

Summary

Name **Respond to Questions**

Vendor **Word Wizards, Inc.**

Status **Submitted**

Response

Solution Offering/Pricing Structure

1. Clearly describe the solutions and services you are proposing under this RFP, including which of the following are included: a. accessibility assessment and audits, b. ongoing monitoring and scanning, c. code-level remediation support and consulting, d. platform/software tools for issue management, reporting and governance, e. training, policy development, and program governance support.

Word Wizards Inc. will provide comprehensive digital accessibility consulting, remediation, and training services under this RFP including:

(c) Code-Level Remediation Support and Consulting: Word Wizards delivers hands-on remediation consulting including accessible template design, graphic design review, document structure optimization, and source file preparation. Our team provides working sessions with agency staff, technical office hours, and process documentation development. We specialize in PDF tagging, form field scripting, JavaScript development for interactive forms, and assistive technology compatibility.

(e) Training, Policy Development, and Program Governance: Word Wizards offers comprehensive training through live webinars, pre-recorded video modules, reference materials, and slide presentations. We develop accessible templates, style guides, QA frameworks, and process documentation. Our strategic advisory services include roadmap development, periodic progress reviews, and coaching for internal accessibility champions.

2. Indicate the workstreams your firm is able to support.

Workstream 3: Source-Level Remediation Support & Consulting - We provide expert consulting for remediation planning, accessible design, implementation support, working sessions, and verification testing.

Workstream 4: Training, Education & Capacity Building - We deliver role-based training for content producers, technical staff, and leadership through multiple delivery formats.

Workstream 6: Document & PDF Remediation - We provide full-service expert remediation, accessible template development, forms development with advanced programming, and high-volume automation-enhanced processing.

Workstream 7: Video, Audio & Multimedia Accessibility - We offer captioning, transcription, and audio description services including our proprietary SAIV (Synthetic AI Voice) technology.

3. Confirm your ability to support agencies nationally and describe any limitations on geography or scope.

Word Wizards confirms our capacity to provide the full scope of proposed services to agencies throughout the United States with no geographic limitations. Our service delivery model is location-independent: all document remediation, quality assurance, training, and project management activities are performed by our U.S.-based team regardless of the agency's geographic location.

We currently serve federal agencies, state governments, counties, municipalities, school districts, and special districts across all 50 states. Our secure file transfer infrastructure operates 24/7, enabling agencies in any time zone to submit documents at their convenience. We accommodate agencies across all U.S. time zones through extended business hours (8:00 AM - 6:00 PM ET) and flexible scheduling for calls outside standard hours.

We can also serve Participating Public Agencies in U.S. territories including Guam, U.S. Virgin Islands, Puerto Rico, American Samoa, and the Northern Mariana Islands. No special conditions or limitations apply to territory-based agencies.

4. Describe in detail your pricing structure for this cooperative contract, including: a. how you price platform/software components, b. how you price professional services, c. any volume-based or portfolio-based pricing models.

Word Wizards offers transparent, competitive pricing for services under this contract. Our pricing structure is designed to provide flexibility for agencies with varying needs and budget constraints. All rates represent a 2% discount from our standard commercial pricing, reflecting our commitment to the cooperative purchasing model.

Consulting and Advisory Services

Service Category	Rate	Unit
Strategic Advisory / Program Planning	\$195	Per Hour
Senior Consulting / Technical Advisory	\$165	Per Hour
Project Management / Coordination	\$135	Per Hour
Content Editing / Graphic Design for Compliance	\$115	Per Hour

Training Services

Service Category	Rate	Unit
Live Webinar Delivery	\$195.00	Per Hour
Custom Curriculum Development	\$165	Per Hour
Video Module Production	\$65 - \$200	Per Finished Minute
Reference Materials Development	\$135	Per Hour

Core Remediation Services - Flat Hourly Rates

The following flat hourly rates apply to document and forms remediation services. Labor hours are estimated using our proprietary matrix based on document complexity and element counts:

Service	Rate
Document Remediation (PDF, DOCX, PPT, XLSX): Standard remediation of PDF and MS Office documents to achieve WCAG 2.2 AA compliance. Includes tagging, reading order, alt text creation, table structure, and all elements required for full accessibility.	\$112.70/hour
Forms Remediation: Making existing PDF forms accessible, including field labeling,	\$117.60/hour

tab order, tooltips, and screen reader compatibility.	
Forms Development / Custom Programming: Advanced programming for interactive PDF forms with calculations, validation scripts, conditional logic, and database integration.	\$132.30/hour

Automation-Enhanced (AE) High-Volume Processing

Service	Rate
Automated Remediation	\$4.75 - \$12/page

The per-page rate varies based on document performance, content complexity, level of performance validation applied, or additional manual human remediation required to achieve agency compliance objectives.

Document Complexity Assessment Matrix

The following matrix identifies the document elements assessed when estimating labor hours for remediation:

Document Element	Unit of Measure
Text Matter	Page
Text Matter (OCR)	Page
TOC and/or Index	Page
Simple Alt Text Images	Image
Complex Alt Text Images	Image
Alt Text Simple Tables/Charts	Table/Chart
Alt Text Complex Tables/Charts	Table/Chart
Links, Functional Elements, Footnotes	Item

Video Compliance Services

Service	Rate	Minimum
Human Transcript (no captions)	\$3.19/minute	\$49.00
Captions (AI Transcript - AI Timing)	\$3.43/minute	\$98.00
Captions (Human Transcript - AI Timing)	\$4.59/minute	\$98.00
Captions (Human Transcript - Human Timing)	\$9.21/minute	\$98.00
Audio Description - Light Complexity	\$10.29/minute	\$196.00
Audio Description - Moderate Complexity	\$15.44/minute	\$294.00
Audio Description - High Complexity	\$20.58/minute	\$392.00
Audio Description - Ultra-High Complexity (Low)	\$25.73/minute	\$490.00
Audio Description - Ultra-High Complexity (High)	\$41.16/minute	\$588.00+

Rush Delivery Fees

Word Wizards will honor standard delivery rates for documents within published thresholds. For requests requiring priority delivery, the following rush rates apply as a percentage increase from standard hourly rates:

Rush Service	Turnaround Time	Premium
Same business day	Under 4 hours	+150%

Same business day	Over 4 hours	+100%
1 business day	24 hours	+75%
2 business days	48 hours	+50%
3-4 business days	72-96 hours	+25%

5. Describe any discounts you are offering through this ECPA/Edge Public cooperative contract, including: a. discounts by service type, b. discounts based on volume, term length, or aggregated cooperative usage.

(a) Discounts by Service Type:

Remediation Services: The flat hourly rates offered through this cooperative contract represent competitive pricing established through our experience with federal government contracts and are extended to all PPAs regardless of individual agency volume.

High-Volume Projects: Our Automation-Enhanced workflows provide significant cost savings (up to 60-80% compared to manual remediation) for large batches of consistently formatted content. Agencies purchasing significant volumes may receive additional negotiated discounts based on AE performance results.

Video Services: Bulk discounts available for captioning and audio description projects depending on volume, project requirements, and delivery time.

(b) Volume, Term Length, and Aggregated Cooperative Usage:

Small Entity Starter Package: 5% discount on remediation of up to 250 pages of mixed content.

High-Volume Processing Agreements: Agencies committing to annual volumes exceeding 100,000 pages are eligible for volume-based rate reductions and priority scheduling.

Word Wizards is committed to working with ECPA and Edge Public to explore additional discount structures as aggregated cooperative usage grows, potentially including tiered volume discounts for the cooperative as a whole.

6. Identify any services or modules that are not eligible for discounts, if applicable, and explain why.

All services proposed under this contract are eligible for the cooperative pricing structure. However, certain specialized services have fixed rate structures due to their nature:

Rush Delivery Services: Rush premiums (+25% to +150% based on urgency) are applied to expedited work and cannot be further discounted as they represent actual increased labor costs for priority scheduling and after-hours work.

Custom Development Services: API integrations, SSO implementations, and custom platform buildouts are quoted on a project basis and pricing depends on technical complexity rather than standard rate schedules.

Third-Party Costs: Any pass-through costs for specialized software licenses, media conversion equipment, or other third-party services are billed at cost without markup but also without discount.

7. Explain whether your proposed pricing under this contract is equal to or better than pricing you offer to individual public entities or other cooperatives with comparable or lower volume, and describe how you will ensure most-favored customer pricing is maintained.

Word Wizards confirms that the pricing proposed under this ECPA/Edge Public cooperative contract is equal to or better than pricing we offer to individual public entities or other cooperatives with comparable or lower volume.

We will ensure most-favored customer pricing through the following practices:

Contract-Specific Rate Verification: Our Project Managers verify applicable rates against the published contract pricing matrix for every quote and invoice.

Annual Pricing Review: We will conduct annual reviews of pricing across all contracts to ensure ECPA/Edge Public pricing remains competitive.

Clear Identification: Every quote, proposal, and invoice under this contract prominently displays the contract reference to enable verification of applicable rates.

8. Describe how new products, modules, or services introduced during the term will be price and incorporated into the contract to ensure continued competitive, cooperative-level pricing.

When Word Wizards introduces new products, modules, or service capabilities during the contract term, we commit to the following pricing principles:

New services will be priced at or below comparable market rates, maintaining the cooperative-level value established in this contract.

New service pricing will be submitted to ECPA and Edge Public for review and incorporation into the contract through appropriate amendment procedures.

Existing PPAs utilizing the contract will receive notification of new service availability and will have access to new capabilities at the same cooperative pricing as newly onboarding agencies.

Anticipated new services during the contract term include: WCAG 3.0 readiness consulting and guidance, enhanced automation capabilities for additional document types, expanded training modalities including micro-learning modules and certification pathways, and AI-assisted audio description enhancements.

9. Describe any service warranties or guarantees your provide, including: a. performance or uptime commitments, b. remediation quality or rework policies, c. satisfaction or opt-out guarantees.

(a) Performance and Uptime Commitments:

Secure File Transfer System: 99.5% availability measured monthly, excluding scheduled maintenance windows.

Accessibility On-Demand Platform: 99% availability measured monthly for the web-based platform interface.

Response Time SLAs: Critical issues - within 2 business hours; High priority - within 4 business hours; Standard inquiries - within 1 business day.

(b) Remediation Quality and Rework Policies:

Full-Service Expert Remediation: Word Wizards guarantees 100% compliance with applicable WCAG 2.1 AA / 2.2 AA, Section 508, and PDF/UA standards for all documents processed through our full-service track. If any document delivered under manual remediation fails to meet compliance standards upon agency review or third-party audit, Word Wizards will remediate the identified issues at no additional cost until full compliance is achieved.

Automation-Enhanced (AE) Processing: Documents processed through our automation-enhanced workflow typically achieve 95% or higher compliance through automated processing, with human validation of a random sampling to ensure performance. Any documents falling below this threshold or failing subsequent compliance review can be escalated to manual remediation processing for additional labor hours.

Rework Policy: Our rework commitment extends for 90 days following document delivery. If a compliance issue attributable to our work is identified within this period on manually remediated deliverables, Word Wizards will correct the issue promptly at no cost. Deficiencies arising from source file limitations or changes made to the document after approval for remediation will be billed at applicable rates.

(c) Satisfaction Guarantees:

While we do not offer formal opt-out guarantees, we operate on a project-by-project basis with no long-term commitments required. Agencies can scale engagement up or down based on their needs without penalty. We work collaboratively to address any concerns and ensure satisfaction with deliverables.

10. Describe any additional pricing proposals you wish to offer.

Beyond our standard pricing structure, Word Wizards offers several additional pricing models designed to address specific PPA needs and encourage broader adoption of accessibility compliance across the cooperative.

Pilot Pricing for New Engagements

Word Wizards offers pilot engagement pricing. A pilot engagement allows an agency to submit a representative sample of documents (typically 50-100 pages across multiple document types) at our standard rates, receiving full remediation plus a detailed assessment report. This report analyzes the agency's document portfolio characteristics, identifies content categories suitable for manual remediation versus AE processing, and provides a projected cost model for broader remediation efforts. Pilot engagements help agencies make informed decisions about scope and budgeting without committing to large-scale projects upfront.

Starter Packages for Small Entities

Recognizing that smaller municipalities, special districts, and nonprofit organizations face the same DOJ compliance deadlines as larger entities but often with more constrained budgets, Word Wizards offers remediation of up to 250 pages at a 5% discount from standard rates.

Enterprise Bundles and High-Volume Licensing

For large agencies, state-level deployments, or consortia of PPAs with substantial ongoing remediation needs, Word Wizards offers enterprise-level arrangements:

High-Volume Processing Agreements: Agencies committing to annual volumes exceeding 100,000 pages are eligible for volume-based rate reductions and priority scheduling.

High-Volume Platform Licenses: For agencies with ongoing, high-capacity remediation needs, Word Wizards can structure licensing arrangements for the Accessibility On-Demand platform. These licenses enable agencies to process documents at scale through our automation-enhanced workflow. This model is particularly advantageous for agencies with large content backlogs and continuous document production requiring ongoing accessibility processing.

11. Confirm your understanding and agreement of the administrative fee structure outlined in the RFP.

Word Wizards acknowledges and agrees to the 3% administrative fee structure for this cooperative contract as outlined in the RFP. We commit to accurate monthly sales reporting and timely fee remittance in accordance with the Contract Sales Report template and payment via ACH to Edge Public's designated financial institution.

12. Explain how the administrative fee is accounted for in your pricing and how you will ensure that net pricing to agencies remains competitive.

The 3% administrative fee payable to Edge Public is incorporated into Word Wizards' published pricing structure. Agencies pay the quoted rates with no separate administrative fee line item. Word Wizards absorbs the administrative fee as a cost of participating in the cooperative program.

Our pricing has been developed with the administrative fee structure in mind, ensuring that our rates remain competitive and provide strong value to participating agencies while supporting the cooperative program's sustainability. The rates offered under this contract are consistent with or better than rates we offer through other procurement vehicles where no administrative fee applies.

13. Provide any additional information relevant to your solution offering and pricing structure that will help ECPA and Edge Public evaluate the overall value of your proposal to agencies of varying sizes and complexity.

Pioneers in Digital Accessibility: A Legacy of Innovation

Word Wizards is not merely an accessibility service provider, we are pioneers who have shaped the digital accessibility landscape from its inception. Our company's evolution mirrors the entire history of digital content accessibility, from the earliest days of desktop publishing through today's AI-powered solutions. This unique perspective, spanning over four decades of technological transformation, positions us as the ideal consulting partner for agencies seeking expert guidance on their accessibility journey.

Our story begins in the 1980s when CEO Ilana Gordon founded Word Wizards at the forefront of the desktop publishing revolution. As one of the first professional service providers for digital publishing in the nation's capital, Ms. Gordon recognized early the transformative potential of digital content and built a company that would evolve alongside every major milestone in digital accessibility.

The Birth of Accessible Media: In the early days of video transcription, our team literally hand-wired mechanical foot pedals to control the playback of audio cassette players—a grassroots innovation that revolutionized typing services and helped make transcription and closed captioning practical and scalable. This spirit of hands-on problem-solving and technological innovation has defined our approach for over 40 years.

Digital Documents Go Accessible: When Adobe introduced the accessibility layer to PDF documents, Word Wizards was among the first to master the technology and deliver compliant documents to federal agencies.

Enterprise-Level Innovation: Our Captioning Analysis Insights and Validation (CAIV) product provides enterprise-level developers and decision makers with human-scored compliance data metrics for closed captioning content. The only product in the world to use word-for-word human input to optimize, score, and compare speech-to-text systems side-by-side.

AI-Powered Human Hybrid Workflows: Today, Word Wizards continues to pioneer new approaches to accessibility. We have developed proprietary human-AI hybrid workflows including SAIV (Synthetic AI Voice) for audio description and CAIV (Caption Analysis and Validation) for Captioning—technologies that harness AI efficiency while maintaining the human judgment essential for genuine compliance. We are currently partnered with the leading automated document remediation platform on the market, deploying AI-enhanced systems alongside our expert team to help agencies achieve their accessibility goals at scale.

The One-Stop Shop: Integrated Expertise Under One Roof

What truly distinguishes Word Wizards in the accessibility consulting marketplace is our integrated, in-house expertise across all dimensions of digital content accessibility. While most organizations must coordinate multiple vendors—graphic designers, programmers, video production houses, document specialists, and accessibility consultants—Word Wizards has evolved naturally as an organization with all this expertise within our direct lines of service.

Our company grew from origins in traditional media post-production, graphic design, desktop publishing, and website development. As these service industries contracted, we focused in these same areas of the digital services market, but through the context of digital accessibility. The result is an organization uniquely positioned to offer holistic perspectives, consulting, and guidance that spans:

- **Document Design and Remediation:** From template architecture to complex PDF accessibility, including forms development with advanced JavaScript functionality
- **Graphic Design:** Color contrast analysis, accessible visual design principles, and remediation of design-intensive documents
- **Video and Media Production:** Captioning, transcription, audio description, and accessible video workflow design
- **Programming and Development:** Accessible form scripting, automation workflows, and technical accessibility implementation
- **Strategic Consulting:** Policy development, data metrics and analysis, roadmap planning, training curriculum design, and organizational change management

This integrated expertise means that when agencies engage Word Wizards for consulting services, they receive guidance informed by practitioners who have performed the work. Our advice is grounded in the practical reality of making content accessible across documents, forms, videos, and digital platforms.

Strategic Approach: Expert Guidance for Agency Success

The RFP objectives articulate a clear vision: achieve and maintain conformance with WCAG 2.1 AA and WCAG 2.2 AA, meet DOJ compliance deadlines, identify and remediate accessibility barriers, and establish sustainable governance that enables agencies to maintain accessibility over time. Word Wizards has designed our consulting offerings around these objectives, recognizing that PPAs vary significantly in their technical maturity, internal capacity, content volumes, and budgetary constraints.

Our approach acknowledges a fundamental reality: some agencies need comprehensive strategic guidance to understand their obligations and chart a path forward. Others require expert coaching to build internal teams capable of managing accessibility programs independently. Still others need specialized consulting on document design, multimedia workflows, or content remediation priorities. Word Wizards addresses all these scenarios through a consultative partnership model that meets agencies where they are and guides them toward sustainable accessibility maturity.

Word Wizards is the perfect partner to achieve your vision of compliance and to provide consulting services that span the legacy of the entire evolutionary path of digital content accessibility. No other firm can offer the depth of historical perspective, the breadth of integrated expertise, and the ongoing commitment to innovation that defines our approach.

Key Value Propositions for Agencies:

- **No Minimum Volume Requirements:** We do not require minimum annual commitments, subscription fees, or minimum order sizes. Small agencies pay only for services actually rendered.
- **Dual-Track Service Model:** Agencies can choose between Full-Service Expert Remediation (100% compliance guarantee) for priority content and Automation-Enhanced Processing (significant cost savings) for high-volume archival content.
- **No Accessibility Overlays:** Word Wizards does not use, recommend, or resell accessibility overlay products. Our approach focuses on genuine remediation at the source.
- **Integrated Expertise:** Our in-house capabilities span documents, forms, graphic design, video, and programming - eliminating the need to coordinate multiple vendors.

- DOJ Deadline Readiness: Our services are structured to help agencies meet the April 24, 2026 and April 26, 2027 DOJ compliance deadlines.
- Government Contracting Experience: Over 35 years serving federal agencies provides depth of expertise that translates directly to state, local, and educational entities.

Performance Capabilities

1. Describe in detail the customer experience from start to finish for a typical agency utilizing this contract including: a. initial discovery and onboarding, b. assessment and roadmap phases, c. remediation and monitoring, d. ongonig governance and improvement.

(a) Phase 1: Discovery and Onboarding

The foundation of every successful accessibility engagement is a thorough understanding of the agency's current state, goals, constraints, and internal workflows. Word Wizards invests significant effort in the discovery phase to ensure our program aligns precisely with agency needs and delivers measurable results.

Dedicated Project Management: Upon contract initiation, Word Wizards assigns a dedicated Project Manager who serves as the agency's primary point of contact throughout the engagement. This individual is responsible for coordinating all activities, managing timelines, facilitating communication between agency staff and our production teams, and ensuring that deliverables meet or exceed expectations.

The assigned Project Manager will:

- **Serve as single point of contact:** Agencies have direct access to the Project Manager via phone, email, and video conference to ensure rapid response to questions and concerns.
- **Coordinate internal resources:** Our Project Manager mobilizes the appropriate remediation specialists, quality assurance reviewers, and subject matter experts based on document complexity and content domain.
- **Manage timeline and milestones:** Using our internal tracking system, the Project Manager monitors progress against agreed schedules and proactively communicates any adjustments.
- **Facilitate knowledge transfer:** For agencies building internal accessibility capacity, our Project Manager connects staff with training resources and consultation opportunities.

Discovery Meeting and Intake Assessment

Within the first week of engagement, we conduct a comprehensive discovery meeting with agency stakeholders. This meeting establishes the foundation for a successful partnership by addressing:

- **Accessibility goals and priorities:** We discuss the agency's compliance objectives, including specific DOJ deadlines, any existing settlement agreements or audit findings, and the relative priority of different content.
- **Current services needed:** We gather information about the volume, types, and locations of documents or videos requiring remediation and the consulting goals of the client.
- **Internal workflows and stakeholders:** Understanding who creates, approves, and publishes documents and videos helps us identify opportunities to integrate accessibility into existing processes.
- **Technical environment:** We assess the agency's technology infrastructure, including content management systems, document authoring tools, and any existing accessibility testing capabilities.
- **Budget and resource constraints:** Honest discussion of available funding and staff resources allows us to recommend the most effective service configuration.

Secure File Transfer Configuration

Word Wizards establishes secure channels for document exchange that meet federal security requirements. Our standard options include:

- **In-house Secure FTP Server:** Our dedicated FTP server provides encrypted file transfer for routine document exchange.
- **Agency-provided secure systems:** We readily integrate with agency-specified transfer systems.
- **Encrypted email:** For smaller deliveries and time-sensitive communications, we support encrypted email transmission.

(b)Phase 2: Assessment and Roadmap

For large-scale engagements and agencies with substantial document inventories, Word Wizards provides comprehensive assessment services to inform remediation planning and resource allocation.

Content Inventory and Classification: Our assessment process begins with a systematic review of the agency's content portfolio. We categorize content by document type, complexity tier, public visibility and risk profile, and automation workflow suitability.

Cost Estimation and Budget Planning: Once we understand the scope of a batch of documents, forms, or videos, we produce an estimate of cost based on standard rates. Estimates and budgets are shared with the client for final approval before the work begins.

Roadmap Development: Based on assessment findings, we develop a comprehensive roadmap that includes phased implementation schedule, resource allocation plan, milestone and deliverable schedule, and risk mitigation strategies.

(c) Phase 3: Remediation and Monitoring

Word Wizards' remediation process reflects over four decades of experience making documents accessible for federal agencies and state and local governments. Our structured workflow ensures consistent quality, reliable timelines, and full compliance with applicable standards.

Every document remediation engagement follows a defined workflow:

- **Engagement Initiation:** Agencies initiate requests via email, secure FTP portal, or phone.
- **Scope Definition and Quoting:** Within one business day, agencies receive a written quote detailing complexity tier classification, page count, estimated cost, and projected delivery timeline.
- **Production Assignment:** The Project Manager assigns documents to appropriate specialists based on content complexity and expertise requirements.
- **Progress Communication:** Agencies receive confirmation when production begins and notification upon completion.
- **Delivery and Acceptance:** Completed documents are delivered via secure transfer along with a compliance certificate.
- **Invoicing and Close-Out:** Following acceptance, invoices are submitted according to agency billing procedures.

(d) Phase 4: Ongoing Governance and Improvement

Accessibility compliance is not a one-time achievement but an ongoing commitment. Word Wizards supports agencies in establishing sustainable governance practices and continuous improvement processes.

Documentation and Compliance Reporting: Word Wizards maintains detailed documentation and reporting for all compliance operations including compliance certificates, detailed project reports, aggregate portfolio analytics, and audit-ready documentation.

Periodic Review and Optimization: We periodically review engagement data to ensure ongoing compliance goals, timelines, and objectives are achieved through quarterly business reviews, process improvement analysis, and standards evolution monitoring.

2. Outline how an existing ECPA or Edge Public member would be transitioned into your program under this cooperative contract. Describe the expected user experience during transition, including any data migration, onboarding, or platform configuration.

For existing ECPA or Edge Public members transitioning into our program under this cooperative contract, Word Wizards provides seamless onboarding:

- Expedited discovery meeting to understand current state and immediate needs
- Priority scheduling to address any urgent compliance deadlines
- Coordination with any existing accessibility vendors to ensure continuity
- Migration support for any in-progress work or historical documentation
- Immediate access to both manual remediation and AE service options

Client Onboarding Process: Transitioning to the Word Wizards Workflow

Word Wizards has developed a structured, yet flexible onboarding process designed to ensure that new Participating Public Agencies experience a seamless transition into our workflow. Our goal is to establish a strong foundation for partnership from day one, aligning expectations, configuring secure systems, and empowering agency staff to engage our services efficiently and confidently.

Phase 1: Kickoff Meeting and Goals Alignment

Every new client relationship begins with a dedicated virtual kickoff meeting. This collaborative session brings together key stakeholders from both organizations to establish a shared understanding of the engagement.

Phase 2: Secure File Transfer Configuration

Following the kickoff meeting, Word Wizards configures secure access to our file transfer infrastructure or client provisioned transfer system. Data security is paramount when handling sensitive documents, and we ensure that all file exchanges occur through encrypted, access-controlled channels.

Secure Credentials Setup Feature -Description

Dedicated FTP/SFTP Folder: Each agency receives a dedicated folder on our secure server with unique login credentials. All transfers are encrypted using SSL/TLS protocols.

Access Control: Credentials are issued only to authorized agency personnel identified during onboarding. Access can be expanded or restricted as agency needs evolve.

24/7 Availability: Our secure portal is available around the clock, enabling agencies to upload documents at their convenience, nights, weekends, or whenever workflow demands.

Alternative Transfer Methods: For agencies with specific security requirements, we accommodate agency-hosted secure portals, encrypted email for smaller files, or integration with approved cloud platforms.

Phase 4: Points of Contact

Clear communication is essential to a successful partnership. During onboarding, we introduce agency staff to their dedicated Word Wizards team and establish the communication protocols that will govern our working relationship.

Your Word Wizards Team	Responsibility	Contact Method
Role		
Project Manager	Day-to-day point of contact for project submissions, status updates, questions, and coordination	Direct phone, email
Production Team Lead	Technical questions regarding document remediation, accessibility standards, or deliverable specifications	Via Project Manager or direct
Account Executive	Contract matters, pricing questions, scope expansions, escalations	Direct phone, email
Executive Availability (CEO)	Senior escalation path for urgent or unresolved issues	Available upon request

Phase 5: Ordering and Remediation Process Orientation

The final phase of onboarding ensures that agency staff understand exactly how to engage Word Wizards for new services. We walk through the ordering process step-by-step, answer questions, and provide written documentation for future reference.

How to Order Services Step -Action -Details

- 1 - **Submit Documents:** Upload files to your secure FTP folder, send via encrypted email, or use your preferred transfer method
- 2 - **Provide Project Details:** Include a brief description of the request, document type, target turnaround, any special instructions
- 3 - **Receive Confirmation:** Your Project Manager acknowledges receipt, confirms scope and timeline, and provides a cost estimate if requested
- 4 - **Production and QA:** Documents are remediated through our hybrid human-AI workflow, with dual-layer quality assurance and screen reader validation
- 5 - **Delivery and Review:** Completed documents are returned via secure transfer with a compliance summary; agency reviews and requests any adjustments
- 6 - **Invoice and Close:** Invoice issued per agreed billing procedures; project documented for future reference

3. Describe the ways in which participating entities can initiate and manage work with your company, including but not limited to: a. requesting assessments, remediation assistance, training, or advisory services, b. configuring and accessing your platform/portal.

Primary Point of Contact: Your Assigned Project Manager

Upon completing onboarding, each agency is assigned a dedicated Project Manager who serves as their single point of contact throughout the engagement. All project requests, regardless of service type, can be initiated by contacting your assigned Project Manager directly via phone, email, or video conference. Your Project Manager has authority to scope projects, provide quotes, mobilize production resources, and coordinate all activities on your behalf.

General Contact Information

For new agencies or initial inquiries prior to onboarding:

Email: ilana@wordwizardsinc.com - Acknowledgment within one business day with estimated timelines.

Phone: 301.986.0808 - Direct access to U.S.-based staff during business hours (8:00 AM - 5:00 PM ET, Monday through Friday).

Video Conference: Available via Microsoft Teams, Zoom, or agency-preferred platforms for discovery meetings, planning sessions, and training delivery.

(a) Initiating Production-Based Work (Workstreams 6 & 7)

Production-based workstreams include document remediation, forms remediation, forms development, video captioning, transcription, and audio description. These services follow a streamlined submission-to-delivery workflow:

Document & Forms Remediation (Workstream 6):

Step 1: Submit source files to your Project Manager via email, secure FTP upload to your dedicated folder, or phone notification that files are ready for pickup from an agency system.

Step 2: Your Project Manager acknowledges receipt within 4 business hours, logs the request in our tracking system, and provides a written quote detailing complexity tier classification, page count, estimated cost, and projected delivery timeline.

Step 3: Upon agency approval of the quote, the Project Manager assigns documents to appropriate remediation specialists based on content complexity and subject matter expertise requirements. Rush requests are flagged and prioritized accordingly.

Step 4: Agencies receive confirmation when production begins. For large or complex engagements, interim status updates are provided at agreed intervals.

Step 5: Completed documents are delivered via the agency's preferred secure transfer method along with a compliance certificate documenting standards met.

Example: An agency needs 50 pages of board meeting minutes remediated. They email the PDF files to their Project Manager with a note requesting standard turnaround. The Project Manager responds within 4 hours with a quote based on document complexity. Upon approval, documents enter production and are delivered within 2-5 business days with full compliance certification.

Video, Audio & Multimedia Services (Workstream 7):

Step 1: Submit video files via secure SFTP upload, provide streaming URLs, or grant access credentials to hosted video platforms.

Step 2: Your Project Manager reviews the submission to assess total runtime, content complexity (number of speakers, technical terminology, audio quality), and required services (captioning, transcription, audio description).

Step 3: Within one business day, agencies receive a written quote detailing per-minute rates, total estimated cost, and projected delivery timeline.

Step 4: Upon approval, the Project Manager assigns the video to appropriate specialists. Captioning, transcription, and audio description may be processed in parallel or sequentially depending on project requirements.

Step 5: Completed caption files, transcripts, and audio description tracks are delivered in the agency's required format(s) via secure transfer.

Example: A school district needs captioning for 10 hours of recorded board meetings. They upload the video files to their secure FTP folder and notify their Project Manager. A quote is provided within one business day. Upon approval, captioning is completed within 5-7 business days with delivery of SRT files ready for upload to the district's video platform.

(a) Initiating Consulting & Training Work (Workstreams 3 & 4)

Consulting and training workstreams include strategic advisory services, remediation planning, accessible template development, style guide creation, training curriculum development, and subject matter expert consultations. These services are typically initiated through a consultative discussion rather than file submission:

Strategic Advisory & Remediation Planning (Workstream 3):

Step 1: Contact your Project Manager to describe your consulting needs - whether strategic roadmap development, accessible template creation, process design, or implementation support.

Step 2: Your Project Manager schedules a scoping call with appropriate senior consultants or subject matter experts to understand requirements in detail.

Step 3: Based on the scoping discussion, Word Wizards provides a written proposal outlining the engagement scope, deliverables, timeline, and estimated hours at applicable consulting rates.

Step 4: Upon approval, consulting work commences with regular check-ins and progress updates.

Example: A state agency needs help developing accessible document templates for their most common publication types. They contact their Project Manager to request template development consulting. A scoping call is scheduled with our Technical Accessibility Lead, who assesses current workflows and template needs. Word Wizards provides a proposal for template development including Word, PowerPoint, and InDesign templates, plus a style guide. Upon approval, the engagement proceeds with collaborative working sessions and iterative template refinement.

Training, Education & Capacity Building (Workstream 4):

Step 1: Contact your Project Manager to discuss training objectives, target audiences (content producers, technical staff, leadership), and preferred delivery format (live webinar, recorded modules, in-person workshop).

Step 2: Your Project Manager coordinates with our training team to conduct a needs assessment, identifying specific skill gaps and learning outcomes required.

Step 3: Word Wizards develops a training proposal outlining curriculum, delivery format, schedule, and pricing.

Step 4: Upon approval, curriculum development begins (if custom content is required), followed by training delivery on the agreed schedule.

Example: A county government wants to train their communications staff to create accessible documents from the start. They contact their Project Manager requesting training for 25 content producers. A needs assessment call identifies that staff primarily use Microsoft Word and PowerPoint. Word Wizards proposes a series of three 2-hour live webinars covering accessible authoring techniques, plus reference materials and tip sheets. Training is scheduled and delivered with recordings provided for staff who cannot attend live sessions.

Subject Matter Expert Consultations:

For agencies needing direct access to accessibility experts for specific questions, technical guidance, or problem-solving, we offer SME consultation hours. Contact your Project Manager to schedule consultation time with our DHS Certified Trusted Testers or senior remediation specialists. Consultations can address real-world scenarios, complex document challenges, assistive technology testing questions, or compliance interpretation.

Example: An agency's internal team is struggling with a complex data table that spans multiple pages. They request a 2-hour SME consultation. The session is scheduled with one of our Trusted Tester specialists who reviews the specific document, demonstrates proper remediation techniques, and provides guidance the agency can apply to similar tables going forward.

(b) Configuring and Accessing Your Platform/Portal

Secure FTP Portal:

Each agency receives a dedicated folder on our secure server with unique login credentials during onboarding. All transfers are encrypted using SSL/TLS protocols. The portal is available 24/7, enabling agencies to upload documents at their convenience - nights, weekends, or whenever workflow demands. Credentials are issued only to authorized agency personnel and can be expanded or restricted as needs evolve.

Accessibility On-Demand (AoD) Platform (for Automation-Enhanced Processing):

For agencies utilizing our high-volume Automation-Enhanced services, access to the AoD web-based platform is configured during onboarding. The platform provides batch upload/download capabilities, real-time processing status, third-party compliance checker integration, and detailed compliance reports for each processed document. Training on platform use is included as part of the standard onboarding process.

Alternative Transfer Methods:

For agencies with specific security requirements, we accommodate agency-hosted secure portals, encrypted email for smaller files, or integration with approved cloud platforms. Your Project Manager will work with your IT team to establish the most appropriate transfer method for your environment.

4. If your company provides a web-based platform or portal, describe its key features and ease of use including: a. accessibility issue search, filtering, and drill-down capabilities, b. visibility into compliance scores, trends, and risk indicators, c. workflows for assigning, tracking, and verifying remediation tasks, d. access to order history, engagement history, and completed assessments, e. access to invoices, contracts, and reports online.

Current Service Model: High-Touch Project Manager Relationships

Word Wizards primarily operates through direct Project Manager relationships rather than self-service portals. This high-touch approach ensures personalized attention, expert guidance, and responsive service for agencies of all sizes. Our standard client-facing systems include:

Secure FTP Portal:

A simple, reliable file transfer system providing dedicated agency folders, SSL/TLS encryption, and 24/7 availability. Agencies upload source documents and retrieve completed remediation through their assigned secure folder. This straightforward approach minimizes technical complexity while ensuring secure document exchange.

Project Manager as Single Point of Contact:

Your assigned Project Manager maintains all engagement records, coordinates status updates, and provides reports upon request. This relationship-based model ensures agencies always have a knowledgeable human contact who understands their specific needs and history.

Internal Platform: Accessibility On-Demand (AoD)

Word Wizards utilizes the Accessibility On-Demand (AoD) platform internally to power our Automation-Enhanced (AE) document remediation services. This sophisticated platform enables our production team to process high volumes of documents efficiently while maintaining quality standards. Currently, the AoD platform is not client-facing; rather, it serves as the engine behind our AE service offerings, with Word Wizards staff managing all platform operations on behalf of clients.

When agencies engage our AE services, they benefit from the platform's capabilities without needing to interact with it directly. Documents are submitted through standard channels (secure FTP or email), processed through AoD by our team, and returned with full compliance reports and certification.

Custom Enterprise Portal Option: Direct Platform Access

For agencies with substantial ongoing accessibility needs seeking greater autonomy, cost savings, and economies of scale, Word Wizards offers custom development of a direct enterprise-use portal built on the AoD platform. This option provides agencies with their own dedicated instance of the platform, enabling self-service capabilities while retaining access to Word Wizards' expertise and support.

A custom-built Accessibility On-Demand enterprise portal would satisfy all of the criteria outlined in this question:

(a) Accessibility Issue Search, Filtering, and Drill-Down Capabilities:

The AoD platform integrates with industry-leading third-party accessibility checkers (including PAC3) to generate comprehensive compliance reports for every processed document. A custom enterprise portal would provide agency users with direct access to these reports, including:

- Issue categorization by WCAG success criterion and severity level (Critical, Major, Minor)
- Filtering capabilities to view issues by document, date range, issue type, or compliance standard
- Drill-down functionality to examine specific accessibility failures with detailed descriptions and remediation guidance
- Export capabilities for compliance reports in multiple formats (PDF, CSV, XML) for internal distribution and audit documentation

(b) Visibility into Compliance Scores, Trends, and Risk Indicators:

Each document processed through the AoD platform receives a compliance score based on automated checker results. A custom enterprise portal would extend this capability to provide:

- Individual document compliance scores with pass/fail indicators for each WCAG criterion tested
- Portfolio-level dashboards showing aggregate compliance rates across all processed documents
- Trend reporting to track compliance improvements over time as remediation efforts progress
- Risk indicators highlighting documents or content categories with persistent compliance challenges
- Configurable alerts when compliance scores fall below agency-defined thresholds

(c) Workflows for Assigning, Tracking, and Verifying Remediation Tasks:

A custom enterprise portal can be configured with workflow management capabilities tailored to agency processes:

- Document queue management with status tracking (Pending, In Processing, Completed, Requires Review)
- Assignment capabilities to route documents to specific team members or workgroups
- Verification workflows enabling QA staff to review and approve remediated documents before final delivery
- Integration with agency ticketing or project management systems via API connections
- Audit trails documenting all actions taken on each document throughout the remediation lifecycle

(d) Access to Order History, Engagement History, and Completed Assessments:

A custom enterprise portal provides comprehensive historical access:

- Complete order history showing all documents submitted, processing dates, and delivery status
- Engagement records documenting service utilization, volume trends, and spending patterns
- Archive of all completed assessments and compliance reports, searchable by date, document name, or compliance status
- Download access to all previously remediated documents and associated compliance certificates
- Historical analytics enabling agencies to demonstrate compliance progress to leadership or auditors

(e) Access to Invoices, Contracts, and Reports Online:

A custom enterprise portal can include administrative and financial management features:

- Online invoice access with detailed line-item breakdowns by document, service type, and processing date
- Budget tracking dashboards showing spending against allocated funds or purchase order limits
- Contract documentation repository with access to current agreement terms and pricing schedules
- Automated usage reports generated on configurable schedules (weekly, monthly, quarterly)
- Export capabilities for financial data integration with agency accounting systems

Benefits of Custom Enterprise Portal Development

Agencies that invest in custom enterprise portal development realize significant advantages:

Cost Savings:

Direct platform access enables agencies to process documents at scale using automation, significantly reducing per-page costs compared to full-service manual remediation. High-volume agencies can achieve cost reductions of 50-70% on eligible content through self-service AE processing.

Economies of Scale:

Enterprise portal licensing can be structured around annual volume tiers rather than per-page rates, providing predictable budgeting and additional savings as volume increases. Agencies with continuous document production benefit from processing capacity that scales with their needs.

Operational Autonomy:

Self-service capabilities enable agency staff to submit documents, monitor processing, and retrieve results on their own schedules without waiting for Project Manager coordination. This autonomy accelerates throughput and reduces dependency on external coordination.

Hybrid Flexibility:

Enterprise portal clients retain full access to Word Wizards' expert manual remediation services for complex documents that require human judgment. The portal enables agencies to route simpler content through automation while escalating complex materials to our specialists.

Custom Development Process

Agencies interested in custom enterprise portal development engage through our Custom Development services at rates of \$125-\$350/hour depending on technical complexity. The development process typically includes:

- Discovery and requirements gathering to understand agency workflows, user roles, and integration needs
- Platform configuration and customization to match agency branding and process requirements
- SSO and API integration with agency authentication and enterprise systems
- User acceptance testing and staff training on portal capabilities
- Ongoing support and platform enhancements as agency needs evolve

Contact your Project Manager to discuss whether a custom enterprise portal aligns with your agency's volume, budget, and operational requirements.

5. Describe your ability to integrate with or provide "punch-out" or single sign on experiences from purchasing systems, portal, or intranets. Include your typical implementation timeline for these integrations.

Our FTP system can accommodate SSO integrations if supported and provisioned by the agency. Implementation involves:

Discovery: 1-2 weeks to assess agency technical requirements and authentication infrastructure.

Configuration: 2-8 weeks for development and testing of integration points.

Deployment: 2 week for production implementation and user acceptance testing.

Typical total timeline: 4-12 weeks depending on complexity.

Custom Development Services: For agencies requiring API integration, e-procurement punch-out, or other custom integrations, our development team can scope and implement solutions at the Custom Development hourly rate (\$125-\$350/hour). We work collaboratively with agency IT teams to meet specific technical requirements.

6. Describe any minimum engagement thresholds and how you accommodate small entities with limited budgets.

Word Wizards maintains flexibility to accommodate agencies of all sizes with no barriers to entry:

No Minimum Volume Requirements: We do not require minimum annual commitments, subscription fees, or minimum order sizes.

No Subscription Levels: Agencies pay only for services actually rendered, with no recurring platform fees.

Recommended Minimum: For standalone consulting engagements, we recommend a minimum of 4 hours to ensure meaningful value delivery. However, we accommodate smaller requests on a case-by-case basis.

Accommodations for Small Entities:

Complimentary 30-minute consultations to evaluate needs before commitment.

Small Entity Starter Package: 5% discount on up to 250 pages.

Phased start-up options to spread costs over time.

No minimum order requirements for document remediation.

7. Describe your ability to monitor ongoing work, including: a. tracking open assessments, remediation items, and training activities, b. providing status updates and dashboards for both technical and non-technical stakeholders.

(a) Work Tracking:

Every job receives a unique identifier and is tracked through our internal project management system. Projects progress through defined stages: Received → In Production → Quality Assurance → Delivered. Agency notification occurs at each transition.

Project Managers maintain real-time visibility into all active work and can provide status updates on demand. For large-volume engagements, we establish scheduled reporting cadences (weekly or bi-weekly).

(b) Status Updates and Dashboards:

On-Demand Status: Phone call or email to Project Manager yields immediate status on any engagement.

Scheduled Status Calls: Recurring check-in calls for large or complex engagements.

Custom Reports and Dashboards: Create custom dashboards to see project status and ongoing items for production.

8. Describe how you manage change requests, expansion to new sites/apps, or scope adjustments over the term of the contract.

Overview: Flexible, Responsive Change Management

Word Wizards understands that accessibility programs must adapt to changing priorities, budget cycles, compliance deadlines, organizational restructuring, and evolving requirements. Most changes are handled through direct communication with your assigned Project Manager, who has authority to accommodate routine adjustments without bureaucratic barriers. Only significant contractual changes require formal documentation and executive-level approval.

Routine Adjustments: Handled Through Project Manager Communication

The following types of changes are considered routine and can be accommodated through simple communication with your Project Manager, typically via phone call or email:

Volume Adjustments: Agencies may increase or decrease document submission volumes based on evolving needs.

Timeline Changes: Rush processing is available when agencies face unexpected deadlines, with published premium rates (+25% to +150% based on urgency). Standard rush tiers include same business day (under 4 hours), same business day (over 4 hours), 1 business day, 2 business days, and 3-4 business days.

Priority Reordering: Agencies can reprioritize queued work based on emerging needs. If a batch of documents is in queue and the agency determines that certain documents are more urgent than others, the Project Manager reorders production accordingly.

Specification and Requirement Updates: Agency-specific requirements can be incorporated into workflows at any time. If an agency develops new internal accessibility standards, adopts agency-specific checklists, or requires particular formatting conventions, we integrate these requirements into our production process.

Delivery Method Changes: Agencies may change their preferred file transfer method, delivery format, or communication preferences at any time. Whether switching from email delivery to secure FTP, requesting different caption file formats, or changing invoice delivery preferences, we accommodate these changes promptly.

Expansion to New Sites, Applications, or Document Types

When agencies need to expand scope to include new websites, applications, document repositories, content types, or service categories, we onboard the new scope under the existing contract without requiring separate procurement:

New Document Types or Content Repositories:

Agencies may add new document types to their remediation program at any time. Standard workflow and published pricing apply. No contract modification is required.

New Departments or Divisions:

When additional departments within an agency want to utilize the contract, we onboard them using the same procedures as the original engagement. Each department may have its own designated contacts while sharing the agency's contract vehicle.

Adding Service Categories:

Agencies utilizing one workstream may expand to additional workstreams under the same contract. For example, an agency using document remediation services may add video captioning, training programs, or consulting engagements.

Specialized Content Requirements:

When agencies need to remediate specialized content types that may require additional expertise or carry different complexity factors, we assess the content and confirm any pricing implications before proceeding:

- **STEM Content:** Scientific, technical, engineering, or mathematical documents with complex equations, formulas, or technical diagrams may require specialized remediation approaches.
- **Multilingual Documents:** Content in languages other than English require additional processing and specialized expertise.

Significant Scope Changes: Requiring Formal Documentation

Certain changes represent significant modifications to the engagement structure and require formal documentation, written proposals, and potentially executive-level approval:

Enterprise Platform Licensing Arrangements:

Agencies seeking direct access to the Accessibility On-Demand platform through custom enterprise portal development (as described in Question 4) require formal scoping, proposal development, and agreement on licensing terms, development scope, and ongoing support arrangements.

Multi-Year Commitment Agreements:

Agencies seeking volume-based rate reductions through multi-year volume commitments require formal agreements documenting committed volumes, applicable pricing, and terms.

Custom Integration Development:

API integrations, e-procurement punch-out connections, SSO implementations, or other custom development work require formal scoping, timeline agreement, and development contracts.

Dedicated Staffing Arrangements:

Very large engagements requiring dedicated Word Wizards staff assigned exclusively to a single agency require formal resource planning and agreement on staffing terms.

On-Premises Deployment:

Agencies requiring on-premises installation of accessibility tools or platforms for security or compliance reasons require formal scoping and deployment agreements.

For significant scope changes, Word Wizards provides assessment within 24-48 hours of receiving the request, followed by a written proposal for agency review and approval. Our goal is to move efficiently while ensuring both parties have clear documentation of agreed terms.

9. Describe your standing invoicing and payment terms, including any quick pay or early payment discounts.

Standard Invoicing Practices

Invoice Timing

Word Wizards submits invoices based on the nature and scope of each engagement:

- **Project completion:** For standard document remediation engagements, invoices are submitted upon project completion when all deliverables have been transferred to the agency. This approach ensures agencies pay only for completed, quality-assured work.
- **Batch billing:** For large-scale engagements involving substantial document volumes or extended timelines, we establish billing upon delivery of completed batches of documents.

- **Monthly billing:** For ongoing retainer arrangements, training programs with multiple sessions, or continuous remediation support, we submit invoices monthly for services rendered during the preceding period.
- **Platform usage:** For AE integrations and future platform use, we build these directly into the portal for easy tracking and dashboard level budget reports.

Invoice Content and Detail

All Word Wizards invoices include detailed documentation to support agency financial processing and audit requirements. Invoices are delivered electronically via email or designated submission portal specified by the agency. We accommodate agency-specific invoice formats, electronic invoicing systems, and submission portals as required.

Invoice Accuracy and Dispute Resolution

Word Wizards is committed to accurate, transparent invoicing. If an agency identifies a discrepancy or has questions about any invoice:

- Contact your Project Manager or our accounting department immediately
- We investigate and respond within two business days
- Legitimate errors are corrected and revised invoices issued promptly
- Disputed amounts do not affect payment terms for undisputed portions

Payment Terms

Standard Payment Terms

For first-time clients, we require payment in full or a signed purchase order prior to delivery of the final product. After establishing ongoing purchase orders, BPAs, or other funding confirmation, Word Wizards applies standard payment terms of Net 30 from invoice date. This allows agencies adequate time for internal processing while maintaining reasonable cash flow for our operations. We recognize that public agencies operate under various fiscal constraints and procurement policies, and we accommodate agency-specific payment terms as specified in purchasing policies or negotiated agreements.

Early Payment Discounts

Word Wizards does not offer early payment discounts to agencies

Extended Payment Terms

We understand that some agencies require extended payment terms due to fiscal policies, budget cycles, or cash flow timing. Word Wizards accommodates extended upon project requirement with official documentation of funding, subject to mutual agreement.

Deposits

For purchase orders over \$2500.00, Word Wizards may require a deposit before beginning work depending on the services and turnaround time required.

Late Payment

Word Wizards will apply a 2% late payment fee for invoices over 120 days overdue. We will issue a final notice of late payment prior to any late payment fees and attempt periodic resolution during the period of non-payment. We understand sometimes the realities of government budgeting requires payment extensions, which can be provided if agreed to in writing by both parties.

10. Describe payment types accepted including but not limited to: a) Purchase orders, b) Procurement card, c) Credit card/Debit card d) ACH.

(a) Purchase Orders: Readily accepted from all Participating Public Agencies, including standing POs, per-project POs, and blanket purchase agreements.

(b) Procurement Cards (P-Cards): Accepted for agencies utilizing P-Card programs.

(c) Credit/Debit Cards: Standard Visa and MasterCard accepted.

(d) ACH/Electronic Funds Transfer: Accepted for agencies preferring electronic bank transfers.

(e) Check: Traditional check payments accepted.

Deposits: For purchase orders over \$2,500, Word Wizards may require a deposit before beginning work depending on services and turnaround time.

Accepted Payment Methods

Word Wizards accepts multiple payment methods to accommodate the diverse procurement practices of public agencies.

Purchase Orders

We readily accept purchase orders from all Participating Public Agencies

Procurement Cards (P-Cards)

We accept procurement card payments for agencies utilizing P-Card programs.

Credit and Debit Cards

Standard credit and debit card payments are accepted through the same channels as procurement cards.

ACH / Electronic Funds Transfer (EFT)

Word Wizards accepts ACH and EFT payments for agencies preferring electronic bank transfers.

11. Please outline any additional charges for customers for using different payment forms.

Word Wizards charges a credit card processing fee of 1.4% for card based payment methods. ACH and checks are processed at no additional cost to the agency.

12. Describe how your organization proposes to deliver services nationally, including supporting agencies across time zones and with varying technical maturity.

National Service Delivery:

Word Wizards serves agencies throughout the United States from our headquarters in Silver Spring, Maryland. All work is performed by U.S.-based staff. Our secure file transfer infrastructure operates 24/7.

Time Zone Accommodation:

Standard business hours: 8:00 AM - 6:00 PM ET (5:00 AM - 3:00 PM Pacific).

Scheduled calls outside Eastern hours accommodated upon request.

Email and portal communications monitored throughout the business day with SLA-based response times.

Emergency contact line available for critical issues.

13. Describe your ability to scale for large portfolios while also supporting smaller entities.

The DOJ's final rule establishing WCAG 2.1 AA compliance deadlines—**April 24, 2026** for larger entities and **April 26, 2027** for smaller entities—has created an unprecedented accessibility challenge. Agencies need both the volume capacity to remediate legacy document backlogs before deadline and the quality assurance to ensure high-priority content achieves genuine compliance. Word Wizards' dual-track service model is purpose-built to address this challenge across agencies of all sizes.

Dual-Track Architecture: The Foundation of Scalability

Our dual-track model provides inherent scalability by offering two complementary service options:

- **Full-Service Expert Remediation:** 100% compliance guarantee, performed by DHS Certified Trusted Testers. Scales through our experienced team and vetted subcontractor network.
- **Automation-Enhanced (AE) Processing:** Powered by the Accessibility On-Demand platform, processing thousands of documents simultaneously at 50-70% cost reduction. Enables enterprise-level throughput for legacy content remediation.

This architecture allows agencies to deploy the right approach for each content category—guaranteed compliance for high-priority documents, cost-effective automation for bulk content—while maintaining unified workflow and single-vendor accountability.

Scaling for Large Portfolios

For state agencies, large municipalities, and institutions with substantial document inventories facing the 2026 deadline:

- **Volume Capacity:** AE platform processes 10,000+ pages in 3-5 business days; multiple batches can run simultaneously
- **Dedicated Resources:** Large programs receive dedicated account teams and priority scheduling
- **Phased Roadmaps:** Multi-phase implementation plans aligned with DOJ deadlines
- **Volume Pricing:** Negotiated rates for agencies committing to 100,000+ annual pages

Supporting Smaller Entities

For small municipalities, special districts, and rural agencies facing the 2027 deadline with constrained budgets:

- **No Barriers to Entry:** No minimum volumes, subscription fees, or platform costs—agencies pay only for services rendered
- **Rapid Turnaround:** Small batches (1-25 pages) turn around in 1-3 business days
- **Entry-Level Options:** Complimentary 30-minute consultations; Small Entity Starter Package (5% discount on up to 250 pages)
- **Equal Service Commitment:** Same dedicated Project Manager relationship and quality standards regardless of project size

Word Wizards' dual-track model bridges the gap between enterprise-scale capacity and small-entity accessibility. Large agencies gain the throughput to meet aggressive deadlines; small agencies gain affordable access to professional services. Both benefit from a single partner who can flex to meet their needs as compliance requirements evolve.

14. Describe your standard proposed service level agreements for: a. response times for critical and non-critical issues, b. resolution/mitigation targets for critical accessibility problems, c. platform uptime/availability, maintenance windows, and incident communications.

Word Wizards commits to clear, measurable service levels that ensure predictable, reliable performance across all service categories. Our SLAs are designed to support agencies facing DOJ compliance deadlines while maintaining flexibility for varying project requirements.

(a) Response Times for Critical and Non-Critical Issues

Word Wizards commits to prompt, predictable response times based on issue urgency. Response time is measured from receipt of the inquiry during business hours (8:00 AM – 6:00 PM Eastern Time).

Priority Level	Description	Response Time
Critical	Urgent compliance deadlines, legal/audit requirements, executive priorities, production system failures	Within 2 business hours
High	Project delays, quality concerns, expedited requests, escalated issues	Within 4 business hours
Standard	Status inquiries, routine coordination, general questions, non-urgent requests	Within 1 business day

Standard Delivery Timelines by Service Type

Document Remediation – Full-Service Expert Remediation

Document Volume	Standard Delivery
1-25 pages	1-3 business days
26-75 pages	2-5 business days
76-150 pages	3-6 business days
151-300 pages	4-8 business days
300+ pages	5-10 business days

Automation-Enhanced (AE) Processing

Batch Size	Processing Time
Up to 10,000 pages	3-5 business days
10,000+ pages	Timeline varies based on volume and complexity

Forms Remediation

Form Complexity	Standard Delivery
Simple forms (1-20 pages)	3-5 business days
Complex forms with conditional logic	7-10+ days (case-by-case)

Video Accessibility Services

Service Type	Batch Size	Standard Delivery
Captioning	1-20 hours of video	5-7 business days
Audio Description	1-20 hours of video	7-21 business days (complexity-based)

(b) Resolution/Mitigation Targets for Critical Accessibility Problems

Compliance Guarantees by Service Track

Full-Service Expert Remediation: 100% Compliance Guarantee

Word Wizards guarantees 100% compliance with WCAG 2.1 AA / 2.2 AA, Section 508, and PDF/UA standards for all documents processed through our full-service track. Our commitment includes:

- Screen reader testing with JAWS and NVDA to verify real-world usability
- Dual-layer quality assurance (primary remediator + independent QA specialist)
- Compliance certificate documenting standards met and testing performed
- Rework at no additional cost for issues attributable to our work within 90 days of delivery

Automation-Enhanced (AE) Processing: 95%+ Compliance Target

Documents processed through our automation-enhanced workflow typically achieve 95% or higher compliance through automated processing, with human validation of random samples to ensure performance:

- Full third-party automated compliance reports provided for every document
- Documents below 95% threshold may be escalated to manual remediation at applicable hourly rates

- For high-volume scenarios, 95% compliance across hundreds of thousands of pages represents an acceptable threshold given significant cost savings

Rework Policy

Our rework commitment extends for 90 days following document delivery:

- **Manual Remediation:** If a compliance issue attributable to our work is identified within 90 days, Word Wizards will correct the issue promptly at no cost.
- **Automated Remediation:** Rework requests for documents below 95% threshold can be processed through manual remediation at standard hourly rates.
- **Exclusions:** Deficiencies arising from source file limitations or changes made to the document after approval for remediation will be billed at applicable rates.

Automation Services Warranty Disclaimer

Automation-assisted remediation services are provided using third-party automation and AI-LLM technology. Agencies should understand the following:

- Results may vary based on document complexity and source quality
- Word Wizards makes no guarantee of 100% compliance with WCAG 2.1 AA, PDF/UA, Section 508, or any other accessibility standard under AE workflows
- Compliance scores are generated by third-party accessibility checker and provided "as is" without independent verification unless manual validation is requested
- Full compliance assurance requires elevation to manual services with expert human review

(c) Platform Uptime/Availability, Maintenance Windows, and Incident Communications

Platform Availability and Uptime Targets

Platform	Uptime Target	Measurement
Secure File Transfer (FTP/SFTP)	99.5% availability	Monthly, excluding scheduled maintenance
Accessibility On-Demand (AoD) Platform	99% availability	Monthly, excluding scheduled maintenance

Scheduled Maintenance Windows

Secure File Transfer System:

- Performed during off-peak hours, typically weekends or after 10:00 PM Eastern
- Minimum 48 hours advance notice for planned maintenance affecting availability

Accessibility On-Demand Platform:

- Platform maintenance typically performed during weekend hours
- Advance notice provided to active users

• *Note: The AoD platform is developed and hosted by archSCAN, LLC. Services are subject to potential interruption outside Word Wizards' direct control. In the event of platform disruptions, Word Wizards will promptly notify affected agencies and work directly with the developer to achieve resolution.*

Incident Communication Protocol

Word Wizards maintains clear communication protocols for service incidents:

Communication Type	Commitment
Initial Notification	Within 4 hours of confirmed incident affecting service availability or delivery timelines
Status Updates	Every 2 hours during active incidents, or more frequently for critical situations
Resolution Notification	Within 1 hour of resolution, including summary of impact and required follow-up
Post-Incident Review	Within 5 business days for significant incidents: root cause, impact, and preventive measures
Outage Notification (Extended)	Within 4 hours of extended unplanned outage, with status updates until resolution

Incident communications are delivered via email to designated agency contacts. For agencies with active critical projects, we provide direct phone notification in addition to email.

Problem Escalation Path

Word Wizards maintains a simple, three-tier escalation process ensuring rapid resolution:

Level	Contact	Scope
Level 1	Project Manager	Day-to-day matters, timeline adjustments, priority changes, routine quality concerns
Level 2	Account Executive	Contractual, pricing, policy questions; issues not resolved at Level 1
Level 3	CEO (Ilana Gordon)	Urgent or unresolved matters requiring executive attention

This three-tier structure ensures no issue requires more than two escalations to reach the highest level of our organization. When an issue is raised, the receiving team member acknowledges it within 4 business hours and provides an initial assessment. Agencies receive status updates at least daily for critical issues until resolution is achieved.

16. Describe how your company will work with ECPA and Edge Public to market and promote the awarded contract to eligible entities nationally. How will your team differentiate this contract from other cooperative or state contracts you may hold?

Collaborative Partnership with ECPA and Edge Public

Word Wizards is committed to actively marketing and promoting the ECPA contract as a comprehensive solution for digital accessibility compliance. We view this cooperative contract not merely as a sales channel, but as an opportunity to showcase how the combination of proven human expertise and emerging automation technology can transform how public agencies approach accessibility compliance at scale.

We will work closely with ECPA and Edge Public to develop and execute joint marketing initiatives that reach eligible entities nationwide. Our collaborative approach will include:

- **Joint content development:** Word Wizards will collaborate with ECPA and Edge Public marketing teams to create educational content, case studies, webinars, and promotional materials that highlight the contract's unique value proposition. We will provide subject matter expertise on accessibility trends, DOJ compliance requirements, and the evolving technology landscape to ensure marketing content is accurate, timely, and compelling.
- **Conference and event participation:** When possible, Word Wizards will participate in ECPA events, Edge Public partner meetings, and relevant public sector conferences to promote the contract and educate potential users. This includes providing speakers for webinars, contributing to panel discussions, and staffing exhibit opportunities as appropriate.

- **Direct outreach support:** Our team will support Edge Public sales efforts by participating in agency outreach calls, providing technical expertise during sales presentations, and responding promptly to agency inquiries generated through cooperative marketing channels.
- **Success story documentation:** As agencies achieve compliance milestones through this contract, we will work with ECPA and Edge Public to document and share success stories that demonstrate the program's value to prospective participants.

Differentiation from Other Contracts

Word Wizards holds other cooperative and state contracts for accessibility services. We will differentiate the ECPA/Edge Public contract through the following approaches:

- **Dedicated program identity:** We will maintain a distinct program identity for the ECPA contract, including contract-specific quotes, dedicated reporting, and clear identification on all invoices and communications. Agencies and our internal team will clearly understand when work is being performed under this cooperative vehicle.
- **Pricing structure alignment:** The ECPA contract pricing structure, including the administrative fee and cooperative-specific volume arrangements, is distinct from pricing under other contracts. This ensures that the ECPA contract stands on its own merits and that participating agencies receive the full benefit of the cooperative's aggregated buying power.
- **Proactive promotion:** When engaging with agencies that could use either the ECPA contract or another vehicle, we will proactively present the ECPA option and explain its unique benefits, particularly for agencies interested in the hybrid automation model or seeking the specific advantages of the ECPA/Edge Public cooperative network.
- **Contract reference on all documents:** Every quote, proposal, and invoice issued under this contract will prominently display the ECPA contract number and identify Edge Public as the cooperative administrator. This clear identification ensures agencies and their procurement staff can immediately verify the applicable contract vehicle.

15. Describe your problem escalation process, including escalation paths, communication expectations, and how you coordinate with agency staff to resolve issues.

Word Wizards maintains a simple, relationship-based escalation process designed to ensure rapid issue resolution. Our approach reflects our commitment to responsive, personalized service—problems are resolved quickly because decision-makers are accessible and empowered to act. Unlike large vendors with complex ticketing systems, agencies working with Word Wizards have direct access to the people who can solve problems.

Three-Tier Escalation Path

Word Wizards' escalation structure ensures that no issue requires more than two escalations to reach the highest level of our organization:

Level	Contact	Authority	Scope of Issues
Level 1	Project Manager	Day-to-day decision-making	Timeline adjustments, priority changes, routine quality concerns, status inquiries, project coordination
Level 2	Account Executive	Broader decision-making authority	Contractual questions, pricing matters, policy questions, issues not resolved at Level 1
Level 3	CEO (Ilana Gordon)	Executive authority	Urgent or unresolved matters requiring executive attention, strategic concerns

Level 1: Project Manager (First Point of Contact)

The agency's assigned Project Manager serves as the first point of contact for any issue and has authority to resolve most day-to-day matters. The Project Manager:

- Serves as single point of contact—agencies never navigate a phone tree or submit tickets into a queue
 - Has direct phone, email, and video conference access
 - Maintains real-time visibility into all active work and tracking data
 - Can mobilize remediation specialists, QA reviewers, and subject matter experts as needed
- Resolves timeline adjustments, priority changes, and routine quality concerns independently

Level 2: Account Executive

If the Project Manager cannot resolve an issue to the agency's satisfaction, or if the matter involves contractual, pricing, or policy questions, it escalates to the Account Executive, who:

- Oversees the overall client relationship
 - Has broader decision-making authority than the Project Manager
 - Addresses scope expansions, contract matters, and pricing questions
- Reviews and resolves issues that require policy interpretation or exception

Level 3: CEO (Ilana Gordon)

For urgent or unresolved matters requiring executive attention, agencies have direct access to our CEO, Ilana Gordon, who personally ensures resolution. This level of access reflects Word Wizards' commitment to client satisfaction and our belief that agencies deserve responsive, accountable service.

Communication Expectations

Issue Acknowledgment and Response Times

When an issue is raised, the receiving team member responds according to the following commitments:

Communication Type	Commitment
Issue Acknowledgment	Within 4 business hours with initial assessment of situation, expected resolution approach, and timeline
Critical Issue Updates	At least daily until resolution is achieved
Non-Critical Issue Updates	At agreed intervals based on issue complexity and agency preference
Issue Closure	Written confirmation including summary of actions taken and any preventive measures implemented

Documentation and Tracking

All escalations are documented to ensure accountability and continuous improvement:

- Issues logged in internal tracking system with unique identifiers
 - Complete history of communications and actions maintained
 - Written confirmation provided when issues are closed
- Records available to support agency audit requirements

Coordination with Agency Staff

Word Wizards recognizes that effective issue resolution often requires collaboration. Our team coordinates directly with appropriate agency personnel to diagnose problems, gather necessary information, and implement solutions.

Agency Contacts by Issue Type

Issue Type	Agency Coordination
Technical/Source File Issues	Agency technical staff to diagnose source file problems, obtain alternative formats, or clarify technical requirements
Content/Subject Matter Questions	Content owners to clarify meaning, intent, or context for accurate alternative text and descriptions
Contract/Billing Matters	Procurement personnel to address purchase orders, invoicing questions, or contract modifications
Project Scope/Timeline Changes	Project stakeholders to discuss priority adjustments, scope modifications, or deadline changes
Quality Concerns	Designated reviewers to understand specific concerns, review findings, and confirm resolution

Communication Channels and Preferences

We adapt to agency communication preferences to ensure effective collaboration:

- **Phone:** Direct phone access to U.S.-based staff during business hours (8:00 AM – 6:00 PM Eastern Time, Monday through Friday)
- **Email:** Primary contact method with responses within established SLA timeframes
- **Video Conference:** Available via Microsoft Teams, Zoom, or agency-preferred platforms for complex discussions
- **Agency Team Meetings:** Participation in agency team meetings when helpful for issue resolution
- **Emergency Contact:** For critical issues outside business hours, agencies can reach our emergency contact line

Partnership Approach

Our goal is to function as an extension of the agency's team, not as a distant vendor. This partnership approach means:

- Proactive communication about potential issues before they become problems
- Transparency about challenges, limitations, and realistic timelines
- Flexibility to adapt processes to agency workflows and preferences
- Knowledge transfer to build agency capacity over time
- Collaborative problem-solving rather than finger-pointing

Incident Communication Protocol

For service incidents affecting delivery timelines or platform availability, Word Wizards maintains clear communication protocols:

Incident Stage	Communication Commitment
Initial Notification	Within 1 hour of confirmed incident
Ongoing Status Updates	Every 2 hours during active incidents, or more frequently for critical situations

Resolution Notification	Within 1 hour of resolution with impact summary
Post-Incident Review	Within 5 business days for significant incidents: root cause analysis and preventive measures

Incident communications are delivered via email to designated agency contacts. For agencies with active critical projects, we provide direct phone notification in addition to email.

17. Describe how customers can verify they are receiving the correct contract pricing and terms.

Contract Pricing and Terms Verification

Word Wizards ensures that participating agencies can easily verify they are receiving correct contract pricing and terms through multiple mechanisms:

Contract Identification

- **Contract reference on all documents:** Every quote, proposal, and invoice issued under this contract will prominently display the ECPA contract number and identify Edge Public as the cooperative administrator. This clear identification ensures agencies and their procurement staff can immediately verify the applicable contract vehicle.
- **Contract-specific quotes:** When preparing quotes for agencies, we generate contract-specific documents that reference the ECPA contract pricing matrix and applicable terms. Quotes clearly itemize services, applicable rates, and any volume-based or other adjustments, allowing agencies to verify alignment with published contract pricing.
- **Statement of work alignment:** For larger engagements, statements of work explicitly reference the ECPA contract and incorporate its terms by reference, ensuring contractual clarity and audit trail documentation.

Pricing Verification

- **Published rate schedules:** Contract pricing is documented in the awarded contract materials available through ECPA and Edge Public. Agencies can compare quoted rates against published schedules to verify accuracy.
- **Itemized invoicing:** All invoices provide detailed itemization showing quantities, unit rates, service categories, and applicable discounts. This transparency enables agencies to verify that billed amounts align with contract terms and quoted prices.
- **Inquiry response:** Agency procurement or finance staff may contact our Project Manager or accounts team at any time to verify pricing, request rate confirmation, or clarify invoice details. We respond to such inquiries within one business day.

Terms Verification

Agencies can verify they are operating under correct contract terms through the contract reference displayed on all transactional documents. The ECPA contract number serves as the definitive indicator that ECPA/Edge Public cooperative terms—including warranty provisions, compliance guarantees, SLAs, and administrative requirements—apply to the engagement. Agencies uncertain about applicable terms may request a copy of the relevant contract excerpts or contact our team for clarification.

18. Describe your ability to provide quarterly sales and usage reports showing total gross dollar volume generated from this contract, including breakdowns by: a. participating agency, b. state/region, c. major service categories or products.

Word Wizards can provide comprehensive quarterly sales and usage reports to ECPA and Edge Public, enabling effective program administration and demonstrating contract value to stakeholders. Our reporting infrastructure is built on over four decades of federal contract administration experience, where detailed and timely reporting is essential for program oversight and compliance.

Report Content and Structure

Each quarterly report can include the total gross dollar amount and all breakdowns specified by ECPA and Edge Public including

(a) Participating Agency Breakdown

Itemized listing of all agencies that utilized the contract during the reporting period.

(b) State and Regional Breakdown

Sales volume organized by state and region.

(c) Major Service Categories and Products Breakdown

Revenue allocation across major service categories, including:

- Document Remediation (Manual/Expert)
- Automation-Enhanced (AE) Processing
- Forms Development and Remediation
- Video Captioning Services
- Audio Description Services
- Training and Education Services
- Consulting and Advisory Services

Report Format and Delivery

Quarterly reports can be delivered electronically in formats suitable for Edge Public's administrative requirements:

- **Spreadsheet Format (Excel):** Detailed data tables enabling filtering, sorting, and custom analysis by ECPA and Edge Public staff
- **Summary Narrative:** Executive summary highlighting key trends, notable engagements, significant milestones, and program observations
- **Visual Dashboards:** Charts and graphs illustrating trends, geographic distribution, and service category breakdowns for presentation purposes

Reports can be delivered within fifteen (15) business days following the close of each calendar quarter, or on an alternative schedule as preferred by Edge Public. We are flexible in adapting our reporting cadence and format to align with ECPA and Edge Public administrative cycles and requirements.

Offeror Qualifications & Experience

1. Please provide the name, address, phone number, and email address for the authorized agent submitting the proposal.

The authorized agent submitting this proposal on behalf of Word Wizards Inc. is:

Name:	Ilana Gordon, Chief Executive Officer
Address:	8609 Second Avenue, Suite 406-B, Silver Spring, MD 20910
Phone:	301.986.0808
Email:	ilana@wordwizardsinc.com

Ms. Gordon is fully authorized to execute contractual obligations on behalf of Word Wizards Inc. and serves as the primary point of contact for all matters relating to this proposal and any resulting contract.

2. Provide a brief company profile including: a. legal name and corporate structure, b. year established and corporate headquarters location, c. primary office locations relevant to servicing this contract.

(a) Legal Name and Corporate Structure

Word Wizards Inc. is a woman-owned small business corporation incorporated in the State of Maryland. The company has specialized in digital accessibility services, document compliance, and multimedia accessibility solutions since the earliest days of these technologies. Our CEO, Ilana Gordon, pioneered digital publishing services in the professional market and has guided the company through every subsequent technological transformation, from desktop publishing through today's AI-enhanced accessibility solutions.

Legal Name:	Word Wizards Inc.
Corporate Structure:	S Corporation
State of Incorporation:	Maryland
Unique Entity ID (UEI):	N5FGWMP1ZW89
GSA Contract:	GS-07F-0641X

(b) Year Established and Corporate Headquarters Location

Word Wizards was founded in 1981 and formally incorporated in 1989, giving the company over 44 years of continuous operation in the digital content services industry. Our story begins in the 1980s when CEO Ilana Gordon founded Word Wizards at the forefront of the desktop publishing revolution. As one of the first professional service providers for digital publishing in the nation's capital, Ms. Gordon recognized early the transformative potential of digital content and built a company that would evolve alongside every major milestone in digital accessibility.

Our corporate headquarters is located in Silver Spring, Maryland, within the Washington, D.C. metropolitan area. This strategic location provides immediate proximity to federal agency partners while our remote-capable infrastructure enables seamless service delivery to agencies nationwide. Our headquarters address is 8609 Second Avenue, Suite 406-B, Silver Spring, MD 20910.

(c) Primary Office Locations Relevant to Servicing This Contract

Word Wizards operates from our Silver Spring, Maryland headquarters, which serves as our primary facility for all contract administration, project management, and service delivery operations. Our service delivery model is location-independent: all document remediation, multimedia accessibility, quality assurance, and project management activities are performed by our U.S.-based team regardless of the agency's geographic location. This centralized approach ensures consistent quality standards, streamlined communication, and efficient resource allocation while eliminating any geographic limitations on service delivery. Our secure file transfer infrastructure operates around the clock, enabling agencies in any time zone to submit documents at their convenience and receive completed deliverables through our secure FTP portal.

3. Describe the scope of clients you currently service, with emphasis on public sector entities.

Word Wizards serves a diverse portfolio of public and private sector clients, with particular depth in federal agencies and growing experience with state, local, and educational institutions. Our client base reflects decades of trusted service delivery and the comprehensive nature of our accessibility expertise.

Federal Government: Word Wizards has served federal agencies for over 35 years, establishing long-term relationships with major departments including the U.S. Department of Health and Human Services (HHS), the U.S. Small Business Administration (SBA), and the U.S. Office of Personnel Management (OPM). Our federal work spans multiple sub-agencies within HHS, including the Food and Drug Administration (FDA), Health Resources and Services Administration (HRSA), National Institutes of Health (NIH), and the Program Support Center (PSC). This multi-agency federal experience has developed our capacity to coordinate with diverse stakeholders, navigate complex organizational structures, and deliver consistent quality across varied requirements. Our current federal contracts demonstrate ongoing trust and satisfaction with our services, with some relationships extending over two decades of continuous service.

State and Local Government: Word Wizards is expanding our state and local government portfolio, recognizing the urgent compliance needs created by DOJ's Title II web accessibility requirements. We were recently awarded a contract with the City of Palm Coast, Florida, demonstrating our capability to serve municipal governments with the same quality and responsiveness we provide to federal clients. We are actively pursuing additional state and local opportunities as public entities face the April 2026 and April 2027 compliance deadlines established by the DOJ's final rule. Our experience navigating federal accessibility requirements translates directly to supporting state and local governments, many of which face similar challenges with smaller staff and more constrained budgets.

Higher Education: Word Wizards holds contracts with several prominent higher education institutions, including the University of California Berkeley, Harvard University, Coastal Carolina University, and most recently the University of Missouri for document remediation services. Our higher education experience includes understanding the unique challenges faced by academic institutions in making diverse content accessible, from course materials and administrative documents to research publications and public communications. We have delivered extended webinar training series for institutions such as the University of Nevada, Reno, covering accessible design principles and accessible video production techniques. This combination of direct remediation services and capacity-building training positions us to support the full spectrum of accessibility needs within the higher education sector.

Healthcare and Regulated Industries: Through our extensive work with HHS component agencies, Word Wizards has developed deep expertise in healthcare-related accessibility requirements. We regularly handle sensitive health information, medical research documents, and regulatory materials that require both accessibility compliance and careful attention to accuracy and confidentiality. Our experience with FDA, NIH, and HRSA has equipped us to serve healthcare organizations, research institutions, and entities operating in highly regulated environments where precision and compliance are paramount.

4. Describe your company's experience and expertise in digital accessibility including: a. number of years providing accessibility services and/or platforms, b. experience with WCAG, Section 508, ADA Title II/III, and other relevant standards, c. experience working under or with DOJ consent decrees, settlement agreements, or formal remediation plans.

(a) Number of Years Providing Accessibility Services

Word Wizards has specialized in digital accessibility services for over 30 years, making us one of the longest operating accessibility service providers in the United States. Our company's evolution mirrors the entire history of digital content accessibility, from the earliest days of desktop publishing through today's AI-powered solutions. When Adobe introduced the accessibility layer to PDF documents, Word Wizards was among the first to master the technology and deliver compliant documents to federal agencies. This pioneering spirit has defined

our approach throughout our history, positioning us as industry leaders rather than followers in accessibility technology and methodology.

In the early days of video transcription, our team literally hand-wired mechanical foot pedals to control the playback of audio cassette players, a grassroots innovation that revolutionized typing services and helped make closed captioning practical and scalable. This hands-on problem-solving approach continues today as we deploy AI-enhanced workflows alongside our expert team to help agencies achieve their accessibility goals at scale. Our enterprise-level Captioning Analysis Insights and Validation (CAIV) product provides enterprise-level developers and decision makers with human-scored compliance data metrics for closed captioning content, representing the only product in the world to use word-for-word human input to optimize, score, and compare speech-to-text systems side-by-side. We have also developed proprietary human-AI hybrid workflows including SAV (Synthetic AI Voice) for audio description, technologies that harness AI efficiency while maintaining the human judgment essential for genuine compliance.

(b) Experience with WCAG, Section 508, ADA Title II/III, and Other Relevant Standards

Our team maintains comprehensive expertise across the full range of accessibility standards and requirements relevant to public sector entities:

- **WCAG Expertise:** Comprehensive experience with WCAG 2.0, 2.1, and 2.2. Our team actively monitors W3C working groups and prepares for emerging standards including WCAG 3.0 readiness. We have navigated every major WCAG transition and are positioned to guide agencies through future standards evolution.
- **Section 508:** Deep expertise in Section 508 of the Rehabilitation Act, developed through two decades of federal agency service. We contributed to the development of HRSA's accessibility checklist, an extension of the HHS 508-compliance PDF checklist covering graphic design, media, and video products. Our team includes multiple DHS Certified Trusted Testers who apply rigorous federal testing methodology to all deliverables.
- **PDF/UA:** Expert implementation of ISO 14289 (PDF/UA) standards, ensuring documents meet international accessibility specifications for PDF content. Our remediation workflows incorporate PDF/UA validation as a standard quality checkpoint.
- **ADA Title II and Title III:** Current expertise in Americans with Disabilities Act requirements for state and local governments (Title II) and places of public accommodation (Title III), including the DOJ's April 2024 final rule establishing WCAG 2.1 AA as the standard for public entity web content. We structure our advisory and remediation services to help agencies meet the April 2026 and April 2027 compliance deadlines established by this rule.

(c) Experience with DOJ Consent Decrees, Settlement Agreements, or Formal Remediation Plans

Word Wizards has supported clients operating under formal accessibility remediation obligations, including DOJ consent decrees, settlement agreements, and structured remediation plans. This experience has given us insight into the heightened accountability and timeline pressures that accompany formal compliance mandates. We understand the structured remediation planning, progress reporting, and documentation requirements that agencies face when operating under enforcement actions, and we structure our services to support clients in meeting these obligations with thorough documentation and verifiable compliance outcomes.

Our compliance certificates, detailed project reports, and audit-ready documentation support agency responses to DOJ inquiries, OCR complaints, or internal audit requirements. Each remediated document is accompanied by certification confirming conformance with applicable standards (WCAG 2.1 AA, PDF/UA, Section 508). For large-scale engagements, we provide dashboard views of compliance status across the document portfolio, enabling agencies to track progress toward accessibility goals and demonstrate compliance progress in required reporting. Our experience supporting clients under formal remediation requirements ensures that we understand the documentation standards and accountability measures that agencies need to satisfy regulatory oversight.

5. Describe your experience with cooperative or multi-agency contracts, including any relevant examples where you supported a program that scaled across many agencies.

Word Wizards brings substantial experience delivering accessibility services across large-scale, multi-jurisdictional programs. Our track record demonstrates the organizational capacity, quality systems, and scalable workflows necessary to support a national cooperative contract serving diverse agencies.

U.S. Department of Health and Human Services: Word Wizards' most extensive multi-agency experience comes from our 35-year relationship with the U.S. Department of Health and Human Services through the Program Support Center (PSC). This engagement involves direct coordination with multiple HHS sub-agencies, including FDA, HRSA, NIH, and PSC divisions, each with distinct requirements, stakeholders, and workflows. This work has required us to coordinate with diverse agency contacts and decision-makers simultaneously while maintaining consistent quality standards across varied requirements and content types. We developed the capacity to scale our operations to meet fluctuating demand across multiple agency portfolios, ensuring timely delivery regardless of volume. Success in this environment has demanded effective communication with both technical staff and executive stakeholders, as well as the flexibility to adapt our processes to accommodate different agency preferences and systems.

Administrative Office of the U.S. Courts: Another example of how our team brings substantial experience delivering accessibility and document compliance services across large-scale, multi-jurisdictional programs is our work with the Administrative Office of the U.S. Courts (AOUSC), where we provided comprehensive Section 508 compliance services spanning the entire federal judiciary system. Under this engagement, we were responsible for converting court forms from jurisdictions across all 94 federal judicial districts, 12 courts of appeals, and specialized courts nationwide to Section 508-compliant, fillable PDF formats. This work required coordinating with multiple stakeholders across diverse geographic regions while maintaining consistent quality standards and compliance with federal accessibility requirements.

Beyond form remediation, we led efforts to standardize all letterheads for administrative judges throughout the federal court system. This initiative required developing uniform templates that met both accessibility standards and the unique branding requirements of the judiciary, ensuring consistency across hundreds of judicial offices while accommodating regional variations where necessary. This engagement demonstrates our proven ability to successfully manage high-volume document remediation across a decentralized, multi-jurisdictional organization; develop scalable workflows capable of processing documents from numerous source agencies simultaneously; maintain strict compliance with Section 508 requirements while meeting diverse stakeholder needs; and deliver standardized solutions that balance consistency with flexibility for local requirements.

HUD Exchange Strategic Partnership: Word Wizards' strategic consulting capabilities are further demonstrated through our current engagement with the HUD Exchange through Abt Global. In this ongoing partnership, Word Wizards serves as a thought partner providing agency-level strategic guidance on accessibility compliance. Our role encompasses on-call support, planning, and implementation of strategic objectives. We are also coaching HUD technical assistance providers on addressing non-compliant content, providing strategic input on workflow design and optimization, and delivering recommendations for tools, templates, and training approaches aligned with program goals. This engagement illustrates our ability to function as an embedded strategic partner, providing the expert perspective agencies need to navigate complex accessibility challenges while building internal capacity for long-term success.

6. Provide a high-level overview of your company's financial stability and capacity to support a multi-year, national cooperative contract.

Word Wizards brings exceptional financial stability to this contract, built on 44 years of continuous operation and prudent business management. Our financial foundation demonstrates the capacity to support a multi-year, national cooperative contract with the stability to invest in service delivery, maintain staffing levels, and honor commitments throughout the contract term.

Operational Longevity: Founded in 1981 and incorporated in 1989, Word Wizards has successfully navigated multiple economic cycles, technology transitions, and market changes while maintaining continuous operations and client service. Our longevity in a rapidly evolving industry demonstrates management stability, adaptability, and sustainable business practices. We have transformed alongside the digital content industry, evolving from desktop publishing through web development and into specialized accessibility services while maintaining profitability and client relationships throughout each transition.

Credit and Banking Relationships: Word Wizards maintains an exceptional credit rating and positive banking history, reflecting our consistent financial management and reliable business practices. Our strong credit position enables us to manage cash flow effectively during the normal cycles of government contracting, where payment timing can vary. We maintain banking relationships that support operational flexibility and provide capacity for investment in service delivery capabilities.

Vendor and Contractor Relationships: We maintain solid relationships with vendors and contractors, ensuring operational continuity and cash flow stability between periods of service delivery and payment receipt. These relationships enable us to scale capacity as needed without financial strain. Our subcontractor network of vetted accessibility professionals can be engaged for surge capacity or specialized requirements, providing flexibility without requiring large fixed overhead. Our strategic technology partnership with archSCAN, LLC for the Accessibility On-Demand platform further extends our capacity for high-volume processing.

Federal Contract Performance: Our multi-year federal contracts, including ongoing agreements with HHS, SBA, and OPM-OIG, demonstrate our capacity to sustain performance over extended contract periods and our reliability as a government contractor. These contracts collectively represent significant annual revenue and require consistent quality delivery, financial stability, and organizational capacity. Our successful performance across these engagements provides concrete evidence of our ability to support a national cooperative contract of similar scope and duration.

7. Describe your capacity to provide the full scope of products and services described in this RFP to agencies throughout the US.

Word Wizards confirms our capacity to provide the full scope of proposed services, including training, consulting, guidance, advisory roles, document remediation, forms remediation and development, video captioning, and audio description to agencies throughout the United States. Our service delivery model is location-independent: all work is performed by U.S.-based staff, with secure file transfer infrastructure enabling seamless service to agencies regardless of geographic location.

Capacity Model: Our capacity model combines three elements that enable us to scale efficiently. First, our core professional team consists of full-time accessibility specialists with years of federal agency experience, providing consistent quality and institutional knowledge. Second, our trained subcontractor network includes vetted accessibility professionals who meet our quality standards and can be engaged for surge capacity or specialized requirements. Third, through our partnership with archSCAN, LLC, we offer automation-enhanced processing utilizing the Accessibility On-Demand (AoD) platform, enabling cost-effective handling of high-volume content while maintaining quality standards.

U.S. Territory Coverage: Word Wizards can serve Participating Public Agencies in U.S. territories including Guam, U.S. Virgin Islands, Puerto Rico, American Samoa, and the Northern Mariana Islands. Our remote service delivery model, based on secure file transfer and electronic communication, operates identically regardless of agency location. No special conditions or limitations apply to territory-based agencies; they receive the same services, pricing, service level agreements, and support as agencies in the continental United States. Our support model includes live telephone assistance during standard business hours, supplemented by after-hours email support to address urgent issues outside normal operating times.

Time Zone Accommodation: Word Wizards accommodates agencies across all U.S. time zones through flexible scheduling and extended availability. Project Managers are available during extended Eastern business hours (8:00 AM to 6:00 PM ET, Monday through Friday), providing coverage from 5:00 AM to 3:00 PM Pacific Time. For agencies in Pacific, Mountain, Alaska, or Hawaii time zones, we accommodate scheduled calls outside standard Eastern hours upon request. Our secure file transfer infrastructure operates 24/7, enabling agencies to submit documents at their convenience and receive completed deliverables around the clock.

Scalability: Word Wizards' dual-track service model provides inherent scalability. Manual expert remediation scales through our experienced team of specialists, while automation-enhanced processing enables rapid processing of large document volumes. Small municipalities, special districts, and nonprofit organizations receive the same quality and service commitment as our largest clients. We maintain no minimum order requirements, and small batches typically turn around within one to three business days. Mid-size agencies benefit from economies of scale through volume-based pricing arrangements, priority scheduling, customized reporting, and regular check-in meetings. Large programs, including state agencies, metropolitan governments, and multi-agency collaboratives, benefit from dedicated account teams, program-level governance support, phased rollout planning aligned with DOJ compliance deadlines, and volume-based pricing negotiated based on projected volumes and commitment terms.

8. Describe any anticipated challenges in servicing agencies of varying sizes and technical capabilities, and how you address those challenges.

Word Wizards anticipates and proactively addresses the challenges inherent in serving agencies of varying sizes and technical capabilities. Our experience across the spectrum of public sector clients has informed our approach to these common challenges.

Small Agencies with Limited Resources: Many small municipalities, special districts, and nonprofit organizations lack dedicated IT or accessibility staff. We address this through full-service support that minimizes agency burden: simple submission methods, plain-language communication, ready-to-use deliverables, and dedicated Project Manager attention regardless of project size. Our no-minimum-order policy and affordable per-page pricing ensure that small agencies can access professional services within their budgets. We offer starter packages specifically designed for smaller-scale engagements, including a Small Entity Starter Package with discounted pricing for remediation of up to 250 pages of mixed content.

Agencies with Legacy Content Backlogs: Many agencies face large volumes of legacy documents requiring remediation before compliance deadlines. Our automation-enhanced processing addresses this challenge by enabling cost-effective batch processing of archival content at rates as low as \$4.75 to \$12.00 per page, while manual remediation handles priority and complex materials requiring guaranteed 100% compliance. This dual-track approach allows agencies to address backlog content efficiently while ensuring that high-visibility, mission-critical documents receive expert human attention.

Agencies with Diverse Content Types: Public agencies publish widely varied content, from simple meeting minutes to complex technical reports, interactive forms, and multimedia. Our comprehensive service offering covers this full spectrum, and our tiered complexity pricing ensures agencies pay appropriately for actual content difficulty. Our integrated in-house expertise across

documents, forms, video, graphic design, and programming means agencies receive holistic guidance from practitioners who understand how accessibility considerations intersect across different content types and technologies.

Agencies with Varying Technical Maturity: We tailor our engagement approach to each agency's capabilities. For agencies with limited technical resources, we provide full-service support with simple submission methods, plain-language communication, and deliverables ready for immediate use without requiring agency technical involvement. Agencies with moderate technical capabilities benefit from collaborative workflows, detailed documentation, and WCAG-referenced reporting that builds internal knowledge. For agencies with advanced IT teams and established accessibility programs, we offer deeper technical engagement including detailed issue logs, consultation on source document improvements, API integration with the AoD platform, and custom reporting. Our goal is to meet agencies where they are while supporting their growth toward greater accessibility maturity over time.

9. Identify the key personnel who will lead and be engaged in the implementation and ongoing management of this contract.

Word Wizards assigns experienced leadership to every engagement, ensuring that participating agencies receive senior-level attention and expertise. The following key personnel will lead and be engaged in the implementation and ongoing management of this contract.

Program/Engagement Lead

Ilana Gordon, Chief Executive Officer: Ilana Gordon brings over 45 years of experience in project management, business development, and accessibility services. As CEO and company founder, she oversees all aspects of Word Wizards' operations and serves as the ultimate point of accountability for contract performance. Ms. Gordon serves as 508 Compliance Consultant and Specialist, with hands-on involvement in establishing quality standards and remediation methodologies. She contributed to the development of HRSA's accessibility checklist, extending the HHS 508-compliance PDF checklist to cover graphic design, media, and video products. She manages Word Wizards' HHS relationship involving coordination across multiple sub-agencies (FDA, HRSA, NIH, PSC) with diverse stakeholders and requirements, experience that translates directly to multi-agency cooperative contract administration.

Customer Success/Relationship Manager

Benjamin Gordon, President: Benjamin Gordon brings over 15 years of experience in 508 compliance and specialization in media accessibility. As President, he focuses on client relationships, service innovation, and ensuring customer success across Word Wizards' engagements. Mr. Gordon has been instrumental in guiding Word Wizards through multiple industry transitions, adapting the company's service offerings to evolving market demands and technological landscapes while preserving the commitment to quality and human expertise that defines Word Wizards' reputation. He is an expert in both document and media accessibility technologies and workflows, serving as senior technician for transcription, audio description, and captioning. He pioneered the development of SAIV (Synthetic AI Voice), Word Wizards' proprietary AI-generated voice technology for audio description production, reducing costs by 40-60% while enabling rapid turnaround for agencies with large video libraries. He also pioneered AI-assisted transcription validation (CAIV) technologies. His work on enterprise Captioning Analysis studies contributed to industry milestones including IBM's development of AI-driven live captioning. Mr. Gordon maintains relationships with federal agency clients including DOJ, DEA, IRS, USDA, HHS, SBA, and OPM-OIG. He holds a Bachelor of Science degree in business administration and entrepreneurship.

Technical Accessibility Lead

Andrew LaGow, Vice President, 508 Operations: Andrew LaGow brings over 30 years of experience in graphic design, accessible document production, and project management. He provides direct management of Word Wizards' remediation staff and contractors and oversees technical quality across all deliverables. Mr. LaGow has been a driving force behind the evolution of Word Wizards' accessibility services division, implementing new technologies and management methodologies that have enabled the company to scale operations while maintaining quality standards that federal clients require. He is an expert in Adobe Creative Cloud accessibility features and accessible design principles. He serves as the primary client contact for document remediation projects and is responsible for troubleshooting, software development, and IT management. Under his technical leadership, Word Wizards has successfully implemented new accessibility technologies including CommonLook PDF, axesPDF, and screen reader testing protocols. He manages production workflows for high-volume remediation projects, ensuring consistent quality and on-time delivery across large document portfolios.

Project Management and Design

Stephanie Batista, Project Manager / Forms Designer / Graphic Designer: Stephanie Batista brings a unique combination of project management, technical forms development, and creative

design expertise to Word Wizards. With specialized education in design and digital art platforms, she manages complex design projects while providing hands-on solutions to visual design challenges. Ms. Batista is proficient in Adobe Creative Cloud applications including video editing and publication authoring tools, enabling her to support the full spectrum of document and multimedia accessibility needs. Her cross-functional skill set allows her to bridge the gap between technical accessibility requirements and effective visual communication, ensuring that remediated content is both compliant and professionally designed.

Subject Matter Experts

Valerie Kaplan, Senior Remediator/Team Leader, DHS Certified Trusted Tester: Valerie Kaplan brings over 15 years of specialized experience in document accessibility remediation, forms development, and Section 508 compliance. Ms. Kaplan holds DHS Trusted Tester certification and maintains expert-level proficiency in industry-leading accessibility tools including Adobe Acrobat Pro, CommonLook PDF, and axesPDF. She is certified in assistive technology testing using JAWS and NVDA screen readers, ensuring remediated documents meet WCAG 2.1 AA, PDF/UA, and Section 508 standards through real-world user validation. Her programming expertise includes JavaScript, Visual Basic, C++, HTML, CSS, and PHP. Ms. Kaplan leads quality assurance protocols for complex remediation initiatives and has developed scalable workflows capable of processing thousands of documents while maintaining consistent compliance standards.

Laura Shillingburg, Senior Remediator/Assistant Manager, DHS Certified Trusted Tester: Laura Shillingburg contributes over 11 years of expertise in document accessibility remediation, interactive forms development, and advanced scripting solutions. Ms. Shillingburg holds DHS Trusted Tester certification and specializes in Microsoft Office-to-accessible PDF conversions and JavaScript programming for advanced form functionality, including field validation, calculation scripts, and conditional logic. She performs final quality control using JAWS and NVDA screen readers. Ms. Shillingburg has supported accessibility initiatives for federal judiciary clients, contributing to the standardization of court forms and official correspondence templates across multiple districts. She has developed templated solutions and scripting frameworks that enable efficient scaling of accessible form production.

Catherine Lewis, Senior Remediator, DHS Certified Trusted Tester: Catherine Lewis serves as a Senior Remediator with DHS Trusted Tester certification obtained in 2020, bringing rigorous federal testing methodology to Word Wizards' quality assurance processes. With over 10 years of dedicated accessibility experience, Ms. Lewis specializes in complex documents and visual data remediation, including intricate tables, charts, graphs, and data visualizations that require expert judgment to make accessible without losing meaning. She is proficient in industry-standard accessibility tools including CommonLook PDF, axesPDF, Colour Contrast Analyser, and JAWS and NVDA screen readers. Her Trusted Tester certification ensures that Word Wizards' deliverables meet the exacting standards required by federal agencies, while her expertise in visual data accessibility addresses one of the most challenging areas of document remediation.

10. Indicate whether your company is minority-owned, women-owned, or holds any other relevant certifications.

Word Wizards Inc. is proud to be a certified woman-owned business, reflecting our commitment to diversity in the federal contracting community and the broader business ecosystem. Our certifications may support Participating Public Agencies in meeting their own diversity and inclusion procurement goals when utilizing this cooperative contract.

Certification	Description
SBA Certified WOSB	Current certification as a Woman-Owned Small Business through the U.S. Small Business Administration, verified through the federal certification program.
WBENC Certified	Certified by the Women's Business Enterprise National Council (WBENC), the largest certifier of women-owned businesses in the United States.
State-Level Certifications	Various state-level small business and women-owned business certifications as required for specific contract opportunities.
EEO Compliance	Word Wizards celebrates and encourages diversity in full compliance with Equal Employment Opportunity standards.

11. Provide 3 references from public sector clients for whom you have provided digital accessibility services and/or platforms of similar scope and complexity.

Reference 1: U.S. Department of Health and Human Services / Program Support Center

Entity Name and Type:	U.S. Department of Health and Human Services, Program Support Center (Federal Agency)
Contact:	Lisa Sneed, Supervisor, Mail and Publishing Services
Phone:	301-594-0545
Email:	Lisa.Sneed2@psc.hhs.gov
Contract Period:	2006-Present (20+ years)
Annual Value:	Approximately \$350,000/year

Description: Word Wizards serves as PSC's primary 508 / ADA compliance provider, supporting multiple HHS divisions including FDA, HRSA, NIH, and PSC. Our services encompass document remediation across multilingual projects in Microsoft Office and Adobe Creative Cloud formats, as well as translation, transcription, captioning, and audio description services. We handle daily project intake from multiple divisions with same-day turnaround capability on urgent requests.

Reference 2: U.S. Office of Personnel Management, Office of Inspector General

Entity Name and Type:	U.S. Office of Personnel Management, Office of Inspector General (Federal Agency)
Contact:	Charles Reilly, Assistant Inspector General for Audits
Phone:	202-606-1200
Email:	Charles.Reilly@opm.gov
Contract Period:	2023-2028 (Option Year 2)
Total Contract Value:	\$479,175.02

Description: Word Wizards remediates sensitive documents for Section 508 / ADA, WCAG 2.2, and PDF/UA compliance under demanding turnaround requirements. All staff were subject to background checks and fingerprinting to fulfill the contract security requirements. Source files are submitted as MS Office documents and PDFs requiring review and remediation. When documents contain scanned or non-machine-readable text, we apply OCR technology to convert static images to accessible text. **All deliverables between 1 and 100 pages are completed within 24 hours.**

Reference 3: U.S. Small Business Administration

Entity Name and Type:	U.S. Small Business Administration (Federal Agency)
Contact:	Carla Thomas, Program Analyst-Audit Liaison
Phone:	202-215-8850
Email:	Carla.Thomas@sba.gov
Contract Period:	2025-2029 (Option Year 5)
Total Contract Value:	\$246,924.83

Description: Word Wizards provides 508 / ADA compliance remediation of documents and forms for SBA. This ongoing contract illustrates our technical depth, scalability, and commitment to quality. Our services include creating and designing accessible documents and dynamic forms with advanced functionality. Our proven ability to integrate with agency workflows, provide quick turnaround when required, adapt to changing requirements, and deliver consistently compliant products has established Word Wizards as a critical accessibility partner to SBA.

1. Please describe any additional features, advantages, and benefits of your solution and organization that you believe will provide extra value to ECPA, Edge Public, and participating entities.

Meeting the Moment: Innovation for Critical Compliance Deadlines

Public agencies across the nation face an unprecedented accessibility challenge. The Department of Justice's April 2024 final rule has established firm compliance deadlines—April 24, 2026 for entities serving populations of 50,000 or more, and April 26, 2027 for smaller entities—that require WCAG 2.1 AA conformance for all web content and mobile applications. For many agencies, this means remediating years or even decades of accumulated digital content within an impossibly short timeframe using traditional methods.

Word Wizards is uniquely positioned to help agencies meet these deadlines. Our value proposition is simple: **we can help agencies achieve what seems impossible—full compliance within mandated timeframes—through a strategic combination of human expertise and automation-enhanced processing that no other provider can match.**

Automation-Enhanced Workflows: Compliance at Scale

Agencies facing DOJ compliance deadlines have large volumes of legacy documents that require remediation within a limited timeframe. Traditional manual approaches can be difficult to scale to meet these demands, particularly for organizations managing tens of thousands of documents.

Word Wizards addresses this challenge through our partnership with archSCAN, LLC and the Accessibility On-Demand (AoD) platform, a leading automated document remediation system. This partnership enables us to offer Automation-Enhanced (AE) processing that significantly improves the speed and cost-effectiveness of large-scale compliance efforts:

Capability	Impact on Agency Compliance
Massive Parallel Processing	Process thousands of documents simultaneously
Cost-Effective Scaling	Per-page rates of \$4.75-\$12.00 make large-scale remediation financially feasible for budget-constrained agencies
AI-Powered Alt Text	Advanced generative AI creates contextual alternative text for images
Human Validation Layer	Unlike pure automation solutions, AE remediation output can receive human expert review—ensuring quality standards that automation alone cannot guarantee
95%+ Compliance Threshold	Consistent achievement of 95-98% compliance rates through automation, with escalation path to manual remediation for documents requiring 100% guarantee

Word Wizards provides a strategic pathway that accomplishes both: meeting compliance timelines while maintaining quality standards that protect agencies from legal risk.

Proprietary AI Solutions: CAIV and SAIV

Word Wizards has not merely adopted AI tools developed by others—we have pioneered proprietary AI solutions that reflect our deep understanding of accessibility requirements and our commitment to innovation. These technologies demonstrate our consulting capability to analyze data, advise on policy, guide product selection decisions, and provide insights that only experienced human technicians can deliver.

CAIV: Captioning Analysis Insights and Validation

CAIV is the **only product in the world** that uses word-for-word human input to optimize, score, and compare speech-to-text systems side-by-side. This enterprise-level analytics platform provides decision-makers with human-scored compliance data metrics for closed captioning content—enabling objective, data-driven evaluation of captioning quality across vendors,

platforms, and technologies.

CAIV Consulting Applications:

- **Vendor Selection Advisory:** Objective performance data to guide procurement decisions on captioning services and speech-to-text platforms
- **Quality Benchmarking:** Establish baseline metrics and track improvement over time across agency video libraries
- **Technology Optimization:** Identify which AI captioning tools perform best for specific content types—legal proceedings, technical presentations, multilingual content
- **Policy Development:** Data-driven recommendations for caption accuracy standards, quality thresholds, and acceptance criteria

Industry Impact: Our CAIV Captioning Analysis studies contributed to industry milestones including IBM's development of AI-driven live captioning for news and sports broadcasts. When enterprises need to understand captioning quality at a granular level, they turn to Word Wizards.

SAIV: Synthetic AI Voice for Audio Description

SAIV is Word Wizards' proprietary synthetic AI voice technology for audio description production. This innovation addresses one of the most significant cost barriers in multimedia accessibility: professional voice talent for audio descriptions.

SAIV Advantage	Agency Benefit
40-60% Cost Reduction	Makes audio description financially viable for agencies with large video libraries that would otherwise remain inaccessible
Rapid Turnaround	Eliminates scheduling delays associated with human voice talent—critical for meeting compliance deadlines
Broadcast Quality	AI-generated narration virtually indistinguishable from human voice talent, with consistent tone and pacing
Voice Library Selection	Multiple voice options to match content character, tone, and language requirements
Human Script Development	Expert accessibility specialists write all description scripts—ensuring accuracy and appropriate content selection that AI alone cannot provide

Consulting Expertise: The Word Wizards Advantage

Technology alone does not solve accessibility challenges—it requires experienced professionals who understand both the technical requirements and the human needs that accessibility serves. Word Wizards' consulting value derives from insights that only come from decades of hands-on experience making content accessible for real users.

Data Analysis and Performance Metrics

Our consulting services leverage proprietary data and analytics capabilities to provide agencies with actionable intelligence:

- **Compliance Trend Analysis:** Track remediation progress across document portfolios with metrics that demonstrate compliance trajectory to leadership and auditors
- **Cost-Per-Compliance Modeling:** Predictive analytics that help agencies budget accurately for remediation initiatives based on content complexity profiles
- **Risk Prioritization Frameworks:** Data-driven methodologies to identify highest-risk content and optimize remediation sequencing
- **Benchmark Comparisons:** How does your agency's accessibility posture compare to peer organizations? Our experience across hundreds of engagements provides context that isolated agencies cannot develop independently

Policy Advisory and Governance Support

Word Wizards provides strategic policy guidance informed by our history of working with federal agencies through every major accessibility standards evolution:

- **Standards Interpretation:** Practical guidance on applying WCAG success criteria to real-world content scenarios—not theoretical compliance, but what actually works
- **Policy Development:** Creation of agency-specific accessibility policies, standards, and procedures that reflect both regulatory requirements and operational realities
- **Governance Frameworks:** Establishment of cross-functional steering committees, accountability structures, and reporting mechanisms that sustain accessibility over time
- **Standards Evolution Monitoring:** Proactive guidance on WCAG 2.2 adoption and WCAG 3.0 preparation—we've navigated every major standards transition and know what's coming

Product Selection and Technology Advisory

Agencies face a bewildering array of accessibility tools, platforms, and services. Word Wizards provides objective, experience-based guidance on technology decisions:

- **Tool Evaluation:** Independent assessment of accessibility testing tools, remediation software, and monitoring platforms based on hands-on experience with the full market landscape
- **Overlay Warnings:** Clear guidance on why accessibility overlay products do not achieve compliance and can expose agencies to legal risk—a position informed by technical expertise, not vendor relationships
- **Build vs. Buy Analysis:** Recommendations on when to invest in internal capacity versus external services, optimized for each agency's resources and requirements
- **Vendor Due Diligence:** Support for procurement processes including RFP development, proposal evaluation criteria, and vendor capability assessment

The Human Perspective: Our Core Differentiator

The value Word Wizards brings extends beyond technical capability. It is rooted in our fundamental understanding that digital accessibility serves real people with real needs. On the receiving end of every remediated document, every captioned video, every accessible form are individuals who rely on assistive technology to navigate their daily lives—to access government services, complete essential forms, understand public information, and exercise their rights as citizens.

This human perspective informs every aspect of our consulting approach. We do not simply help agencies check compliance boxes; we help them create content that genuinely works for people with disabilities. Our team includes professionals who work directly with assistive technologies and understand firsthand how accessibility decisions impact real user experiences. This lived understanding ensures that our guidance produces not just technical compliance, but genuine usability.

Integrated Expertise: The One-Stop Shop Advantage

Most accessibility consulting firms must coordinate multiple vendors or partners to address the full spectrum of accessibility needs—graphic designers for visual content, programmers for forms functionality, video production houses for multimedia, document specialists for remediation. Word Wizards has consolidated all of this expertise under one roof, developed organically over decades of evolution from our roots in traditional media, graphic design, desktop publishing, and web development.

This integrated expertise means agencies receive holistic guidance from practitioners who understand how accessibility considerations intersect across different content types and technologies:

- When we advise on document design, we bring the perspective of having coded accessible forms
- When we recommend captioning workflows, we understand the video production process from the inside
- When we develop remediation strategies, we know what's actually achievable because we do the work ourselves
- When we evaluate tools and technologies, our assessments reflect hands-on production experience, not marketing claims

The Perfect Partner: 44 Years of Innovation and Excellence

Word Wizards' unique history in the accessibility industry positions us as the perfect partner for agencies facing today's compliance challenges. Consider what our 44-year journey represents:

We were there at the beginning. In the 1980s, our team literally hand-wired mechanical foot pedals to control cassette players—grassroots innovation that helped make closed captioning practical and scalable before modern software existed. We didn't adopt accessibility as a market opportunity; we helped create the industry.

We evolved with every technology transition. From desktop publishing to PDF accessibility, from analog video to digital streaming, from manual remediation to AI-enhanced processing—Word Wizards has not merely survived four decades of technological change, we have led it. Our CEO, Ilana Gordon, pioneered digital publishing services in the professional market and has guided the company through every subsequent transformation.

We shaped industry standards. Our Captioning Analysis studies provided the quality metrics that helped IBM launch the first AI-driven closed captions for live news and sports broadcasts. We contributed to the development of HRSA's accessibility checklist. When standards evolve, Word Wizards is at the table.

We have earned the trust of federal agencies. A 20-year relationship with the U.S. Department of Health and Human Services. Current contracts with SBA and OPM-OIG. Service across FDA, HRSA, NIH, DOJ, DEA, IRS, and USDA. DHS Certified Trusted Testers on staff. This federal experience—navigating complex requirements, meeting exacting standards, coordinating across multiple stakeholders—translates directly to the state, local, and educational entities served by this cooperative contract.

The DOJ compliance deadlines are not just regulatory requirements—they represent a commitment to ensuring that all citizens can access the digital services their governments provide. Word Wizards shares this commitment. We have dedicated our company's existence to making digital content accessible, and we stand ready to help participating agencies achieve their accessibility missions through innovation, expertise, and partnership.

When agencies choose Word Wizards, they are not simply selecting a vendor. They are choosing a partner with the experience to understand their challenges, the technology to address them at scale, and the commitment to see the mission through.