

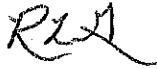
6

MEMO

15 April 2026

TO: Supervisor Snyder and Members of the Town Board

FROM: Robert Goller, Webmaster



REGARDING: Website and YouTube Considerations

As discussed during my recent meeting with Supervisor Snyder, imminent changes will need to be addressed over the course of the next year regarding the town website and other forms of communication.

Namely, the deadline for new federal accessibility requirements is April 26, 2027. This includes not only government websites, but also government YouTube broadcasts and social media. (Please see the attached email and information from Erie County).

Websites: Although I have tried to keep up with accessibility standards (i.e. ensuring that documents and links are properly labelled), there is work to do before the new ADA deadline in April 2027. For instance, all photographs and graphics that are posted will need alternate text descriptions, data tables need to be formatted, and posted pdfs need to be accessible, which will require coordination with the various town staff members who send documents to the webmaster for posting. In addition to the town ensuring that the overall website design itself meets the standards, which might require some elements of redesign, on an ongoing basis the webmaster will need to ensure that everything posted to the website meets the standards. These new regulations apply to all our websites, the one I manage as well as the others connected to it (Comprehensive Plan, Climate Smart Community Task Force, Recreation), so the folks who manage those websites will need to ensure compliance as well.

YouTube: Among the regulations, all video content needs accurate, reviewed captions, as well as a transcript included. The town will need to determine who will be in charge of ensuring that our YouTube streams meet these requirements.

Social Media: Because social media platforms are already designed for ADA compliance, meeting the accessibility requirements should be relatively easy, as long as photographs and posts are adequately described in the captions. Current management of social media pages by departments seems to be adequately covered by the town's social media policy.

My Role: When Supervisor Jolene Jeffe first asked me to become the webmaster, it was simply a "side job" in which I handled content updates and provided a consistent style and standard across the website with materials from various departments and boards. Since then, the amount of content (supporting documents, in particular) has increased, as well as the renaming and reformatting of documents to ensure

accessibility as much as possible. The duties also at times require schedule flexibility, including late Friday afternoon availability, to ensure that materials, particularly those with time sensitivity, are posted in a timely manner. The duties of webmaster also include updating the online Google calendar on the website and the lobby televisions. Simply put, the job has grown, and I only see it growing more as the town seeks to provide additional services and information online.

Any additional duties, particularly related to the ADA requirements, would be outside the scope of what is currently expected of the webmaster, and I am not sure I would be able to take on these expanded duties.

My Suggestion: I think this would be a good opportunity to better coordinate the town's methods of communication. The YouTube channel, CodeRed, the main website and websites within the website are all managed by different people. I am suggesting a more coordinated effort, perhaps the appointment of a someone to act as "communications director" to:

1. Research and implement the ADA requirements.
2. Coordinate training on these new requirements with all those who work with the various modes of communication.
3. Manage the day-to-day updates to the website, as well as perhaps other communication platforms, including CodeRed, the YouTube channel and the town's main Facebook page.

The town might also find opportunities to collaborate with the village, because both entities operate websites and YouTube channels that fall under these new ADA regulations.

If the Town Board is interested in the idea of a "communications director" or would like to entertain a different mode for the management of the website, I would be willing to phase out of the webmaster role to aid in that transition, given that, depending on the new expectations, I might not be able to continue.

Please do not hesitate to let me know if I can offer any additional input or answer any additional questions.