Prioritizing Accessibility

A Tool for Prioritizing Challenges Collaboratively

Purpose

- The purpose of this tool is to help committees:
  - Identify accessibility and inclusion challenges that Prescribed Organization(s) should address in their Accessibility Plans
  - Prioritize accessibility and inclusion challenges according to their importance to people with disabilities and the ability of the Prescribed Organization(s) to implement
  - Direct Action Plans in that are achieved through collaboration
  - Provide a transparent audit trail for those outside the committee

  * This requires a moderate level of Excel skills to use the accompanying file

Prioritization Steps

Step 1: Brainstorming

Step 2: Rate Importance

Step 3: Estimate Ease of Implementation

Step 4: Set Goals (Cut-off Point)

Step 5: Review and Decide

Step 1: Brainstorm

People with disabilities (or their representatives) should brainstorm as many challenges as they can by completing this sentence:

> Your organization could improve accessibility by...
>
> *** This includes removing barriers or adding opportunities

Data Preparation

- Remove duplicates and re-phrase to simplify
- Add challenges and participant names into Prioritization table

Process

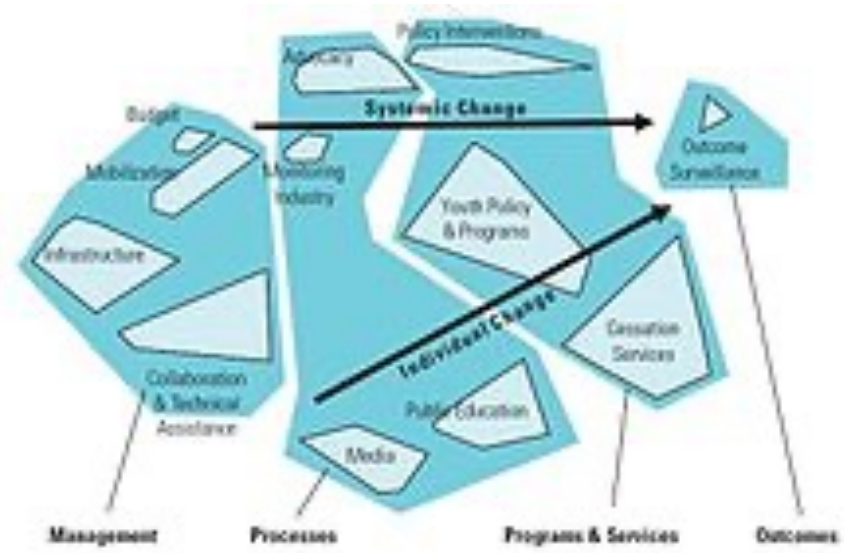
1. On index cards, write a single response to the statement
2. Collect all responses
3. Remove duplicates and re-phrase to simplify
4. Add challenges and participant names into Prioritization table

In Excel

1. Add challenges and participant names into Importance table
2. Fill in responses

Alternative Step: Group Challenges

- If the number of challenges is large, you may want to group them together for clarity



Step 2: Rate Importance

- Rate the importance of each challenge on a scale of 0 – not important to 100 – very important
- Rate based on how each challenge impacts day-to-day life

In Excel

Enter ratings for each respondent in the Importance table

Step 3: Estimate Ease of Implementation

- Internally, the Prescribed Organization should estimate how difficult it would be to address the challenge on a scale of 0 – not easy to 100 - very easy
- Ease of implementation could involve financial cost, human resources availability, time to complete, etc.
- Each score should be briefly explained to help others understand why

In Excel

Enter ratings for each respondent in the Implementation table

Step 4: Establish Goals

- Determine the minimum level importance and ease of implementation (score out of 100) to classify priorities
- This can be altered after looking at the matrix that is produced to find “natural breaks” or clear groupings of

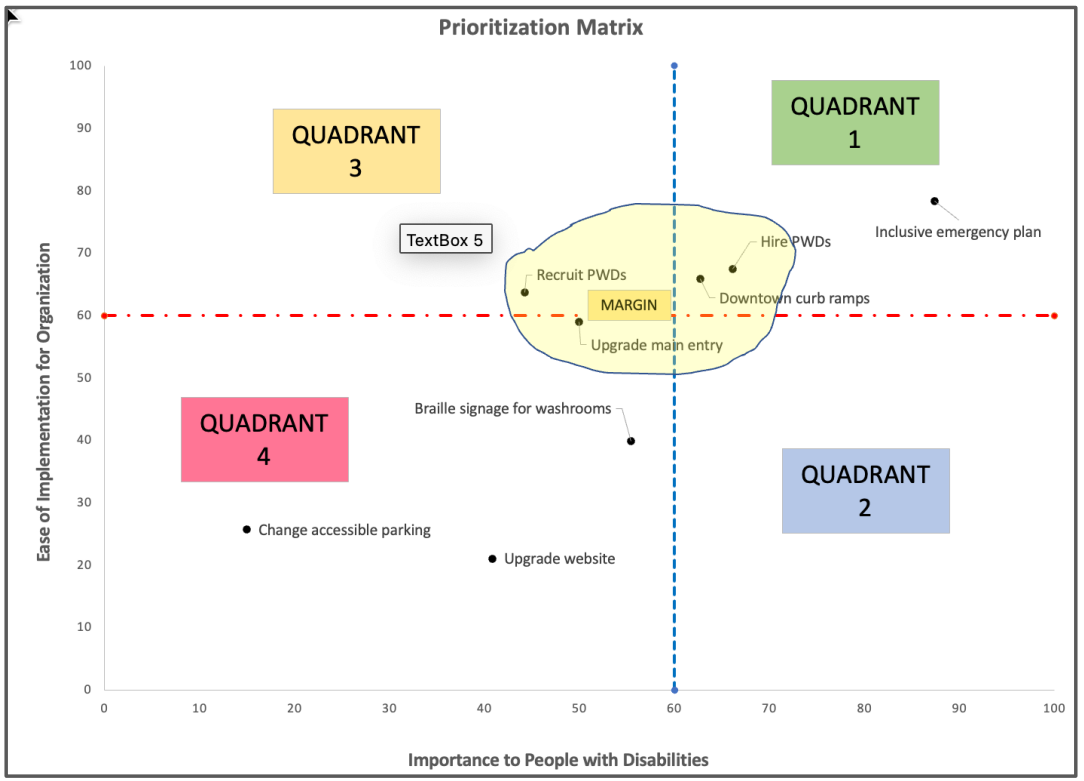
In Excel

In the Data tab, adjust the x and y values for Importance and Implementation

- Importance is the x axis (y is always 0 and 100
- Ease of Implementation is the y axis (x is always 0 and 100)

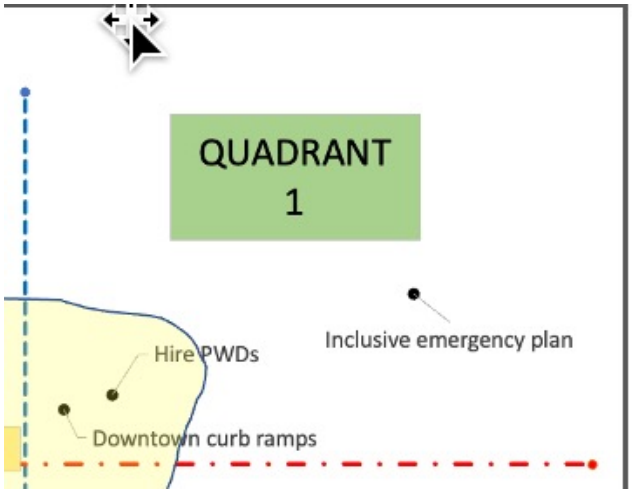
Step 5: Review and Decide

- Quadrant 1
- Quadrant 2
- Margin
- Quadrant 3



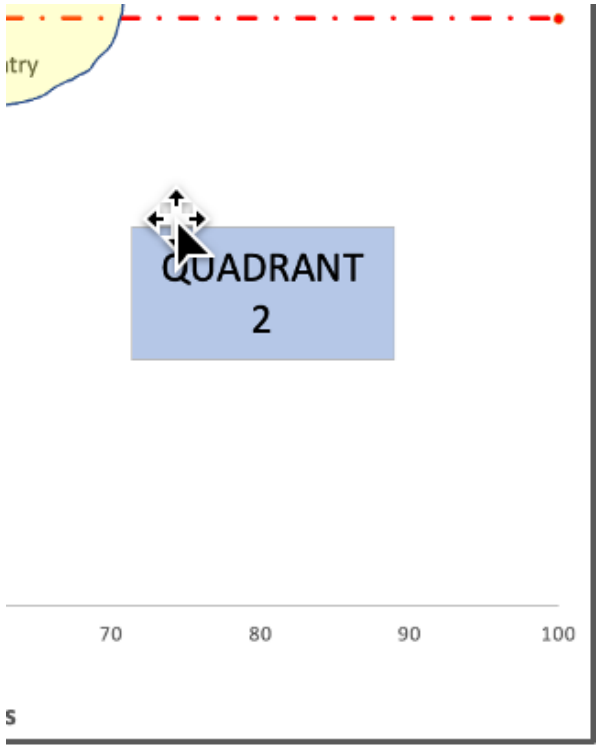
Quadrant 1 – Primary Focus

- High importance to people with disabilities
- Easiest to implement for organization
- Should be primary focus of plan



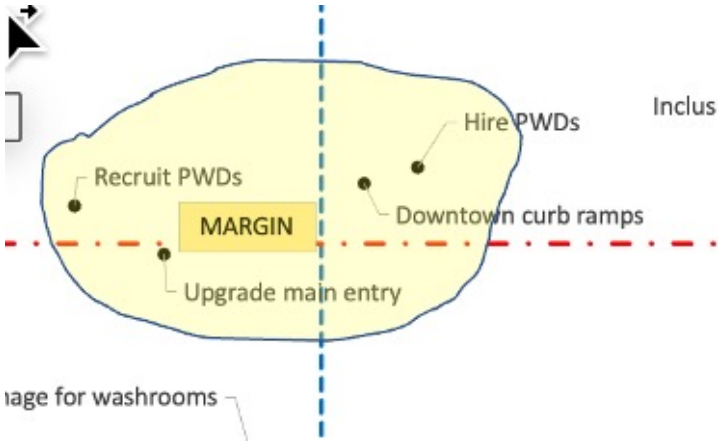
Quadrant 2 - Innovation

- High importance but difficult to implement
- Need to think about different ways of addressing this challenge



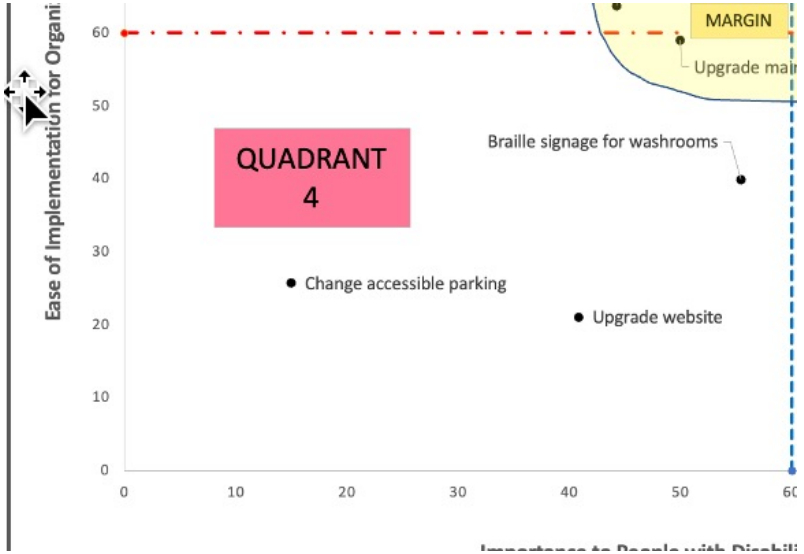
Margin

- Consider challenges that are just below the cut-offs



Low Priority

- Challenges that are not deemed to be important or easy to implement
- Double check that there aren't items that may impact certain groups disproportionately and, therefore, scored low in importance (e.g., Braille signage is key to those with vision loss but not important to others)



Informing the Plan

- As a team, draft the Action Plan
- Organize by priority
- Identify who should be involved in addressing the challenge
- Determine costs and timelines