



Accessible Sites for the Hearing Impaired

By Marcus Lansky, Abilitator

People who use websites come from a diverse range of backgrounds and perspectives. When it comes to designing a website for your business, it's crucial to ensure your site works for all potential clients and customers. That includes individuals with different abilities, such as people living with hearing impairments.

Designing a site that accommodates all types of customers, including those with hearing impairments, doesn't just give you a competitive edge. More importantly, it builds trust, communication, and rapport with potential customers, showing them you're an ethical, compassionate business. If anyone can access your site content, regardless of ability or impairment, you'll reach more customers and, hopefully, make more sales.

Here's how to design a site that's accessible for people with hearing impairments:

Why Accommodate Hearing Impairments?

Before changing your website, it helps

to understand why you should make your site accessible to individuals with hearing impairments. First, there's a good chance that many of your prospective clients and customers are hearing impaired. According to statistics, thirty-six million Americans have a hearing impairment. Hearing loss can range from tinnitus to disabling hearing impairments, such as deafness, so it's important to design your website to meet every type of hearing impairment.

The World Health Organization (WHO) estimates that at least nine hundred million individuals "will have disabling hearing loss" by the year 2050. As your business grows, the number of people with hearing impairments who use your website will probably increase, too. It's essential to prepare in advance so you can accommodate them.

Understanding Inclusive Design

Websites that cater to all people, regardless of ability or impairment, provide a more respectful, delightful experience. The strategy of building these websites is called inclusive design.



Believing inclusive design is "universally" beneficial, Microsoft offers recommendations and downloadable files to help you make your site more inclusive. Because features like video captions help everyone, designing for the hearing impaired can

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Sub-Bid Requests

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IS SOLICITING COST PROPOSALS FROM SMALL BUSINESS SUBCONTRACTORS AND VENDORS

Con Edison Vinegar Hill Switching Station Project
Con Edison Contract No: RFQ 3475507
Bid Date: October 21, 2020

Description of project:
Con Edison of New York–New Vinegar Hill Switching Station will be housed at the existing Hudson Avenue Tank Farm, located in Brooklyn, New York, between the Manhattan Bridge and the Brooklyn Navy Yard (136 Marshall Street). Construction includes new concrete foundations for two 138 KV transformer and phase angle regulators foundations with containment moats (2 each), new 138 KV feeders foundations (18 each), concrete encased electrical duct banks, concrete foundations for 27 KV electrical equipment, electrical enclosure building, fire pump house, restroom building, backfilling, electrical trench box.

Many bidding opportunities are available: masonry, erect structural steel and miscellaneous metals, erect precast concrete roof panels, waterproofing, insulation, metal wall panels, EPDM roofing and sheet metal, firestopping, sealants, hollow metal doors and hardware, gypsum board, ceramic tile, acoustic ceiling, access flooring, painting, fire protection, plumbing, electrical, asphalt, curbs and sidewalk, fencing, rebar installation, concrete demo, concrete wire saw cutting and coring, trucking, office cleaning, rodent control, CPM scheduling consultant.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com • EOE/M/F/Vet/Disabled

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IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED M/WBE SUBCONTRACTORS AND VENDORS

108th Street Pump Station Reconstruction Project in Queens, New York
NYC DEP Contract No: PS-277
Bid Date: October 29, 2020

Description of project:
The reconstruction of the 108th Street Pump Station consists of: relocation of Con Edison service, construction of new interim pump station, installation of interim pumps, yard piping, demolition and replacement of existing mechanical systems, installation of new permanent pumps, demolition and replacement of existing electrical and instrumentation systems, installation of new standby generator, new odor control system, furnishing and installation of new bridge crane, removal and disposal of hazardous materials.

Many bidding opportunities are available: demolition, sitework, rebar install, trucking, fill supply, haul and dispose, architectural, metals, plumbing, HVAC, electrical, general condition items.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com • EOE/M/F/Vet/Disabled

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IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED M/WBE AND NEW YORK STATE SDVOB SUBCONTRACTORS AND VENDORS FOR THE Van Wyck Expressway Capacity and Access Improvement to JFK Airport Contract 2
NYSDOT Contract No: D900050
Bid Date: October 2020

Description of project:
The project consists of the replacement of one (1) Long Island Rail Road railway bridge, the rehabilitation and retrofit of two (2) additional Long Island Rail Road railway bridges, and the replacement of one (1) vehicular bridge over the Van Wyck Expressway (VWE). The main goals of the project are listed below.

1. Address structural deficiencies on the bridges on or crossing over the VWE within the project limits
2. Construction sequencing to maximize value of the life of the bridges / reduce future maintenance requirements
3. Accommodate for future VWE widening
4. Minimize impacts to the environment and effects on residential neighborhoods and businesses

Many bidding opportunities are available: asphalt paving, concrete base pavement, trucking, fill hauling and disposal, containers, landscaping, excavation, structural concrete, ready-mix concrete, rebar, concrete reinforcement, utilities, structural steel supply and erection, MPT, electrical, ITS, roadway lighting, signs and guardrail, sign structures, deep foundations (pile driving, micropiles, etc.), line striping, curb and sidewalks, sawcutting, sawcut grooving, bridge demolition, pavement demolition, support of excavation, concrete barrier, precast barrier, cast in place barrier, bridge bearings, bridge expansion joints, fence, concrete retaining walls, asphalt milling, trailers, cleaning, furniture, computer services, clearing, fill material supply, asbestos removal, concrete sealing, contaminated soil, environmental testing, vibration monitoring, settlement monitoring, survey, photography, rodent control, security, BIM modeling, painting, lead abatement, track materials, waterproofing, structural steel repairs, crack and spall repairs, community liaison, SPMTs (self propelled modular transporters).

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com • EOE/M/F/Vet/Disabled

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2020

Marketing Your Business to the Federal Government Webinar
Wednesday, October 21, 2020, 11:00 am–12:30 pm Online
Main Sponsor(s): US Small Business Administration
Contact: [Lonnie Koyama, 772-466-3176, leon.koyama@sba.gov](mailto:Lonnie.Koyama@sba.gov)
Fee: Free; registration required

This online class focuses on improving your probability of being "found" by federal contracting offices and large federal prime contractors. The discussion includes: which website is used by contracting entities to source contractors; which NAICS codes and how many should you use; what is a good Capability Statement; what is most important to a contracting officer and selecting official; how to improve your website. Lonnie Koyama is a Lead Economic Development Specialist for the US SBA's South Florida District Office. Lonnie is an accomplished business developer with extensive experience in both the private and public sectors. He has wide-ranging proficiency as a business owner, corporate multi-unit manager, general manager, and consultant.

PPP and EIDL Webinar Wednesdays
Wednesday, October 28, 2020, 9:00 am–10:00 am Online
Main Sponsor(s): US Small Business Administration
Contact: [Brian DeClue, 802-828-4422, brian.declue@sba.gov](mailto:Brian.DeClue@sba.gov)

E-Commerce Advanced (Marketing Toolbox) Webinar
Thursday, November 5, 2020, 1:00 pm–2:30 pm Online
Main Sponsor(s): US Small Business Administration, Massachusetts Small Business Development Center
Contact: [Lynn Shedd, 413-545-6301, lshedd@msbdc.umass.edu](mailto:Lynn.Shedd@msbdc.umass.edu)
Fee: Free; registration required

Develop strategies to coordinate e-commerce with your website and social media platforms. Create marketing programs to drive clients from marketing channels to your e-commerce platform for sales conversions. There are many topics covered in separate Marketing Toolbox webinars. Please feel free to register for any or all. Brought to you by Western Massachusetts Means Business and stakeholders: Center for Women and Enterprise, Common Capital, Franklin County Community Development Corporation, Massachusetts Small Business Development Center, SCORE of Western Mass, Valley Community Development Corporation, University of Massachusetts Amherst, Clark University, and Salem State University.