potential accessibility issues (coming soon)
- Check your images to make sure they don't have text in them that you should also have on your page, such as a flyer (coming soon)
- Check your videos for closed captioning (this is something you will want to have in place)
- Check third-party content or linked content, such as an embedded map or widget, so please place custom HTML with care, or just ask us for help!

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[4] Coming in 2023

Streamline's accessibility assistant will guide you through specific fixes right on the page, without having to go to another system. With other systems, it can take a few hours to go through all the identified items and fix them on your site. With Streamline, remediation is right at your fingertips, with most identified problems being automatically resolved by the tool. Because Streamline is so easy to use, you can do the fixes yourself, or with help from our responsive team.

Comprehensive reports, policies, and workflows will be developed for your organization, bringing you into full compliance.

ADA Legal Shield™ *Coming Soon*

We won't just stand by our product, we'll stand by you in court.

Streamline is the first and only company to offer a robust legal defense as part of its offering.

We will indemnify your district against website ADA claims. Our Harvard and MIT-trained attorneys will defend your district against website accessibility claims and demand letters at no cost to you. We'll strike fear into the hearts of trial attorneys looking to make a quick buck off your district, and more importantly, we will make users with genuine disability-related issues get the respect and support they deserve.

Note that ADA Legal Shield™ requires having the accessibility shield criteria met, as well as the district agreeing to reasonable provisions, such as giving Streamline and its legal team strategic control of litigation and waivers/exclusion of claims against physical property matters (such as wheelchair ramps), class action lawsuits, and third-party content. We'll explain all of this in detail if you're interested in learning more.

All offerings are subject to the terms and conditions of the contract. The Streamline Accessibility Shield is in Beta and developed in active collaboration with districts, attorneys, district associations, and state and local government officials. Pricing and features are subject to change over time.

Streamline's Unlimited Training and Support

Small things, big things, and anywhere in between. Our support team is always here to jump on a call, address your support ticket, or train that new staff member. We've got your back!

Free training and support from a real human whenever you need it

Training

We'll teach you how to use your website

➔ 1 - hour start-up training for all users
➔ New staff member training as needed
➔ Hundreds of on-demand tutorials
➔ Monthly Masterclass webinars

Support

We'll jump in if you need help getting it done

➔ Email support
➔ Dedicated phone support hotline
➔ Request help through your website
➔ One-on-one Zoom session

When you reach out, we guarantee a response from a real-human in less than an hour

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Honestly, support might be the thing our customers love most about us

Our customers give us a 94%, all-time, positive support rating

"Streamline has made my life so much easier! I don't procrastinate because I'm intimidated and I know that if I need help I can ask. Thank you for taking a daunting task and making it easy, even fun, so that our patrons can find the information they need when they need it."
- Su Liudahl, Creswell Library District

"When I needed help getting more detailed work done on the website, I was able to schedule a one-on-one with Chris in no time. During our meeting, he showed me some cool tricks and got our website looking outstanding! Plus he's just friendly and great to work with. Definitely recommend Streamline to everyone who needs it."
- Taylor Gullikson, Los Olivos Community Services District