

Capability Statement — Government Accessibility • Digital Signage • Creative Services

Service-Disabled Veteran-Owned Small Business — U.S. Marine Corps veteran founder; honorable discharge, DD-214 on file. **SBA-certified SDVOSB & VOSB; California DVBE & Small Business certified.**

A veteran-owned Central California firm serving government at the intersection of **accessibility, digital signage, and creative services**. We bring public agencies into **ADA Title II and Section 508** conformance — WCAG 2.2 AA websites and PDF/UA-1 documents — and we design, build, and operate the **digital signage, wayfinding, and creative/print** that agencies put in front of the public. One certified veteran-owned vendor across all of it.

CORE COMPETENCIES

Accessibility — the backbone

- **ADA / WCAG 2.2 AA website accessibility** — audits, remediation, and accessible site builds (exceeds the WCAG 2.1 AA floor).
- **Section 508 (29 U.S.C. §794d)** — federal ICT accessibility: websites, documents, and software conformed to the Revised 508 Standards (WCAG 2.0/2.1 AA), with **VPAT / ACR** documentation.
- **PDF / document remediation to PDF/UA-1 (ISO 14289-1)** — agendas, minutes, notices, ordinances, forms, financials; tagged, screen-reader-ready, before/after evidence; scanned documents re-authored to readable text.
- **Accessibility evidence packages** — axe-core + deterministic contrast testing, veraPDF conformance reports, manual assistive-technology QA, conformance documentation / VPAT.

Digital signage & displays

- **Design, procurement, installation, and operation of digital signage.** We own and operate a digital display network of **up to 20 locations, displays to 70 inches** — we spec, source, mount, and manage content end-to-end. Directly applicable to agency digital directories, wayfinding, and public message displays, with **accessible content built in**.

Signage, wayfinding & exhibits

- **Interpretive, wayfinding & exhibit signage** — design, fabrication, and installation of interpretive panels, wayside exhibits, and visitor-center displays, built to outdoor weather-durable and **ADA/ABA accessibility standards** (tactile, braille, contrast, reach ranges); self-performed, with partners engaged only for scale or out-of-area work.

Creative, web & media

- **Graphic design, large-format & outdoor advertising, video & photography, and print** (production via print partner), plus **web design & development** and SEO / Google Business Profile management. English & Spanish.

WHY NOW — THE MANDATE LANDSCAPE

- **Section 508:** federal agencies' websites, documents, and ICT must be accessible under the Revised 508 Standards — a standing procurement requirement, not a one-time project.
- **DOJ 2024 ADA Title II rule:** state & local government websites and public documents must meet WCAG 2.1 AA (we build to 2.2 AA). Deadlines: **April 26, 2027** (jurisdictions 50,000+); **April 26, 2028** (under 50,000 and special districts).
- **California SB 929:** independent special districts must maintain an accessible website — an unfunded statutory mandate across hundreds of small districts.
- **Veteran set-aside advantage:** as an SBA-certified SDVOSB, eligible for **VA "Vets First" priority and federal SDVOSB set-asides & sole-source** (VAAR 819.70 / FAR 19.14); as a California DVBE, eligible for the state's **SB/DVBE Option** — fast awards of \$5,000.01–\$249,999.99 on two quotes (Gov. Code §14838.5).

DIFFERENTIATORS

- **One veteran-owned vendor across accessibility, signage, and creative** — not a web firm, a sign shop, and a design agency stitched together.
- **We own what we sell in signage** — we operate our own digital display network, so we know procurement, installation, and daily operation firsthand, not in theory.
- **No overlay widgets** — overlays don't achieve conformance and are a liability flag in ADA litigation; they're rented and you own nothing. We build accessibility into the product; you own every remediated file and line of code, permanently.
- **Evidence, not promises** — documented testing, human QA, and a conformance/evidence package every engagement. Measurable risk reduction with proof; we do not claim "guaranteed compliance."
- **Cost-effective & local** — a proven open-source remediation toolchain keeps recurring work affordable; responsive and on-site capable.

DEMONSTRATION PORTFOLIO & TRACK RECORD

Accessibility — four live California city builds (self-initiated on real public content, not paid client past-performance; each with a retained before/after evidence package):

[selma-demo.pages.dev](#) — Selma: 6 pages to WCAG 2.2 AA, 0 axe-core violations; 8 documents FAIL → PASS PDF/UA-1, veraPDF-verified ([/compare](#)).

[firebaugh-demo.pages.dev](#) — Firebaugh: 3 pages, 0 violations; 4 documents FAIL → PASS.

[coalinga-demo.pages.dev](#) — Coalinga: 5 pages, 0 violations; 2 council agendas FAIL → PASS.

[dinuba-demo.pages.dev](#) — Dinuba: 5 pages, 0 violations; 3 documents FAIL → PASS, incl. a scanned 2013 agenda re-authored to readable.

Digital signage: owner-operator of a digital display network — up to 20 locations, displays to 70" — design, installation, and daily content operation. **Creative:** 30–40 advertising clients served; multiple client websites built; large-format / outdoor advertising design. Every PDF in this packet — including this page — is itself tagged and validated to PDF/UA-1, veraPDF reports alongside; our agency site carries published performance receipts (mobile PageSpeed 97, desktop 100 — Google PageSpeed Insights, 6 Aug 2026).

COMPANY DATA

Legal name: Shockwave Digital Advertising LLC (California LLC) · **Business type:** Service-Disabled Veteran-Owned Small Business (U.S. Marine Corps; DD-214, honorable, on file) · **Certifications:** SBA-certified SDVOSB & VOSB (active, SBA VetCert); California-certified DVBE & Small Business/Microbusiness (Cal eProcure ID 2054150, valid through 31 Aug 2028) · **UEI** KJHBVZNVJT44 · SAM.gov Active (expires **20 Aug 2027**) · **CAGE** 21EJ2 · **NAICS** 541511 Custom Computer Programming (primary), 541512, 561410, 541430, 541810 · **Service area:** Fresno County, Central Valley & statewide California; digital deliverables nationwide.

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