STAFF REPORT
INFORMATION ONLY

16.

Website Translation and Accessibility

Date:	December 17, 2012
To:	Toronto Public Library Board
From:	City Librarian

SUMMARY

At its meeting on May 28, 2012 the Toronto Public Library Board requested that the City Librarian "*report back on the Library's use of accessibility and translation tools to increase the usage of the website to accommodate the many languages utilized by Library patrons.*" This report provides an update on accessibility and translation features available through the Library's website.

Accessibility features are integrated into the Library's website as the site is designed to meet the World Wide Web Consortium Web Content Accessibility Guidelines (WCAG 2.0[1] AA). Accessibility is also a key component of the assessment of third-party web-based applications and services. Current information about using the accessibility options of web browsers and operating systems, including text to speech features, has been added to the accessibility section on the Library's home page of the website. Information about library services and links to accessibility websites are also provided and the Library has an active blog dedicated to accessibility topics.

Recognizing that Toronto is one of the most multicultural cities in the world, the Library provides collections in over 100 languages and actively collects in over 40, as well as offering programs and services to meet the needs of a diverse city. The Library's website includes translated service guides and videos to orient the reader to library services such as the process for registering for a library card and other basic services. Customers can search the collections using their language of choice. A 'Find your Way' for Newcomers button on the home page links new users with key information.

To further enhance the browsing of the Library website in other languages, *Google Translate* was added to the homepage of the website in October 2012.

A new home page design is being finalized, which will add a new link to material in other languages through the top navigation of the homepage.

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[1] Web Content Accessibility Guidelines (WCAG) 2.0 is the guideline version cited in the Accessibility for Ontarians with Disabilities Act

FINANCIAL IMPACT

There is no financial impact arising from this report.

The Director, Finance & Treasurer has reviewed this financial impact statement and is in agreement with it.

DECISION HISTORY

At its meeting on May 12, 2003, the Library Board approved the *Translation Policy* to guide translation of important information about the Library's collections, services and programs.

In January 2010, the Library Board approved the *Accessibility for People with Disabilities Policy*, which described the Library's commitment to welcome and encourage people with disabilities to use library services.

At its meeting on May 28, 2012, the Library Board requested that the City Librarian report back on the Library's use of accessibility and translation tools to increase the usage of the website.

ISSUE BACKGROUND

Toronto Public Library strives to deliver services in a welcoming and supportive environment and with the Library's core values of equity, accessibility, diversity and fairness in the treatment of all individuals.

According to the W3C, Web Accessibility Initiative:
> "*Web accessibility means that people with disabilities can perceive, understand, navigate, and interact with the web, and that they can contribute to the web. Web accessibility also benefits others, including older people with changing abilities due to aging.*
>
> *The web offers the possibility of unprecedented access to information and interaction for many people with disabilities. That is, the accessibility barriers to print, audio, and visual media can be much more easily overcome through web technologies.* [2]"

Web technologies are changing rapidly. Maintaining compliance with accessibility standards and protocols is essential as the Library continues to change and evolve its services, including online services.

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[2] Introduction to Web Accessibility from W3C http://www.w3.org/WAI/intro/accessibility.php. The W3C mission is to lead the World Wide Web to its full potential by developing protocols and guidelines that ensure the long-term growth of the Web and this group provides the recommendations for the WCAG.

Toronto's diverse population makes it one of the most multilingual cities in the world. The Library strives to make information about library collections, services and programs accessible to all its residents, recognizing that residents for whom English is not a first language may experience barriers to access.

COMMENTS

Accessibility and Assistive Tools
The Library's website was developed to respond to all the requirements for a fully accessible site. As part of that process, a website accessibility audit was completed in 2010. Accessibility reviews are conducted as part of each web development project as well as during the evaluation of third party web-based products under consideration to ensure that TPL achieves Accessibility for Ontarians with Disabilities Act (AODA) compliance and when possible, exceeds the minimum requirements put forward in the Web Content Accessibility Guidelines (WCAG), the internationally accepted web accessibility standard guidelines.

Many accessibility features are built into the Library's website. The site is designed to meet the World Wide Web Consortium (WCAG 2.0[3] AA) in accordance with AODA, which specifies:

> *"Designated public sector organizations and large organizations shall make their internet websites and web content conform with the World Wide Web Consortium Web Content Accessibility Guidelines (WCAG) 2.0, initially at Level A and increasing to Level AA[4]"*

The review process involves ensuring that new development on the main site can be used by people who require assistive technologies such as screen readers or magnifiers as well as meeting requirements for people with low vision or vision disabilities, and with mild to moderate motor skills disabilities. This includes:

- ensuring that text to background colour contrast ratios meet accessibility standards for legibility;
- describing images (with and without text content) in computer text form;
- coding pages using properly structured HTML (semantic mark-up for content headings, paragraphs, link styles, web forms, lists, and tabular content);
- ensuring that keyboard navigation is not restricted;
- employing a consistent approach to design and layout.

Content on the Library's site is written for readability at the lower secondary education level (Grades 6 to 8) for greatest accessibility to users.

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[3] Web Content Accessibility Guidelines (WCAG) 2.0 is the guideline version cited in the Accessibility for Ontarians with Disabilities Act

[4] Accessibility For Ontarians With Disabilities Act, 2005, Accessible Websites and Web Content http://www.e-laws.gov.on.ca/html/source/regs/english/2011/elaws_src_regs_r11191_e.htm#BK14

Information about our compliance with legislation and tools and browser features to aid in the use of the Library website is available through the accessibility section on the homepage of the Library's website.

People who are print disabled install specific software such as JAWS to facilitate computer and Internet use on their personal computer. JAWS is a computer screen reader program that allows blind and visually impaired users to read the screen either with a text-to-speech output or by a Refreshable Braille display. The Library makes this technology available at the North York Central, Toronto Reference and Fairview libraries.

Recently the industry has responded to accessibility needs by integrating accessibility features right into operating systems[5] and web browsers, such as the ability to change the magnification as well as text size, colour and font and easy to use text to speech tools. Text to speech is now a core operating system feature; smartphones include a 'Speak' feature for selected text. Text to speech software can be useful for people with reading and/or cognitive disabilities, English as a second language, or learning disabilities such as dyslexia.

The web accessibility section provides links to in-depth information about accessibility options provided through the major browsers (e.g. Explorer, Firefox, Safari), which enhance accessibility through text to speech and other features. Information and links to accessibility sites are also provided to help Library users investigate other options. There are a number of other text to speech reader options available; some that are freely available with minimal requirements for the user and others that require the downloading of software to a user's computer and also for website owners to download the corresponding software and pay an annual license fee.

Information about a wide variety of branch-based accessibility tools such as the screen magnifier Zoom Text which is available on Library computers in most branches and city-wide services can also be found in the same accessibility section, which is found through the homepage of the website. http://www.torontopubliclibrary.ca/accessibility/
The Library's accessibility blog is found at
http://torontopubliclibrary.typepad.com/accessibility-services/

Translation Tools
The Library's website includes professionally translated materials to orient the reader to library services, including library card registration, videos about using basic library services and the ability to search the collections for materials in other languages. Translations are offered in multiple languages, including Arabic, Bengali, Chinese, Hindi, Italian, Polish, Portuguese, Serbian, Somali, Spanish, Tagalog, Tamil and Urdu. Translated content is available on the website under the Material in Your Language section: http://www.torontopubliclibrary.ca/books-video-music/your-language/. A project is underway to enhance the language specific pages to display a combination of

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[5] Windows 8 Accessibility Features: http://www.microsoft.com/enable/products/windows8/, OS X Accessibility Features: http://www.apple.com/osx/what-is/accessibility.html

recently acquired materials in specific languages as well as supporting content such as videos and information on how to use library service and which locations house the materials in that language.

Information available in multiple languages includes:
- Welcome to the Library;
- New To Canada? Join the Library.

An example of the orientation materials in different languages can be found here: http://www.torontopubliclibrary.ca/books-video-music/your-language/korean.jsp.

The site also includes:
- The "How to Get a Library cCard" and "Storytime" videos on YouTube;
- The "En Français" blog and other blog posts written in both English and other languages e.g. Chinese;
- The ability to search and display information about books and other materials in over 100 non-Roman fonts such as Farsi, Punjabi, simplified and traditional Chinese and Russian;
- Licensed databases with content in other languages;
- Online links to external resources such as online news in other languages;
- Collections that are available in over 200 languages with 40 languages with actively being developed with new materials;
- OverDrive eBooks in French, Chinese, Spanish, and Russian;
- The Hear-A-Story service on KidsSpace provides the audio of children's stories in French, Italian, Polish, Urdu, Mandarin, Korean and Russian languages.

For customers looking for material in other languages the current site offers the option to search the collection only for materials in their language. Customers can search for materials in a specific language through the Advanced Search page: http://www.torontopubliclibrary.ca/advanced/

Google Translate was implemented on the Library website homepage in October 2012. There are no costs associated with the use of Google Translate, which provides translation into more than sixty languages. In order to employ Google Translate effectively, parameters are set to limit translation of some key Library content, e.g. search results items (for materials and branch locations) are excluded from translation so it does not appear that all collection items are written in that particular language. Users may find content that is translated that no longer makes sense, however, this is generally understood by internet users as a limitation of the free translation sites available on the web.

The Library will continue to strive to provide equitable and easy access to Library collections and services through the use of new technologies and enhancements to its virtual services.

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SIGNATURE

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