

**SANDAG**  
**SAN DIEGO ASSOCIATION OF GOVERNMENTS**  
**REQUEST FOR OFFERS (RFO)**

**SOLICITATION SUMMARY**

Solicitation Title:	Web ADA Compliance Project Assessment
Solicitation Number:	SOL1469413
Estimated Value of Solicitation:	Up to \$99,000
Project Duration:	NTP to November 30, 2026
Contracts Analyst:	Lean Vizcocho Email: lean.vizcocho@sandag.org Phone: 619-595-5664
Funding:	Federal: FTA  Local: TDA, TransNet
Disadvantaged Business Enterprise (DBE) Goal:	<input type="checkbox"/> Yes: <input checked="" type="checkbox"/> No
Prevailing Wage:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
License Requirement:	<input type="checkbox"/> Yes: <input checked="" type="checkbox"/> No
Liquidated Damages:	<input type="checkbox"/> Yes: <input checked="" type="checkbox"/> No
Insurance Required:	<input type="checkbox"/> Yes, see Standard Services Agreement <input checked="" type="checkbox"/> Yes, see SANDAG PO Terms & Conditions <input type="checkbox"/> No
Basis of Award:	<input type="checkbox"/> Low Bid <input checked="" type="checkbox"/> Best Value
SANDAG may split the award between multiple Offerors:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

**SOLICITATION DATES**

Release Date:	September 2, 2025
Deadline for Questions:	Via: <input checked="" type="checkbox"/> BidNet <input type="checkbox"/> Email to SANDAG Contracts Analyst Date: September 9, 2025 Time: 4:00p.m. PST/PDT
Deadline for Offer Submittal:	Via: <input checked="" type="checkbox"/> BidNet <input type="checkbox"/> Email to SANDAG Contracts Analyst Date: September 23, 2025 Time: 4:00p.m. PST/PDT



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- Public Records Act Indemnification Certificate
- False Claims Certification
- Public Contract Code Section 10162 Questionnaire
- Public Contract Code Section Statements
- Eligibility Certification for Federally Funded Contracts
- Subcontractor's Statement of Eligibility
- Noncollusion Affidavit/Declaration
- Debarment and Suspension Certificate
- Equal Employment Opportunity Certificate
- Technology and Electronic Request Packet for SANDAG "Non-Employees"

## **Part B2: Price Sheet**



## **SANDAG Vision Statement**

Pursuing a brighter future for all.

## **SANDAG Mission Statement**

We are the regional agency that connects people, places, and innovative ideas by implementing solutions with our unique and diverse communities.



# **SECTION 1: BIDDING INSTRUCTIONS**

## **I. PRE-SUBMITTAL ACTIVITIES**

### **I.A. QUESTIONS CONCERNING REQUEST FOR OFFERS**

All questions relating to the RFO must be received in writing via BidNet Direct, no later than the Deadline for Questions listed on the cover page. Questions received after the deadline or via email, phone, or fax will not be accepted.

Responses to all questions received concerning this RFO will be posted via BidNet Direct. It is the responsibility of the Offeror to check BidNet Direct for questions and responses related to this RFO.

### **I.B. REVISIONS TO THE RFO**

SANDAG reserves the right to revise the RFO prior to the Deadline for Offer Submittal. Revisions to the RFO will be published via BidNet Direct. It is the responsibility of the Offeror to check BidNet Direct for any revisions or communications related to this RFO.

## **II. SUBMITTAL REQUIREMENTS**

### **II.A. DEADLINE FOR OFFER SUBMITTAL**

Offeror shall submit all offer documents via BidNet Direct by the Deadline for Offer Submittal listed on the cover page. Offers submitted by mail, facsimile, or email in lieu of electronic copies uploaded via BidNet Direct will not be accepted and considered non-responsive. Any offer that is missing pages or cannot be opened for any reason may be considered non-responsive.

Offerors may begin their electronic bid submission at any time, save information, modify, or withdraw their bid up to the bid due date. Information contained in the Offeror's offer is only visible to the Offeror until after the Deadline for Offer Submittal. Offerors are responsible for fully uploading their entire offer before the Deadline for Offer Submittal. BidNet Direct will not accept late bid submittals.

### **II.B. TECHNICAL DIFFICULTIES**

Offerors shall be solely responsible for understanding and correctly utilizing BidNet Direct to upload documents, and for the stability of their internet service provider and connection as well as the capability of their computer system. Failure of the Offeror to utilize BidNet Direct and successfully submit an offer shall be the Offeror's sole risk and no relief will be given for late and/or improperly submitted offers. It is the Offeror's sole responsibility to contact BidNet Direct to resolve any technical issues related to electronic submittal, including, but not limited to, registering as a vendor, updating password, updating profiles, uploading/downloading documents, and submitting an electronic offer, prior to the submission deadline.

Offerors experiencing any technical difficulties with the electronic bidding process shall contact customer support using the contact information listed on BidNet Direct. If Offerors continue to have difficulty, they may call the Contracts Analyst listed on the cover page. Neither SANDAG nor BidNet Direct make any guarantee as to the timely availability of



assistance, or assurance that any given problem will be resolved by the Deadline for Offer Submittal.



## SECTION 2: EVALUATION & AWARD

### I. SUBMITTAL REQUIREMENTS

Offers should include the following:

- Part B1: Offer Booklet
- Part B2: Price Sheet (in excel)
- Offer Materials speaking to the Evaluation Criteria [This portion of the Offer must not exceed five (5) pages total (excluding the Price Sheet and resumes)]

### II. EVALUATION

#### II.A. DETERMINATION OF RESPONSIVENESS

An offer shall be considered responsive when it is in full compliance with all material terms of the RFO, including but not limited to the full completion, execution and, where appropriate, signature of the forms located in the Offer Booklet and Price Sheet. Failure of an Offeror to fully complete, execute, or return a form located in the Offer Booklet may render the offer non-responsive.

SANDAG reserves the right to waive any immaterial irregularity that is the basis of an offer's non-responsiveness if it does not impact the competitive process, in the sole determination of SANDAG.

#### II.B. DETERMINATION OF RESPONSIBILITY

SANDAG is only permitted to award contracts to responsible Bidders. Determination of a Bidder's responsibility will be made upon the basis of initial information submitted in the offer, any information submitted upon request by SANDAG, and information resulting from the SANDAG inquiry of Offeror's references and its own knowledge of the Offeror. Offeror's integrity and reputation, as well as its fiscal responsibility will be taken into account as part of the responsibility determination.

### III. SELECTION OF OFFEROR

#### III.A. EVALUATION CRITERIA

Offerors will be evaluated by SANDAG based on the factors listed below.

Criteria	Points
<b>Qualifications &amp; Experience</b> <ul style="list-style-type: none"><li>• Qualifications of project team/Offeror</li><li>• Integrity and reputation of project team/Offeror</li><li>• Demonstrated capability on similar or related projects</li><li>• References</li></ul>	20



Criteria	Points
<b>Project Approach</b> <ul style="list-style-type: none"> <li>Demonstrated knowledge of the work required</li> <li>Approach and proposed methodology to providing the goods or services described in this RFO</li> <li>Innovative approaches and internal measures for timely completion of project</li> </ul>	40
<b>Cost</b> <ul style="list-style-type: none"> <li>The lowest hourly rate will be awarded the maximum points (30). For each of the other offers, the lowest hourly rate will be divided by the other proposal's offered price and multiplied by 30 then rounded to the nearest whole number. This will be predetermined based upon cost proposals prior to the evaluation committee consideration.</li> </ul>	30
<b>Additional Information</b> <ul style="list-style-type: none"> <li>Overall clarity, thoroughness, and quality of offer materials.</li> </ul>	10

### III.B. SELECTION AND NEGOTIATION

SANDAG reserves the right to create a short-listing of the top-ranked Offerors and to interview firms as part of the evaluation process. If interviews are utilized, each Offeror will be scored using the criteria listed above and responses to interview questions will be worth an additional 20 points.

Based upon the offers and the evaluation factors, the top-ranked Offeror(s) will be identified. SANDAG will issue a Notice of Intent to Negotiate to each Offeror notifying them of the selection results.

If required, negotiations with the selected Offeror(s) may cover scope of work, Agreement/Purchase Order terms and conditions, and cost. No negotiation or variance of material terms and conditions will be permitted.

### IV. AWARD OF CONTRACT/PURCHASE ORDER

The award, if made, will be made to the Offeror within 90 days after the Deadline for Offer Submittal. SANDAG reserves the right to cancel this RFO. The successful Offeror shall provide a W-9 and Insurance Certificates as needed upon request prior to issuance of an Agreement of Purchase Order. This purchase is subject to the terms and conditions in the following contract document:

The contract awarded as a result of this RFO shall consist of the provisions in this RFO, cross-referenced federal terms and conditions if applicable, a SANDAG-issued Purchase Order, and the Standard Terms and Conditions for Purchase Orders, in that order of precedence. The Standard Terms and Conditions for Purchase Orders are located at [www.sandag.org/PO](http://www.sandag.org/PO). The federal Department of Transportation language posted on that site also will apply if an FTA, FHWA, or FRA funding source box is marked above.



## **V. AUTHORIZATION TO BEGIN WORK**

The awarded Offeror shall not commence with the work until an executed Agreement/Purchase Order and a Notice to Proceed (NTP) has been issued by SANDAG.

SANDAG shall have no obligation to pay for goods or services provided by the selected Offeror prior to execution of the Agreement/Purchase Order and issuance of the NTP by SANDAG.

## **VI. PROTEST PROCEDURES**

SANDAG protest procedures are available online at [www.sandag.org/contracts](http://www.sandag.org/contracts).



# SECTION 3: SCOPE OF WORK

## WCAG 2.1 AA WEBSITE ACCESSIBILITY COMPLIANCE REVIEW AND RECOMMENDATIONS

### Introduction

We are SANDAG, the San Diego Association of Governments. Every day, we tackle the San Diego region's biggest challenges like transportation, housing, climate change, and social equity. Our job is to bring together local decision-makers and move forward with solutions.

Our Board of Directors—elected representatives from San Diego County and the region's 18 incorporated cities—determines where we focus our efforts and how we spend our \$1 billion budget across all our projects, programs, and operations. Advisory members representing Imperial County, Caltrans District 11, the U.S. Department of Defense, the Port of San Diego, the San Diego County Water Authority, the San Diego Metropolitan Transit System, the North County Transit District, the Southern California Tribal Chairmen's Association, and Mexico help guide the Board's decisions.

Our government designations include, among others:

- Metropolitan Planning Organization (Federal)
- Regional Transportation Planning Agency (State)
- Council of Governments (State)
- Consolidated Agency (State)
- Regional Transportation Commission (Regional)

Learn more about us and our work at [SANDAG.org](https://www.sandag.org).

### Background

In accordance with the U.S. Department of Justice (DOJ) rule issued in April 2024, (89 Fed. Reg. 31320), SANDAG is legally required to ensure its public-facing websites, web applications, and digital content comply with Web Content Accessibility Guidelines (WCAG) 2.1 AA by April 26, 2027.

### Project Objective and Description

As part of SANDAG's commitment to inclusive access to public resources and in compliance with federal mandates, SANDAG is undertaking a comprehensive digital accessibility review. This project's objective is to achieve compliance across SANDAG's entire digital ecosystem by conducting a comprehensive analysis of all SANDAG public-facing websites, internal sites, data applications, and content to assess compliance with WCAG 2.1 AA and to develop prioritized recommendations for remediation in accordance with the DOJ requirements.

### Timeline

The entire project will be completed within 8 to 10 weeks from the kick-off date. A project schedule, including milestone dates for draft and final deliverables, will be finalized collaboratively within the first five business days of the project.



## Tasks and Deliverables

Based on direction from the SANDAG project manager, Consultant shall complete Tasks 1–3. Consultant will provide a detailed summary of how they will approach this work as part of the proposal submittal packet. This proposal will be scored by the evaluation team.

### Task 1: Discovery and Inventory Review

**Requirements Review:** Consultant shall verify that the DOJ requirements are current under the new administration (includes any executive orders and federal/state guidance).

**Kick-off Meeting:** Within seven calendar days, unless specified otherwise by the SANDAG Project Manager, the consultant will facilitate a two-hour kick-off meeting with the SANDAG Project Team to lead the discussion through discovery questions and exercises. Prior to the kick-off meeting, Consultant will be given a list of SANDAG websites and data applications. Review of sites must include the following:

- Review **primary agency website** (SANDAG.org)
- Review **public facing** sites (up to 20 sites)
- Review **web-based data applications** (up to 50 sites)
- Review **internal SANDAG websites** and applications identified as requiring compliance (up to 20)
- Identify **additional** public-facing content that may **not be listed** but falls under the scope of the DOJ ruling (up to 5)
- **Downloadable Documents:** This requirement applies to software, web content, applications, and electronic formats, including portable document formats (i.e., PDF), word processor file formats (i.e., Microsoft Word), presentation file formats (i.e., Microsoft PowerPoint), spreadsheet file formats (i.e., Microsoft Excel), and any other documents covered under WCAG 2.1 AA standards. (review of 30 documents)

#### Summary of Task 1 Consultant Deliverables:

- Kick-off meeting draft meeting agenda
- Documented meeting outcomes, including decisions, timeline alignment, and action items
- Annotated site/application inventory (external and internal)
- Risk Assessment Report that includes a Gap Analysis containing missing inventory and outlines the legal risks and suggested mitigation strategies
- Verification that the legal requirements are current under the new administration

### Task 2: Accessibility Audit and Remediation Strategy

- Within 30 calendar days, unless specified otherwise by the SANDAG Project Manager, Consultant shall conduct an accessibility audit of each site/application and posted content using automated tools and manual testing techniques, including assistive technologies.



- Consultant shall provide an Accessibility Audit Report that includes the following information:
  - Methodology, including:
    - What tools and techniques were used and why
    - A system rating issues as minor, moderate, or severe with criteria for each rating
    - Categories of issues (e.g., graphics, HTML code, titles, forms, readability, etc.) with definitions
  - List of elements tested, including description of element
  - Identification of all failed elements, including code snapshots and links, rating of error, and category
- Consultant shall provide a phased remediation plan to address non-compliant elements identified in the Accessibility Audit Report. It must include best practices, process improvements, and governance suggestions. The remediation plan will prioritize fixes, grouping them into phases based on impact, estimated cost, feasibility, and legal risk. It should also identify sites, elements, or other web-based content that cannot be remediated or would be cost-prohibitive to remediate and recommendations for alternatives. a comprehensive staffing and resource plan that includes:
  - Description of necessary staff roles, technical expertise, and level of experience required to complete remediation based on findings from Accessibility Audit Report
  - Estimated hours to remediate failed elements in the Accessibility Audit Report, broken out by element. Hours should reflect time needed to remediate all instances of the failed element
  - Estimated cost to implement recommendations for sites and tools that are unable to be brought into compliance
  - Estimated cost analysis for achieving WCAG 2.1 AA compliance, including total and broken down by phases identified in Phased Remediation Plan. Cost analysis will include information on methodology, industry standards, and verifiable benchmarks.
- Executive Summary of results including totals by rating. SANDAG will review, revise, and approve the Consultant's Accessibility Audit Report and Remediation Strategy Report. There may be up to three rounds of revisions.
- Evaluate each property for compliance with WCAG 2.1 AA standards, as described in 28 CFR Part 35, Subpart H.

#### **Summary of Task 2 Consultant Deliverables:**

- Draft Accessibility Audit Report and Remediation Strategy Report for each site/app identifying areas of non-compliance and severity level within 45 calendar days, unless specified otherwise by the SANDAG Project Manager. Up to two drafts. The report must include, at a minimum, the following elements:
  1. External Websites, subdomains, and mobile apps: a comprehensive audit of all webpages, downloadable documents, forms, and multimedia content for



- accessibility compliance, including web content and apps that SANDAG makes available, directly or through contractual, licensing, or other arrangements.
2. Internal Websites: a comprehensive audit of all webpages, downloadable documents, forms, multimedia content for accessibility compliance.
  3. Gap Analysis with findings annotated by accessibility rule with prioritized recommendations.
  4. Final Accessibility Audit Report & Remediation Strategy Report for each site/app within 60 calendar days, unless specified otherwise by the project manager.

### **Task 3: Final Presentation and Knowledge Transfer**

- Prepare a final presentation summarizing key findings, prioritized recommendations, and the remediation strategy, based solely on the final approved deliverables from Tasks 1–3.
  - Deliver one live presentation session (virtual or in-person as determined by the SANDAG Project Manager) to SANDAG leadership and identified stakeholders.
  - Conduct a Q&A session not to exceed 60 minutes during the presentation.
- Provide a complete handoff of all finalized project documentation in accessible digital formats (e.g., tagged PDF, accessible Word), including:
  - Annotated site/application inventory
  - Accessibility audit reports
  - Compliance matrices
  - Risk assessments
  - Remediation strategy
  - Recommendations reports
- Ensure all documentation is clearly labeled, searchable, and organized in an accessible folder structure or index for future use.

### **Summary of Task 3 Consultant Deliverables:**

- Final presentation deck (PowerPoint and PDF)
- One live presentation session with SANDAG leadership and stakeholders
- Q&A session (limited to 60 minutes)
- Final digital handoff of all project documentation and reports

### **Proposal Requirements**

Interested firms must demonstrate:

- Proven experience in WCAG 2.1 AA audits and remediation strategies
- At least one example case study or client reference for a similar WCAG 2.1 AA compliance project
- Familiarity with ADA Title II compliance requirements for public agencies
- Experience with large-scale web environments and data applications



## **SECTION 4: TERMS & CONDITIONS**

- I. PREVAILING WAGE [NOT USED]**
- II. LICENSE REQUIREMENT [NOT USED]**
- III. LIQUIDATED DAMAGES [NOT USED]**
- IV. INSURANCE**

Offeror shall procure and maintain for the duration of this Agreement, insurance as stated in Section 2-VI of the RFO, Award of Contract/Purchase Order.

Offerors are strongly encouraged to review the insurance requirements prior to submitting an offer. Exceptions to insurance requirements must be submitted by an Offeror as a question prior to the Deadline for Questions, as listed on the cover page, because substantive changes made to this section need to be considered by SANDAG prior to the Deadline for Offer Submittal. Requests for exceptions or waivers of any insurance requirements after the Deadline for Questions will not be granted.

- V. CONTRACT BONDS [NOT USED]**
- VI. SUPPLEMENTAL PROVISIONS FOR THIS PROCUREMENT [NOT USED]**