



**General Services Administration (GSA)
Federal Acquisition Service (FAS)**

DIGITAL ACCESSIBILITY

Capability Statement

Prepared for:

General Services Administration (GSA)
Federal Acquisition Service (FAS)

Company Background and Classification:

Optimal Solutions Group, LLC

5825 University Research Court, # 1100, College Park, MD 20740

Taxpayer ID Number: 52-2216205

SAM UEI Number: WR4LJXNPX627

CAGE Code: 3C0L6

Size Status: Small Business and Small Disadvantaged Business

NAICS Code: 541611

GSA MAS Contract No.: 47QRAA18D00GN (09/28/18 – 09/27/28, plus two 5-year renewals up to 09/27/2038)

Approved Accounting System: Deltek

Technical and Contractual Points of Contact:

Mark Turner, PhD, President, and CEO

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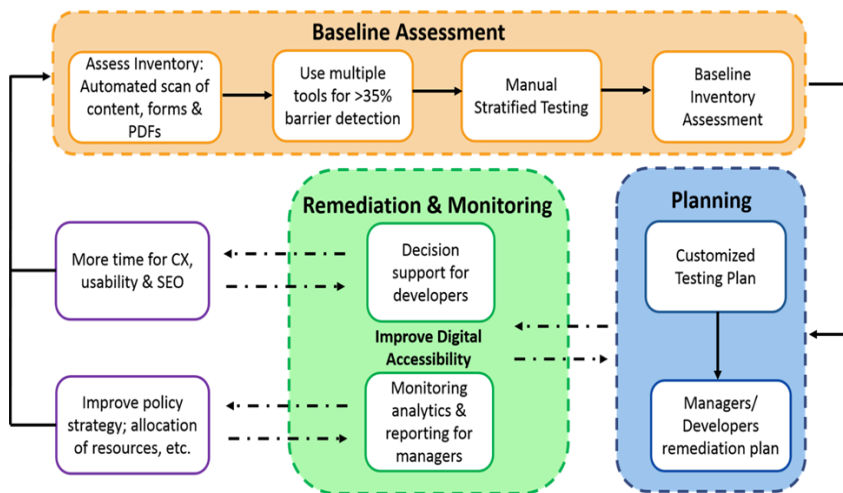
January 13, 2025



Optimal Solutions Group, LLC (Optimal) is a rigorous and innovation small research, technical assistance and information management firm that has conducted over 200 federal, state, and local projects. We are located within the University of Maryland’s Discovery District and frequently collaborate with leading accessibility testing and remediation experts at the University of Maryland’s Trace Research & Development Center.

Optimal leverages and integrates innovative technology existing tools, statistical and visualization tools, which help to enable rigorous rapid-cycle analysis and reporting. In addition, Optimal has a team of accessibility testing and remediation experts, visualization experts, programmers, and software developers who have a deep understanding of federal standards in Section 508, privacy, systems security programs and agency guidelines. A core part of Optimal’s approach is evidenced in its Real-Time Framework for policy decision making.

Due to our work with systematic reviews such as for accessibility, grants, audits, and website reviews, Optimal has developed reusable software code templates outlined in the framework: an intake module, data harmonization, rigorous and timely analysis, and customized reporting to various stakeholders. As a result, Optimal developed iAccessible.com for detecting website digital accessibility errors (including documents and forms). iAccessible is used by the U.S. Department of Health and Human Services, state government agencies, major universities, and commercial firms. iAccessible is a part of the **Revelo Software** platform which allows automated end-to-end data and information tracking, analysis, and reporting.



Optimal has a full-life cycle approach to accessibility testing by recognizing the need for balancing automated testing limitations with manual testing resource constraints. As a result, we have a hybrid approach to accessibility testing by advancing technologies to improve efficiencies in testing and remediation. A major part of Optimal’s value-added

service

is its Real-Time (RT) Framework© that allows for rapid-cycle data collection, analysis and customized reporting. An example of this RT Framework in use is the Medicare Website Monitoring of the Medicare Part D Benefits Project, in which Optimal tracked Medicare

marketing regulation compliance for up to 400 websites annually over several years. Optimal also developed a platform using iAccessible/Revelo to scan hundreds of thousands of web pages for **digital accessibility** on behalf of the Centers for Medicare & Medicaid Services (CMS). Revelo was also used for tracking and scoring of Medicare Advantage Plans and is currently being used as an international portal on reading achievement across 40 countries for up to 100 million children.

Our experiences with Federal Agencies enable us to operate within federal agency enterprise environments. We also know and understand that many claims of full automation, artificial intelligence and low-skilled labor can cause document quality and integrity issues. Optimal is also an active World Wide Web Consortium (W3C) member and its accessibility experts are affiliated with the International Association of Accessibility Professionals.



e-GovMarket, LLC - The U.S. General Services Administration has recently moved into piloting e-commerce marketplaces. e-GovMarket, a certified HUBZone and Woman-Owned Small

Business, has developed innovative marketplaces for professional services including Section 508 Document Remediation (e-508.com) and complimentary services such as e-editor.com, etranslators.com and e-reviewer.com. Other services such as transcription and Braille printing can be ordered. The e-508 platform provides a marketplace of small business vendors who provide document accessibility. The application provides document tracking and dashboards, alerts for status changes and routes documents to partners.

Document Remediation Support Services

In terms of Optimal's Section 508 document expertise, we have conducted Section 508 reviews on thousands of documents based on our research and technical assistance projects using trained and certified in-house staff. However, for concurrent volumes of 508 reviews, Optimal frequently partners with Appligent, Inc., an organization it has found to be reliable, professional, and timely and that has reasonable 508 review pricing. For added capacity, we are also including highly respected Word Wizards. Along with our partners' Section 508 document expertise and our 508-review capacity, Optimal is proposing to leverage our partner, e-GovMarket's, e-508.com as for document pricing, tracking and storage for GSA to meet its Section 508 conformance needs. For example, all documents will be assigned a unique identifier and routed to partner firms based on their availability and routed to senior reviewers for quality control. Each document's characteristics will be tracked in order to track document complexity. Clients may also receive email and/or text alerts as the document progresses through remediation.

A major part of Optimal's value-added service is its Real-Time (RT) Framework© that allows for rapid-cycle data collection, analysis and customized reporting. An example of this RT Framework in use is the Medicare Website Monitoring of the Medicare Part D Benefits Project, in which Optimal tracked Medicare marketing regulation and accessibility compliance for up to **400**


websites annually over several years. Optimal also developed a platform using iAccessible/Revelo to scan hundreds of thousands of web pages for **digital accessibility** on behalf of the Centers for Medicare & Medicaid Services (CMS). iAccessible is an instance of an Optimal’s existing product, Revelo Software. Revelo is proven and was enhanced in response to the need for a proven accessibility testing technology which incorporated usability, readability while also accommodating documents and websites. Revelo was also used for tracking and quality improvement scoring of Medicare Advantage Plans and also has been used as an international portal for assessing reading achievement data across 40 countries for up to 100 million children. The takeaway is that Optimal can scan bulk websites, documents and software for accessibility conformance, workflows for remediation and tracking for clients using advanced and easy-to-use technologies.

Our experiences with Federal Agencies enable us to operate within federal agency enterprise environments. We also know and understand that many claims of full automation, artificial intelligence and low-skilled labor can cause document quality and integrity issues.

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17	Monthly Report May 2018	Word Document	22 / 5 / 13	\$320	6/30/2018	Under review	
18	Weekly Report May 2018	Word Document	22 / 5 / 13	\$320	6/30/2018	Awaiting initial payment	Add to Cart
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20	Weekly Report June 15 2018	Word Document	22 / 5 / 13	\$320	6/30/2018	Quality Check	
21	Monthly Report June 2018	Word Document	22 / 5 / 13	\$320	7/15/2018	Download document	
<div style="display: flex; justify-content: space-between; font-weight: bold; font-size: small;"> Pricing review Initial payment Under review Quality check Final payment Download doc </div> <div style="text-align: center; margin-top: 5px;">  </div>							
22	Monthly Report Checklist June 2018	Word Document	22 / 5 / 13	\$320	7/15/2018	Quality Check	
23	Meeting Agenda July 2018	Word Document	9 / 1 / 0	Free** (\$105 value)	6/30/2018	Pricing Review	
24	IM Prep Agenda June 2018	Word Document	11 / 1 / 0	\$125	7/1/2018	Download document	
25	Progress Report June 2018	Word Document	20 / 3 / 1	\$230	6/30/2018	Document compliant. Awaiting final payment	Add to Cart

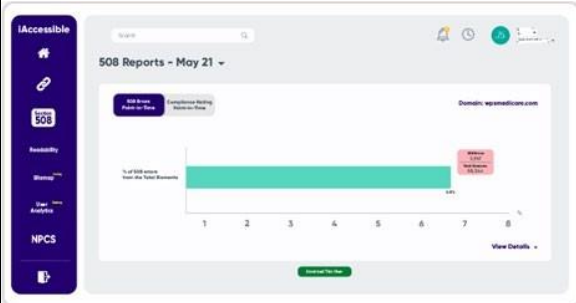
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* Automatically estimated price. Subject to review

** Subject to review. First document under 10 pages is eligible for free promotion

iAccessible



iAccessible is an accessibility tool that seeks to facilitate the extraction of web data and display relevant accessibility information. The results from the automated web accessibility testing tools are displayed in dashboards. The data is displayed in tables, bar charts, line graphs and pie charts, all comprised in different dashboards.

iAccessible can scan a website domain to uncover any possible issues that may hinder accessibility or result in a violation risk for your organization. The tool can be fully customized and easily adapts to any website without size restrictions

iAccessible uses page-level approaches for evaluation and reporting, it can be modified to incorporate the presence of accessibility features metric approaches. iAccessible is a part of the larger Revelo.



iAccessible Microservices – Readability

Readability Report Web - May 21

URL	Compliance on Readability	Readability Score	Readability Grade Level	Internal or External
https://www.honolulu.gov/...	Compliant	32.06	5.60	External
https://www.honolulu.gov/...	Compliant	34.67	5.02	External
https://www.honolulu.gov/...	Not Compliant	34.87	5.00	External
https://www.honolulu.gov/...	Compliant	34.19	5.60	Internal
https://www.honolulu.gov/...	Not Compliant	34.12	5.21	Internal

iAccessible Readability service takes the data from a website writing and calculates the number of sentences, words, syllables, and characters in every page. This microservice takes the output of these numbers and plugs them into several popular readability formulas. These readability formulas will display the reading level and grade level of your text and help the users determine if the target audience can read/understand the content of the page

The readability microservice determines automatically the grade level of a website using two main formulas: The Flesch Reading Ease formula and The Flesch-Kincaid Grade Level:

The Flesch Reading Ease formula will output a number from 0 to 100 - a higher score indicates easier reading. An average document has a Flesch Reading Ease score between 6 - 70. As a rule of thumb, scores of 90-100 can be understood by an average 5th grader. 8th and 9th grade students can understand documents with a score of 60-70; and college graduates can understand documents with a score of 0-30. The Flesch-Kincaid Grade Level outputs a U.S. school grade level; this indicates the average student in that grade level can read the text. For example, a score of 7.4 indicates that the text is understood by an average student in 7th grade.

iAccessible Specifications

1. Run scan(s) at scheduled dates and times (defined intervals).
2. iAccessible records a completion status for an instance of a scheduled report.
3. iAccessible allows the owner of a scheduled report to assign users to a report subscription (email).
4. Provide a single report for all pages within a single domain (not necessarily including subdomains), irrespective of total site page count.
5. Provide the ability to group and filter scan results by domain.
6. It allows for grouping content into different categories based on specified meta tags, page paths, or combinations thereof.
7. Provides a dashboard to view periodic scan results, including information about accessibility and quality assurance (readability, misspellings, broken links, etc.) and the change in these measures over time.
8. The tool will provide the capability for application administrators to create and maintain user accounts within the system.
9. Option to add additional websites
10. Optimal supports an unlimited number of user accounts. The first five users are included in the base monthly subscription price, and additional users are in groups of five-user packages. Optimal provides downloadable reports in Excel and PDF that can be shared with unlimited users.
11. Capability to process a monthly maximum of 250,000 HTML pages for links, formats, responses, accessibility, and quality assurance checks. – This is a monthly ceiling and subject to negotiation.
12. Capability to make accessibility and link checking scans of a minimum of 100,000 *.pdf documents.
13. iAccessible crawls specified domains at defined intervals to build or update an inventory of web content.
14. iAccessible scan inventories include the following (filterable by each category): Pages, Links, Documents, Media files, Meta tags, title tags, and meta description, Pages where email addresses are displayed
15. The content inventory dashboarding and reporting provide a user interface for viewing and interacting with reports detailing site content inventories.
16. The tool will identify the number of pages, a viewable list of pages, and an exportable list of pages.
17. Identifies specific pages added or removed since the last inventory was taken.
18. Provide the number of pages added or removed since the last inventory was taken.
19. Identifies specific pages added or removed and a number of pages added or removed since a specified date
20. Provides a month-to-month comparison that any given page in the inventory was added to the inventory.
21. Issue Identification
22. Details the frequency of identified issues sitewide.
23. Identification of issues by page, content group, or domain.

24. Provides scheduled scans of defined domains, as well as on-demand scans, for conformance with WAI-ARIA best practices.
25. Provides accessibility checks, including the following: .html pages, .pdf documents, Missing alt tags
26. User interface for viewing and interacting with reports detailing accessibility issues
27. Reports for accessibility issues identify the nature of the issue (i.e. Applicable WCAG standard, ARIA, or custom defined best practices)
28. Provides a prioritized list of errors to fix by severity
29. Reports for accessibility issues are filterable by domain (s)
30. iAccessible indicates the number of accessibility issues identified over time (historical trends) in a viewable dashboard report and exportable report.
31. iAccessible performs the following Hyperlink checks:
32. Build an inventory of hyperlinks within the site.
33. Understand links with and without appended parameters to be on the same page.
34. Populates a report of broken links and the pages on which those links occur.
35. Generates a list of internal and external (within domain of page) links to a specific page.
36. Link-related reports are viewable by either link (URL being linked to), or by page (page on which link occurs).
37. Provide a report that shows each page along with the number of links to that page from other pages within the site.
38. Facilitates the identification of orphaned content (pages not linked to from other pages within the site).
39. Identifies potentially misspelled words within site content.
40. Includes a pre-populated common spelling misspelling (provided by the client)
41. Conducts periodic scans of site content for readability.
42. Assess factors such as word choice, sentence length, paragraph lengths, and use of active voice.
43. Provides a grade level-based readability score for scanned pages and documents.
44. Populates a report that assesses and benchmarks overall readability of site content.
45. Generated readability reports are filterable by domain, or content group.
46. Generated readability reports are sortable and filterable by readability rating and type of readability issues.
47. iAccessible performs audits of pages for the presence of key page elements.
48. Verifies that each page within a scanned domain has a unique title and generates a report of pages with duplicate titles.
49. Verifies that the description meta tag is present for each page and generates a list of pages for which this value is missing.
50. Scan for the presence of custom-specified meta tags.
51. Verifies that heading tags are present on each page and generates a list of pages for which they are not present.

Organizational Past Performance

Project title:	Accessibility Consultant to Review Student and Educator Online Courses
Role (prime or subcontractor):	Prime
Contract Number:	R00R1601056
Contract Type (LH, T&M, FFP, etc.):	Fixed-price contract
Total Value:	\$25,000
Government or Private Sector Organization:	Maryland State Department of Education
Point-of-contact:	Valerie Emrich valerie.emrich@maryland.gov
Original period of performance:	10/1/2021 – 09/30/2025
Current period of performance (if applicable):	10/1/2021 – 09/30/2025
Project Description:	MSDE’s objective, through the Division of Curriculum, Instructional Improvement, and Professional Learning (DCIPL) is to ensure that online courses and other accessible to individuals with disabilities. Optimal participates as a consultant contract as Section 508 reviewer for the duration of four-year term. There is a maximum of 20 hours allotted per student course or three or four credit professional learning course review. There is a maximum of 10 hours allotted per one or two credit professional learning course review.

Project title:	Accessibility Consultants for Online Student and Professional Learning Courses
Role (prime or subcontractor):	Prime
Contract Number:	R00R2600728
Contract Type (LH, T&M, FFP, etc.):	Fixed-price contract
Total Value:	\$15,300
Government or Private Sector Organization:	Maryland State Department of Education
Point-of-contact:	Valerie Emrich valerie.emrich@maryland.gov
Original period of performance:	04/20/2022-9/30/2023

Current period of performance (if applicable):	04/20/2021-9/30/2023
Project Description:	Maryland Virtual Learning Opportunities (MVLO) program, an educational service managed by the MSDE, expands the access and availability of online courses to Maryland students and educators. As an accessibility consultant, Optimal works on student and/or professional learning course(s) for the duration of the project. As educational specialists are creating and revising the content, Optimal reviews and revises the course and corresponding materials/interactives to ensure compliance with WCAG 2.1 Level AA standards.

Project title:	Website Governance
Role (prime or subcontractor):	Prime
Contract Number:	47QTCA18D00FC - Order No. 75FCMC18F0078
Contract Type (LH, T&M, FFP, etc.):	Fixed-price contract
Total Value:	\$368,523
Government or Private Sector Organization:	Centers for Medicare & Medicaid Services, U.S. Department of Health and Human Services
Point-of-contact:	Alikia Mack alikia.mack@cms.hhs.gov
Original period of performance:	09/14/2018-09/13/2023
Current period of performance (if applicable):	09/14/2018-09/13/2023

<p>Project Description:</p>	<p>CMS requires Medicare Administrative Contractors (MACs) to build and maintain websites for Medicare beneficiaries and providers with high volumes of information about Medicare claims. These sites are used by Medicare beneficiaries, providers, and contractors. Because of the important role and high volume of traffic these websites play in claims processing and appeals of claims decisions, it is critical that users encounter no barriers in accessing these websites. To provide this information under the CMS Website Governance contract, CMS and the MACs now have access to monthly measures of their compliance with accessibility requirements from prototype eAccessibility Platform. Optimal scans the MAC websites for compliance monthly. Optimal also provides detailed data at the webpage level that allows MACs to identify, prioritize, and remediate compliance issues and move towards best practices. The collection of longitudinal data allows CMS to measure the MACs improvement over time. Role-based access on the eAccessibility Platforms allows authorized CMS users to view and interact with compliance results for all of its Contractors under assessment, which limiting access to individual Contractors to their own data and summary reports. Although the prototype is still in development, the client has indicated that with future improvements, the platform is “very impressive.”</p>
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Project title:	Accessibility Consultants for Student Online World Language Courses
Role (prime or subcontractor):	Prime
Contract Number:	R00R2600729
Contract Type (LH, T&M, FFP, etc.):	Fixed-price contract
Total Value:	\$30,300
Government or Private Sector Organization:	Maryland State Department of Education
Point-of-contact:	Kim Bellinger kim.bellinger@maryland.gov
Original period of performance:	04/25/2022-9/30/2023
Current period of performance (if applicable):	04/25/2022-9/30/2023

Project Description:	The Maryland State Department of Education’s (MSDE) objective through the Division of Curriculum, Instructional Improvement, and Professional Learning (DCIPL) is to procure qualified accessibility consultants to evaluate and remediate content in full year online student world language courses. As an accessibility consultant, Optimal works on a student online course(s) for the duration of the project. The student courses requiring editing are Chinese II, Chinese III, and French IV. As content experts are creating and revising the course content, the Optimal reviews the assigned courses to revise the course and corresponding materials/interactives to ensure compliance with WCAG 2.1 Level AA standard
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Project title:	Web Accessibility and Quality Assurance (QA) Tool
Role (prime or subcontractor):	Prime
Contract Number:	R00R2600729
Contract Type (LH, T&M, FFP, etc.):	Fixed-price contract
Total Value:	\$30,300
Government or Private Sector Organization:	U.S. Department of Education
Point-of-contact:	Brent Heavner brent.heavner@ed.gov
Original period of performance:	09/26/2023-09/25/2024
Current period of performance (if applicable):	09/26/2023-09/25/2025
Project Description:	The U.S. Department of Education (ED), Office of Communications and Outreach (OCO), needs to obtain a Web Quality Assurance and Accessibility Tool. ED requires a software program or online service to support web content quality assurance and improve website user experience by identifying and fixing common errors like broken links, outdated content, and typos. Optimal has customized iAccessible, which conducts the web accessibility evaluation of ED’s online content to determine and ensure that the web content meets accessibility guidelines. Optimal provides iAccessible as the tool to meet the Department of Education’s specific needs and requirements as detailed in the Statement of Work (SOW). These requirements

	<p>consist of four tasks to comply with various accessibility and usability standards.</p>
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