

**Policy Driven Adoption for Accessibility (PDAA) - Vendor Self-assessment**

Instructions: The PDAA Self-Assessment Questionnaire is required for responses that include technology products or services. The PDAA generates a self-assessment score which is an indicator of the Respondent's organizational accessibility maturity or how the organization has implemented accessibility best practices within its operations and business processes. The PDAA is an organizational assessment, not an assessment of the products or services listed in the vendor's response. The PDAA score will be included in the evaluation. A missing, incomplete, blank, or zero-score PDAA will receive a failing score and may be disqualified.

Please complete this form by checking a box for each topic that most closely match the current state of your organization. For each criteria statement, please enter in the shaded fields the numerical score corresponding to the statement in each grouping that is most relevant to your organization today. Marks other than a 0, 1, 2, or 3 will not be accepted.

A completed example is available using the "Example" tab of the worksheet. This assessment is not a substitute for and is independent of other requested accessibility documentation (e.g., ACRs and VADSIRs). Questions on how to complete this form can be emailed to statewideaccessibility@dir.texas.gov and the procurement lead must be copied.

**Organization Information**

**Name:** DigitalMarkets, Inc. dba Vista Com  
**Address:** 9824 Whithorn Dr., Houston, TX 77095

**Respondent Information**

**Name:** Robin Clevenger  
**Email:** robin@vistacomtx.com  
**Date:** 7/9/2025

My organization is a (choose one or more if applicable)

- Manufacturer:** My organization sells a commercial product or an as-a-service application we built
- Service Provider:** My organization provides development, customization, and advisory services
- Integrator:** My organization provides solutions with a combination of commercial products, as-a-service applications, and customization services
- Reseller or Catalog Supplier:** Only offers 3rd party commercial products and as-a-service applications with no development services

For each criteria statement, please enter in the shaded fields the number corresponding to the statement in each grouping that is most relevant to your organization today. Marks other than a 0, 1, 2, or 3 will not be accepted.

**Responses**

<b>1. Develop, implement, and maintain an ICT accessibility policy.</b>	
0	My organization has no plan to have an ICT accessibility policy. (If selected, skip to next section or provide comments at the end of this section)
1	<b>1a. Having an ICT accessibility policy.</b>
1	1 My organization is developing an ICT accessibility policy.
2	2 My organization is finalizing an ICT accessibility policy.
3	3 My organization has approved an ICT accessibility policy.
1	<b>1b. Having appropriate plans in place to implement and maintain the policy.</b>
1	1 My organization is developing plans to implement our ICT accessibility policy and ensure that it is maintained.
2	2 My organization has completed planning for initial implementation and maintenance of our accessibility policy.
3	3 My organization has approved plans for accessibility policy implementation and maintenance.
1	<b>1c. Establishing metrics and tracking progress towards achieving compliance to the policy.</b>
1	1 My organization is identifying metrics that can be used to gauge policy compliance.
2	2 My organization is collecting metrics and has begun designing progress reporting based on them.
3	3 My organization is tracking progress on policy adoption and continues to refine the metrics.
<b>Section 1 Comments (Provide any comments or additional information on this section here.)</b>	
<b>2. Establish and maintain an organizational structure that enables and facilitates progress in ICT accessibility.</b>	
0	My organization has no plan to develop a governance system to support ICT accessibility. (If selected, skip to next section or provide comments at the end of this section)
1	<b>2a. Developing an organization wide governance system.</b>
1	1 My organization is investigating opportunities to improve organization wide governance for ICT accessibility.
2	2 My organization is finalizing plans that will result in an organization wide governance system.
3	3 My organization has approved plans for an organization wide governance system.
3	<b>2b. Designating one or more individuals responsible for implementation.</b>
2	2 My organization has identified key individuals in the implementation process.
3	3 My organization has assigned implementation duties and responsibilities to appropriate individuals.
1	<b>2c. Implementing reporting/decision mechanism and maintain records.</b>
1	1 My organization is developing tools and procedures for tracking ICT accessibility issues.
2	2 My organization is tracking and keeping records of ICT accessibility reporting and decisions.
3	3 My organization uses reports to make organizational changes to improve ICT accessibility.
<b>Section 2 Comments (Provide any comments or additional information on this section here.)</b>	
<b>3. Integrate ICT accessibility criteria into key phases of development, procurement, acquisitions, and other relevant business processes.</b>	
<b>Manufacturers: Address processes that pertain to your development of ICT products.</b>	
<b>Service providers: Address processes that pertain to your development of ICT services.</b>	
<b>Integrators: Address processes that pertain to your ICT integration services and solutions.</b>	
<b>Catalog Vendor/Reseller: Address processes that pertain to your reseller or catalogue offerings.</b>	
0	My organization has no plan to integrate accessibility criteria into key business processes. (If selected, skip to next section or provide comments at the end of this section.)
2	<b>3a. Identifying candidate processes for criteria integration.</b>
1	1 My organization has a plan to identify and evaluate its key business processes for accessibility gaps.
2	2 My organization has evaluated its key business processes for accessibility gaps and is developing plans to better integrate accessibility criteria into these processes.
3	3 My organization has approved plans to integrate accessibility criteria into these processes.
1	<b>3b. Implementing process changes.</b>
1	1 My organization has begun modifying its key business processes to integrate accessibility criteria.
2	2 My organization has completed accessibility criteria modification for some of its key business processes and has begun using these modified processes.
3	3 My organization has completed accessibility criteria modification for most of its key business processes and has begun using these modified processes.
2	<b>3c. Integrate fully into all key processes.</b>
2	2 My organization has fully integrated accessibility criteria into all of its key business processes and is using these processes to improve the accessibility of its product / service offerings.
3	3 My organization has fully integrated accessibility criteria ACROSS its key business processes and is using these integrated processes to improve the accessibility of its product / service offerings.
<b>Section 3 Comments (Provide any comments or additional information on this section here.)</b>	

**4. Provide processes for addressing inaccessible ICT.**

**Manufacturers:** Address processes that pertain to your development of ICT products in 4a, 4b, 4c, and 4d.

**Service providers:** Address processes that pertain to your development of ICT services in 4a, 4b, 4c, and 4d.

**Integrators:** Address processes that pertain to your ICT integration services and solutions in 4a, 4b, 4c, and 4d.

**Catalogue Vendor/Reseller:** Address processes that pertain to your reseller or catalogue offerings in 4e.

- 0 We do not have plans to provide processes for bringing ICT developed and sold by our organization into accessibility compliance. **(If selected, skip to next section or provide comments at the end of this section.)**
- 1 **4a. Creating plans that include dates for compliance of inaccessible ICT.**
  - 1 We are developing plans to identify and test ICT developed and sold by our organization.
  - 2 We have begun identifying and testing for accessibility in ICT products / services developed and sold by our organization and are developing plans that include dates for bringing inaccessible ICT into compliance.
  - 3 We perform accessibility testing on all products / serviced developed and sold by our organization, and have plans in place that include dates for bringing inaccessible ICT into compliance.
- 1 **4b. Providing alternate means of access until the ICT is accessible.**
  - 0 We do not have plans for providing alternate means of access for our organization's ICT offerings.
  - 1 We are developing plans for providing alternate means of access for our organization's ICT offerings.
  - 2 We are implementing methods providing alternate means of access for our organization's ICT offerings.
  - 3 We have fully implemented a repeatable process for providing alternate means for our organization's ICT offerings.
- 1 **4c. Implementing a corrective actions process(es) for handling accessibility technical issues and defects**
  - 1 We are developing a corrective actions process for handling accessibility technical issues and defects
  - 2 We are implementing a corrective actions process for handling accessibility technical issues and defects
  - 3 We have fully implemented an integrated corrective actions process for handling accessibility technical issues and defects.
- 1 **4d. Maintaining records of identified inaccessible ICT, corrective action, and tracking.**
  - 1 We plan to develop a record keeping system for tracking the accessibility status of current and future products / services.
  - 1 We plan to develop a record keeping process for corrective action tracking and handling of accessibility related issues / defects.
  - 2 We have a record keeping system for tracking the accessibility status of current and future products / services.
  - 2 We have a record keeping process for corrective action tracking and handling of accessibility related issues / defects.
  - 3 We have a record keeping system for tracking the accessibility status of current and future products / services and use this system to improve the accessibility of our offerings.
  - 3 We have a record keeping process for corrective action tracking and handling of accessibility related issues / defects and use this system to improve the accessibility of our offerings.
- 1 **4e. Maintaining records of identified inaccessible ICT, corrective action, and tracking. (Catalogue Vendor/Reseller only)**
  - 1 We have a plan to develop a record keeping system for obtaining and tracking accessibility documentation for vendor products and services offered through our organization.
  - 2 We have a record keeping system for obtaining and tracking accessibility documentation for vendor products and services offered through our organization.
- 3 We have a record keeping system for obtaining and tracking accessibility documentation for vendor products and services offered through our organization, and use this system to improve the accessibility of our offerings.

**Section 4 Comments (Provide any comments or additional information on this section here.)**

**5. Ensure the availability of relevant ICT accessibility skills within (or to) the organization.**

- 0 We do not have plans in place to define, identify existing, or acquire ICT accessibility skills. **(If selected, skip to next section or provide comments at the end of this section.)**
- 1 **5a. Defining skills/job descriptions.**
  - 1 We have defined general skills and knowledge needs for ICT accessibility.
  - 2 We have identified the fields of practice that require at least some level of accessibility knowledge and/or skills (examples include, but are not limited to: product manager, project manager, product/system designer, application architect, application developer, quality assurance tester, and /or training/instructional designer.)
  - 3 We have mapped key accessibility skills and knowledge needs to specific fields of practice.
- 2 **5b. Identifying existing resources that match up and address gaps.**
  - 2 We have performed a gap analysis correlating accessibility skills and knowledge and current resources.
  - 3 We have organized the gaps in order of priority.
- 1 **5c. Managing progress in acquiring skills and allocating qualified resources.**
  - 1 We have a high level management plan in place to acquire accessibility skills and/or allocate those resources.
  - 1 We have developed a training plan for in-house resources and identified external resources for training and/or augmentation.
  - 2 We have developed a process to track resource training and augmentation.
  - 3 All resources have the appropriate skills and continuous monitoring and improvement systems are in place.

**Section 5 Comments (Provide any comments or additional information on this section here.)**

**6. Make information regarding ICT accessibility policy, plans, and progress available to customers.**

- 0 We do not have a plan to make our accessibility policy or other accessibility information publicly available. **(If selected, skip to next section or provide comments at the end of this section.)**
- 1 **6a. ICT Accessibility policy and VPAT documentation availability**
  - 1 Our ICT accessibility policy is publicly available.
  - 1 Our accessibility policy and documentation (VPATs, etc.) for some products is publicly available or available upon request.
  - 2 Our accessibility policy and documentation (VPATs, etc.) for all released products is complete and publicly available or available upon request.
- 2 **6b. Availability of other accessibility documentation beyond policy and VPATs**
  - 2 We are beginning to make other accessibility technical information available such as how accessibility testing is performed.
  - 3 We make accessibility information available beyond policy and VPAT information including information on how accessibility testing is performed and other information that demonstrates our organization's capability to produce accessible product / services.
- 2 **6c. ICT Accessibility policy and documentation availability**
  - 2 We are implementing an accessibility support program within our organization to address questions related to our accessibility documentation.
  - 3 We have a fully implemented accessibility support program within our organization to provide requested documentation and address questions related to the accessibility of our products.

**Section 6 Comments (Provide any comments or additional information on this section here.)**

**Results**

<b>Total</b>	
<b>Points</b>	27
<b>Completion Rate</b>	45%

