

**Request for Proposal
Technical Response**

**Sol. No. 36C24222Q1085
Department of Veterans Affairs (VA)
Marketing Services**

Submitted: September 7, 2022 - 2pm EDT

Submitted to:

Department of Veterans Affairs
Canadaigua VA Medical Center
400 Fort Hill Avenue
Canadaigua, NY 14424
Atten: Lisa Harris



Submitted by:

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Founded in 2016 / Service Disabled Veteran Owned Small Business • CVE Certified Service Disabled
Veteran Owned Small Business (SDVOSB) • Virginia Certified Small Veteran Owned and SWaM
Business • Cage Code: 7LPG7 | DUNS Number: 080176755

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07-September-2022

Department of Veterans Affairs
Canadaigua VA Medical Center
400 Fort Hill Avenue
Canadaigua, NY 14424
Atten: Lisa Harris

re: Proposal in Response to Solicitation Number 36C24222Q1085

Dear Ms Harris,

BrennSys Technology LLC is pleased to submit a proposal in response to the solicitation, 36C24222Q1085 for the Department of Veterans Affairs (VA) Marketing Services. Our proposal complies with all the terms of the solicitation document.

BrennSys Technology LLC, is a VIP Certified Service Disabled Veteran Owned Small Business (SDVOSB), headquartered in Ashburn, Virginia. BrennSys Technology's client base consists of the federal government, state government, educational institutions and commercial industry. We grant the government the right to examine, for purposes of verification, any information submitted, as well as supporting data, to facilitate award of this solicitation.

BrennSys Technology LLC corporate information is as follows:

- Federal Tax Identification Number: 81-1138876
- SAM UEI# WPH4T2F5XXU7
- Data Universal Numbering System: 080176755
- Cage Code: 7LPG7

We look forward to providing services to the VA, as we have done successfully for the last five years. Please feel free to contact me at (571) 370-6760 or by email at laldrich@brennsys.com.


Sincerely,

A handwritten signature in black ink, appearing to read 'Larry A Aldrich', with a long horizontal stroke extending to the right.

Larry A Aldrich
President and CEO

BrennSys Technology LLC (BrennSys) is fully capable of meeting the needs of the Department of Veterans Affairs, 36C24222Q1085 Media Support contract. BrennSys is a customer-oriented, mission solutions contractor firm that provides commercial entities and government agencies flexibility and range of expertise without the expense and commitment of sustaining in-house staff. We are joined with a select team of specialist subcontractors — together, we are “Team BrennSys.” We stand ready to meet the challenge with a cost-effective solution that ensures optimum results.

Overview of Corporate Capabilities

Company	ReleEPA ORDnt Qualifications
	<ul style="list-style-type: none"> ▪ BrennSys Technology LLC is a proven CVE certified SDVOSB technology company providing innoEPA ORDntive and sustainable Marketing Communications and Advertising services. ▪ BrennSys has significant VA Healthcare marketing experience. ReleEPA ORDnt experience includes Digital Marketing, Advertising, Video production, Web Development and Migration to include maintenance, Graphic Design, Social Media, and Outreach to Veterans using traditional Marketing and Advertising and Strategic Communications.

Understand of the Government’s Need

Center for Excellence for Suicide Prevention (COE) has the mission of research, education and dissemination of that research, data and surveillance, and operations. The center also provide programmatic and analytic support to several of the VA’s national suicide prevention initiatives. BrennSys is capable and prepared to support the recruitment of veterans into the COE’s suicide prevention research studies. We will develop advertisements and manage their placement on popula social media platforms. These platforms will include Instagram, Facebook, YouTube, Twitter, Twitch, TikTok, Reddit, RallyPoint, and others. BrennSys will also develop campaigns for other platforms, including food delivery, dating and other apps, as well as for placement with podcasts such as sports or other entertainment subject areas. The goal is to reach and engage target veteran audiences to convince them to participate in the Center’s research studies. BrennSys will craft advertisements to entice interested individuals to contact study teams by way of website, email, or telephone, so that they may be further screened for study eligibility.

Contract Management

BrennSys continually improves our internal process controls to manage project of similar scope and scale when providing strategic communications support services. Our trained, certified, and experienced project lead will oversee this effort, and the staff undertaking the graphics services. They are supported by a project management team who will use their combined corporate resources, including contract management, HR, finance, quality assurance/quality control (QA/

QC), and risk management processes to ensure every activity is executed on time and within cost.

Our methodology to meet requirements and exceed acceptable quality levels whenever possible is based on the Project Management Body of Knowledge (PMBOK®) and refers to the five process steps of project management: initiating, planning, executing, controlling, and closing. It contains many processes and techniques of program and project management by which to evaluate or complete the way we run projects for our government clients. Our focus is disseminating approved information about VA, its policies, practices, and products. All materials will be reviewed and approved by the COR or other authorized government official before release. The government will retain all rights to materials we develop for this effort, and BrennSys will ensure copyright compliance and receipt of any releases in accordance with VA policy. Our team will be available to meet via remote (MS Teams, WebEx, etc.) or face-to-face at the VA Central Office.

BrennSys personnel management approach ensures utilization of best practices for delivery to the Government. BrennSys charges our project lead as the single-point-of-contact on the front line of customer interaction. We recognize this as a high profile/impact project that requires support during business hours each working day. To effectively manage and coordinate performance of efforts across the government, we emphasize a top down approach, starting with our project lead, who is responsible for ensuring all activities related to managing, coordinating, and executing performance efforts under this contract flow down to the team members assigned for day-to-day execution.

The BrennSys team will work with the government's designated Contracting Officer's Representative (COR) to monitor the status and progress of work, make adjustments in accordance with established priorities, and request guidance from the COR on major issues or problems that may arise. We will also estimate and report on expected milestones for the completion of tasks and maintain records of work accomplishments according to the deliverable schedules — using our online Virtual Project Management Office (vPMO) portal.

Post-Award Kickoff Meeting. Upon award and prior to the beginning of any services, BrennSys will host a Kickoff Meeting with the CO and the VA COR and our project lead. The purpose of this meeting is to review schedule, communication planning, and any other necessary items related to the services we will provide. BrennSys will schedule a kick off meeting and provide an agenda to the government for start-up of this effort. Within five days of award, we will provide the meeting minutes and action items. At the kickoff meeting BrennSys will present the approach to this effort and will discuss key elements of our project plan and schedule for a combined team review. We will review all task components, highlight challenges, document any risks and issues, discuss next steps, and record action items. We also jointly develop a meeting cadence as identified within our Communications Plan, including status reporting. These key elements are

critical to a successful transition start so that all stakeholders understand what will occur on Day 1 — and so that accurate and timely information is communicated as soon as possible. We will set the date for meetings to facilitate the design an outreach plan to “sell” the Center’s research study results (with the aim of increasing enrollment participation from target audiences of veterans). At this kick-off meeting, BrennSys and the government will schedule a series of joint development meetings with COE to isolate the core messages to help us formulate the outreach communication plan and advert content.

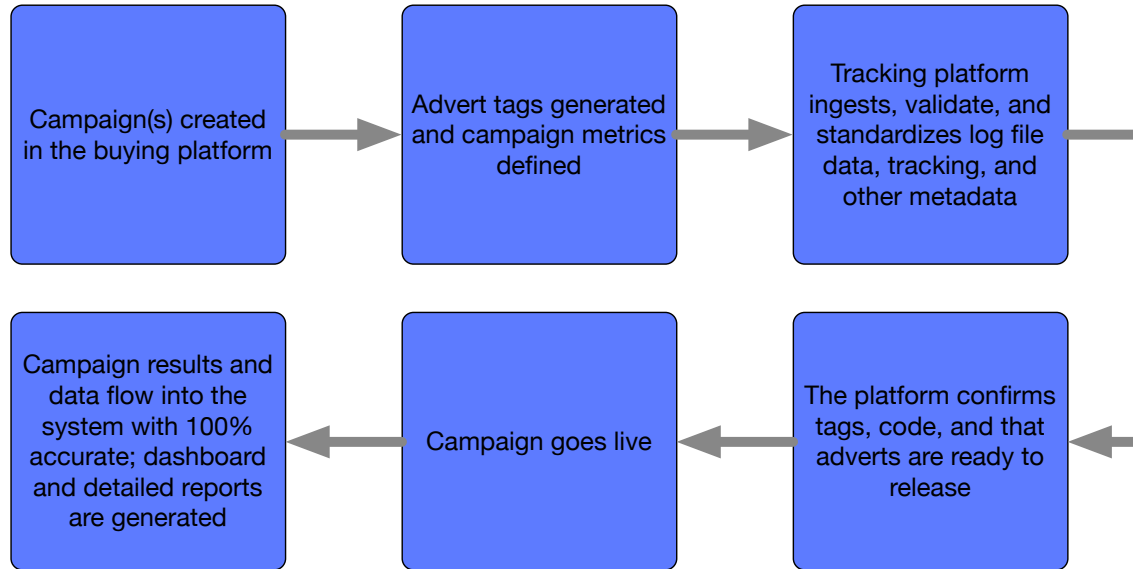
Services to be Provided

BrennSys will provide the personnel with expertise to design an outreach plan to help communicate the VA COE’s research, with the goal of increasing enrollment participation from target audiences of veterans. BrennSys will report on the results of advert campaigns, fashioned after a series of joint development meetings. Open communication is key to understanding the core COE messages. This will help formulate outreach communication content. As part of the BrennSys process, we will define key audiences, forming a series of “user stories” by condition, military service, and other demographics. A BrennSys advantage is that we have helped the VA and other similar organizations use website analytics and digital marketing campaigns with great success. And we understand such campaigns generate huge volumes of tracking data; the data can quickly become overwhelming if not handled by experienced web marketers like BrennSys. We help the government to find and report key metrics, segment data effectively, and gain actionable insights from advertising, website log analysis, advert click-throughs, and other campaign data.

With so many years in this business, BrennSys understands tracking, measuring and learning from advert campaign activity is a vital component of digital marketing. The methodology we will employ to deliver overall excellence for VA is based on understanding and articulating the right messages to garner potential subjects for COE studies. We will execute the following tasks (which will be identified with WBS numbers that align with the elements specified in the PWS) to carry out this effort.

Methodology

BrennSys is the best choice for this effort because our methodology is tried and tested from years of providing media services to the VA and other government/nongovernment organizations. This methodology relies on automation for tracking execution of a communications plan, the key to cost-effective and results-driven marketing campaigns. The best method to ensure results is to track key performance indicators, and BrennSys closes the gap between planning and execution.

Exhibit: BrennSys Closing the KPI Gap

After populating a trafficking sheet, the BrennSys campaign platform can: Ingest, validate, standardize metadata; confirm that tags, codes, and pages are ready; append missing data; support bulk export metadata to demand-side platforms (DSPs) with the required structure; and centrally manage changes to and consistency of taxonomies. This campaign platform then facilitates reporting on campaign progress. BrennSys may end up running a dozen campaigns across Google Ads, Facebook, and other platforms, on behalf of the VA. We will include every metric for every campaign and interpret the data to help the government make sense of what's working and what needs improvement.

Our methodology is based on the premise that the goal of marketing is to manage perception and change the behavior of the target audience. All marketing activities and every aspect of marketing falls under the goals of managing perception, changing behavior, or both. BrennSys defines a marketing campaign as a process that includes a series of activities or steps designed to alter the perception and behavior of customers or prospects. In this case, through media buying. BrennSys will develop a campaign for VA based on a foundation that includes strategic messaging, ideal "user story" profiles of veterans, and competitive positioning. We have found that, on this solid foundation, effective marketing campaigns can be built.

The BrennSys approach provides the best value to the government. Upon designing and refining a campaign, using our joint development sessions, BrennSys will use automation to capture user behavior on landing pages at web sites: calls, form fills, and what marketing activities brought them to the site. This creates a rich dataset around leads that our campaign is generating, for example: Number of leads; Types of leads; Which ads visitors converted from and the number of times they visited a particular site; and of course which marketing campaigns/sources they came from.

Addressing the manual elements of the media campaign process with automation expedites the launch of digital experiences and ensures granular, correct data for analysis.

Task “0” - Contract Management

BrennSys recognizes that in a fiscally constrained environment, cost overruns on a government project cannot be tolerated. There is just no margin for error. Our project lead will have many options when it comes to controlling cost; and resource-leveling, risk management, and quality control will be chief among them. Our project lead is proficient in the use of Earned Value Management (EVM) techniques and will continually track planned value vs. earned value on all task orders to help ensure that no control thresholds are triggered. If there is a risk that might cause the potential for a cost overrun, immediate corrective action will be taken. Regular status reports to the government lead will per the schedule, and these reports will contain information about the performance measurement baseline, among other things. In addition to these regular status reports, any irregularities regarding cost, schedule or scope will be immediately communicated to the government lead for awareness purposes.

BrennSys will maintain the Work Breakdown Schedules (WBS). WBS will be kept up to date to allow the Government to view real-time internal management reports on the status of milestone deliverables, risks, costs, and overall schedule and project status. This information will be available on a real time basis. BrennSys will provide Project Management Reports (cost information) to the CO that at times may not be directly linked to the monthly invoice cycle (e.g., on a FY basis).

Integrated Project Management Plan — The contractor management / communications plan BrennSys follows is a blueprint for the way our organization will run this effort, both day-to-day and over the long term. Our plan includes standard methods for executing corporate communications-related tasks — defining print and electronic media projects, handling issues, dealing with the actual work of the project, addressing the way our people do their jobs — and the overall intellectual framework in which these methods operate. The integrated project management plan (PMP) is the guiding document for our project management, and is updated as a “living document” via our Virtual Project Management Portal (vPMO). This plan will also have a tab for quality assurance.

Virtual Project Management Office (vPMO)

BrennSys has come to understand the various types of information systems that support the many processes needed to carry out project management. Each of these information systems has a particular purpose or focus, and each has a life cycle of its own. The BrennSys team utilizes a Virtual Project Management Office (vPMO) to help oversee tasks, personnel management, and issues response. More specifically, we ensure that the expertise and resources of project staff,

organizational stakeholders, and personnel can be effectively coordinated and focused to achieve all of a project's goals, objectives, and tasking. Our vPMO enables our team to track the progress of time sheet management, including leave tracking, putting visibility and control back into the hands of decision makers. As a web-based portal, the vPMO provides users with the ability to enter time sheets online, anytime, anywhere, using a standard browser and an internet connection. We are able to manage time sheets to the level of detail required by each unique project, with real-time updating of project status and results against key deliverables.

Project Communications Plan

Project communication management is a collection of processes that help make sure the right messages are sent, received, and understood by the right people. As a portfolio of projects, communication management is one of the ten key knowledge areas in the PMBOK. BrennSys will incorporate into our PMP a Communication Plan to facilitate effective stakeholder communication. This is essential in being proactive in identifying warnings of potential problem areas:

- Manage expectations. The Communications Plan will continually provide general information about the envisioned future operations and the changes it requires to those who will be affected by the changes.
- Gather input and facilitate two-way communications. The Communications Plan provides specific opportunities for interaction among work groups and the project team. Both the envisioned future operations and the way to fulfill them are the result of collective input.
- Provide structure for review. Checks and balances are achieved through the agreed upon project objectives that will give project sponsors the opportunity either to endorse the direction of the project or to correct/refine it.
- Coordinate project information. Communications provide administrative information to the project team and workers in the affected client business functions. The communication plan will include the list of meetings, list of deliverables, and schedule.

Quality Plan

At BrennSys, our documented quality processes follow ISO 900x standards. We formulate techniques for collection of quality Key Performance Indicators Index (KPIs) to ensure adequacy, accuracy, and legitimacy of personnel performance and quality of deliverables. The BrennSys team's project management approach incorporates quality assurance (QA), consisting of applying scientific and analytical disciplines to ensure outputs of our staff meet the quality requirements of the government. We assess capabilities to ensure a process solution functions effectively when required and that detection and correction of design deficiencies, weakness, and workmanship defects that affect personal performance and outputs are mitigated.

Nonconforming products and services are not acceptable, and our Quality Control Plan is designed to capture and subject these items to immediate corrective action before they can affect

the project or come to the customer's attention. Each deliverable will incorporate the Government's comments and feedback, be grammatically correct, and reflect comprehensive research, to incorporate complete analysis. To the extent possible, all deliverables and documentation will be provided to VA in electronic form (MS Office Word, Excel, PowerPoint formats) and other standards, such as

Adobe PDF. We accelerate the feedback process based on an agile methodology, by integrating customer feedback with PWS requirements and an issue management systems, such as Atlassian Jira, to enable traceability and continuously assessing ongoing levels of risk.

When responding to potential problem areas, BrennSys's project lead will ensure compliance with the terms of each subcontractor teaming agreement (subcontract after award) and communicates through the BrennSys Contracts Office with our teammates' corporate leadership to address any contractual or performance-related issues.

Exhibit: BrennSys Quality Management System

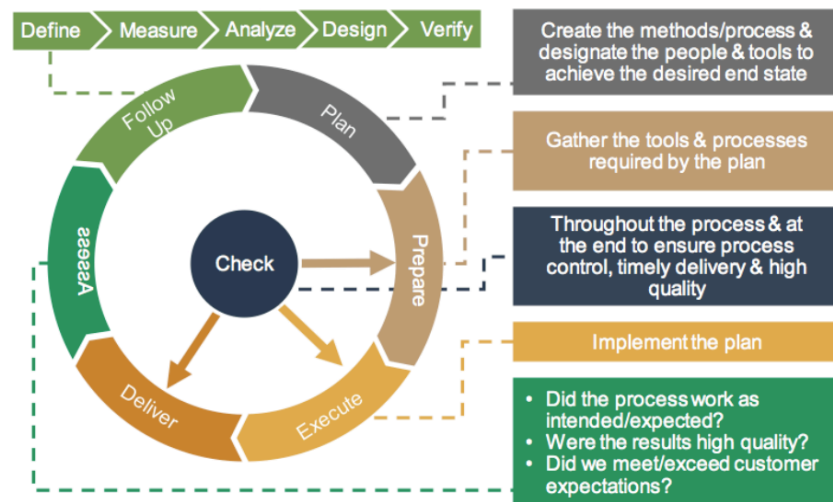


Exhibit: Quality Control Plan Tracking

QUALITY CONTROL PLAN TEMPLATE

SOP #	PROCESS STEP	WHAT'S CONTROLLED	INPUT OR OUTPUT	SPECIFICATION CHARACTERISTIC	SPECIFICATIONS	METHOD OF MEASUREMENT	METHOD OF CONTROL	SAMPLE SIZE	FREQUENCY	WHO / WHAT MEASURES	RECORDING LOCATION	DECISION / CORRECTIVE ACTION

The final version of the BrennSys quality control plan will be embedded on our project management portal, for easy access. We will track all QA/QC in this template.

The value added by the BrennSys approach to quality assurance is that we are able to ensure that we proactively meet production standards with our comprehensive quality control plan template (see the exhibit). We enter the unique standard operating procedure (SOP) numbers from our developer guidelines in order to monitor progress and improvements. Monitoring will be tracked using a Quality Assurance Monitoring Form. Next, our team will enter the process steps, specifications, methods of measurement and control, and the decision or corrective measures, if any, needed. BrennSys uses this template approach to facilitate a failsafe quality control process

and maintain high-quality software development standards and to match with the government's QASP.

All our products will be compliant with Section 508 of the Americans with Disability Act for user interfaces and must include closed captioning, which includes descriptive captioning for videos; and accurately depict the benefits and services being portrayed. We will deliver all products in electronic format. BrennSys will provide KPI reporting in our monthly status report to support the government's Quality Assurance Surveillance Plan (QASP), conforming to the performance standards outlined in the PWS. BrennSys will follow the recommended 10-day review period that the government may utilize. BrennSys will then expeditiously turn around review comments and revision. We will ensure all deliverables are stored on the appropriate VA servers, once approved by the government. With our extensive experience adhering to VA standards and practices, BrennSys will be responsible for understanding and implementing information technology and other policies.

In our project management plan, BrennSys will include a tab for a Quality Assurance Plan (QAP) that defines the roles and responsibilities of all members of the Integrated Project Team (IPT), identifies the performance objectives, defines the methodologies used to monitor and evaluate BrennSys performance, describes Quality Assurance (QA) documentation requirements, and describes the analysis of QA monitoring results.

Exhibit: Recommended Performance Standards

Performance Requirement	Performance Standard	Method of Measurement	Method of Surveillance
Schedule Management	All work is completed on agreed-upon time per task order requirements. Final deliverable is delivered 95% on time.	Establish temporal milestones for key tasks and deliverables in the project plan and compare with actuals	Periodic inspection
Deliverable Quality	Deliverables are provided without spelling or other typographic errors. Error-free 95% of the time	Review of deliverables	Periodic inspection
Task Progress Status Reporting Accuracy	Progress on task status provides current/valid information. Deliverables are provided error-free 95% of the time	Review of task progress reports	Periodic inspection

BrennSys's project lead has the overall responsibility for meeting PWS requirements and service standards, and will be the single point of contact for tasks issued under this effort.

Task 1 - Outreach Plan

BrennSys will design an outreach plan to “sell” the Center’s research study results to increase enrollment participation from target audiences of veterans. We will convene a series of joint development meetings with COE to understand the core messages to help us formulate the outreach communication and advert content. As part of the BrennSys process, we will define key audiences, forming a series of “user stories” by condition, military service, and other demographics.

Our plan will outline strategies to enhance reach on the desired platforms. We will tie key performance indicators (KPIs) to hashtags, strategic “likes,” re-posts, sharing, and outreach to social influencers. BrennSys will develop a schedule and budget for paid placements, such as Facebook posts and YouTube adverts, as well as “donation” placements in blogs and other free-of-cost editorial locations. The plan will be ready for VA approach within 30 days of start of this effort.

Target audience “user stories” are a BrennSys advantage — our creatives think about the target persona. Do they want a general “information” or can we appeal to them in some specific way? Entertain them while conveying the importance of the research studies? Educate them as to why participation is so important? As marketers, BrennSys goes through the trouble of creating these personas to help understand the VA’s audience. But once that exercise is done, the process of creating user stories may actually help drive some of VA’s own discovery about veterans and help challenge assumptions. This is important, so BrennSys can craft adverts that have impact with the served community. For example, the average age of all veterans is 58 years, according to a VA study. More specifically, 21.1 percent of the veteran population are under the age of 45, 41.2 percent are between the ages of 45 and 64, and 37.1 percent of the population was 65 years or older. These findings reflect the continuing trend of the aging veteran population. This would be important to note via user stories so the BrennSys team can segment the messages by generation.

Task 2 - Advert Dissemination

BrennSys will implement an approved outreach strategy, setting KPIs so we can measure progress towards the goal of increasing veteran participation in COE studies. With a range of 20-40 ads (average) per month, across platforms, BrennSys will aim to be efficient so performance outcomes match expectations. We will, within 41 days of start, be at speed with full implementation of the plan, looking to provide upwards of 3,000 or more potential veteran patients to COE so they may be screened. BrennSys will use we came up with a variety of metrics that help measure the success of campaigns:

- Cost per Click (CPC)
- Click-through rate (CTR)

- Impression share
- Cost per conversion
- Return on Ad Spend (ROAS)

For example, Cost per Click (CPC) tells our client the average amount of money paid each time an ad gets clicked on. CPC is calculated by dividing the advertising cost by the number of clicks. We will provide a glossary of these metrics with our monthly report on progress. Using a popular software-as-a-server (SAAS) campaign management platform, BrennSys will automate much of the implementation of the approved outreach strategy, functionally tied to the various channels. This will provide near-real-time KPI reporting so we can make adjustments to our outreach strategy as it happens — to increase effectiveness and save money. Additionally, if initial paid adverts are not result in conversions to create possible study subjects, it is important to keep the ultimate purpose of that campaign in mind. We might use paid to position guides that educate and nurture contacts toward becoming candidates for studies; this means the VA shouldn't solely look at initial ad conversions. Instead, we should also examine the bottom of the marketing funnel and see how many veterans certain campaigns, ads, and keywords are impacting.

Overall, BrennSys will examine every aspect of campaigns together before judging their performance. A keyword with extremely low impressions might in reality be resulting in driving more veterans to the screening process — BrennSys will use the SAAS platform to dig deeper to find out. BrennSys will leverage HubSpot or another SAAS, proven with years of success, for the VA's benefit. Because everything in HubSpot is integrated, the platform allows us to see the people behind the conversions, keeping detailed records of every interaction a contact has on land pages on web sites or click-throughs for adverts. With Google Analytics integrated, this reveals something that is otherwise difficult to track — how paid search impacts deals. By tracking potential study participants, we will know when a contact is created, which campaign they engaged with, if they've made other visits to campaign landing page sites, and what else they might have interacted with. Overall, this provides much more granularity than most ads tools, and is another example of BrennSys expertise leveraged for the VA's benefit.

Task 3 - Evaluation/Reporting

As described above, BrennSys will monitor performance and the effectiveness of our outreach activities. This will demonstrate achievement of the intended result, the revetment of target groups for studies. As the campaign progresses, BrennSys will recommend “course corrections” to improve strategies, based on solid evidence from data derived from our HubSpot dashboard and other tools. Recommendations, once approved by the VA, will be implemented quickly so improvements can be reported on weekly. Every quarter, BrennSys will produce summary reports that document the key outcomes from the changes we've implemented, so the outreach

plan can evolve and demonstrate how the number of ads placed and where the budget was spent are effective.

Clicks represent the veterans who saw the ads, and for one reason or another, clicked on them. BrennSys will focus on clicks as a continued indication of audience interest and success. Another important consideration is the ratio between impressions and clicks. If the campaigns are getting impressions, but no one is clicking, it might be time to re-engineer which channels being targeted, and what creative assets we are using to reach the target audiences of veterans. In pricing terms, cost-per-click (CPC) is an advertising model that will require the government to pay when someone clicks on an ad. It is slightly more expensive than CPM, but often more targeted. A lead is a potential veteran that demonstrates interest in participating in COE studies by filling out a form on a VA website, or by sharing contact information in another fashion. A conversion happens when one of these leads has signed up to be screened. Conversions are at the bottom of the marketing funnel, and represent all of the online visitors driven by advertising who convert into potential screened candidates for studies. Conversions will likely be tracked via Google Analytics, or another customer relationship management (CRM) system — and reporting will be unified by BrennSys via HubSpot. A key component of the conversions process is tracking each action a veteran took prior to the application for screening. Knowing the path to conversion means we can replicate that success, for greater return on investment in ad spending. Weekly and quarterly progress reports will be submitted to the government.

Staffing Approach

At BrennSys, we have discrete processes for staff planning and recruiting processes that alleviate how time-consuming these steps are. With a 95% staff retention rate, our clients win by leveraging the BrennSys team's expertise in marketing consulting services. With our experience and pool of tested, qualified technologists, we are able to provide the right talent for this effort. If the government requires additional resources, BrennSys has the ability to source personnel quickly, from our other full time employees or from our pool of vetted contractors.

Staffing Plan — Our PMP will include a staffing resource plan, where we identify, list, and organize the resources needed to complete this project, as well as help determine the quantity needed for each resource, the cost and when they are needed in the project work breakdown structure (WBS). BrennSys will staff this effort with a media buyer and administrative staff.

Exhibit: Staffing Matrix

Position	Role	LOE
Media Buyer	The media buyer will also serve a project lead, and be the single point go contact for the government. Responsible for helping maintain a brand by working on marketing campaigns. Their duties include performing market research, strategizing with other marketing professionals and creating content to aid in the success of marketing campaigns; Research advertising trends; Decide on appropriate placement of ads; Determine what content will reach customers; Develop projects to create content; Publish digital marketing content online; Implement email marketing campaigns; Measure digital traffic; Monitor social media and Google Analytics; Optimize paid advertising campaigns using SEO and other tools; Report on the growth and analytics of campaigns to stakeholders. Responsible for creating, reviewing and editing content for the company which will be published in the company's websites and social media pages.	
Administrative Support Personnel	These people will ensure the PMP is executed as planned, work so that all tasks are executed effectively. They will provide oversight and manage multi-disciplinary teams in the development of plans, goals, objectives, policies, and procedures for completion of a project in a highly technical and fiscal related field; develops project schedule and budget; reviews project proposal or plan to determine time requirements and allotment of available resources to different phases of the project; establishes work plan and staffing for each phase of the project, and arranges for assignment of additional project personnel; confers with project staff to outline work plan and to assign duties, responsibilities, and scope of authority.	
Quality Assurance Manager	Dual-hatting as the project lead, the QAM is responsible for oversight and execution of the quality assurance methodology we employ, developing, implementing, and maintaining a system of quality and reliability testing for BrennSys services, products and/or development processes.	

From a personnel management perspective, our project lead will coordinate contractual requirements through our team using automated management tools such as MS Project, MS Teams, and our SharePoint-based Virtual Project Management Office (vPMO) project management site. BrennSys brings additional value to the government because our technical and status reports are factually accurate and complete, reflecting our commitment to “white glove” quality, while we adhere to deadlines.

Section 508 Compliance

BrennSys fully supports the need for accessible services. BrennSys will ensure that all supplies and services delivered will be aligned with current provisions for accessibility included in Section 508. In circumstances where this is not feasible, facilitation will be provided. The BrennSys project lead will oversee our participation and compliance with technical standards, functional performance criteria and documentation and support as required. By assigning this responsibility to the project lead, BrennSys can ensure that appropriate provisions are made within individual tasks. This may include: contractor training on 508 Standards; collection of information; providing guidance to staff as required.

BrennSys employs a Section 508 compliance standard operating procedures (SOP) which include instructions on: staying current, adjusting audit tools, and conducting a formal training program to create Section 508 awareness and adoption of best practices on our team. We strive to comply with the applicable standards of Section 508 of the Rehabilitation Act to the maximum extent possible, ensuring that individuals with disabilities have comparable access to and use of information and data to that provided to the general public, unless an undue burden would be imposed on us. For deliverables such as documentation and training, we will ensure PDFs meet the criteria outlined at <https://www.section508.gov/create/pdfs/>

Past Performances

Herein BrennSys identifies previous contracts which are equivalent to the scope of the PWS. Our past performances are all within the past 5 years, and are relevant in that they are of similar size and scope. BrennSys has been a trusted VA vendor on multiple contracts that mirror the requirements of this effort.

Exhibit: Summary of BrennSys Corporate Experience

Customer	Project	Contract Number, Period of Performance	Services Overview
VA Department of Health	Office of Emergency Medical Services Outreach	2018-2019; Prime	Social media outreach, targeted marketing campaigns
Department of Veterans Affairs	Media Development and Management	2018-2028; Prime	Promote public and private awareness of the NYARNG's mission, goals, initiatives and objectives, Message communicate, media selection, outdoor marketing, and media services, such as radio, TV, and public service announcements
Department of Veterans Affairs	Veterans Experience Office (VEO) Support Services	2021-2026; Prime	Customer experience (CX): real-time CX data, tangible CX tools, modern CX technology, and targeted CX engagement. These capabilities empower employees to deliver outstanding experiences to Veterans, their families, caregivers and survivors through actionable real-time CX data and predictive analytics; concrete CX tools such as the VA Welcome Kit and accompanying guides, training and implementable best practices; user-friendly, modern technology; and personal engagement with VA customers.
Strategic Acquisition Center - Frederick Department of Veterans Affairs	AboutFace Outreach Program	#VA119A-17-D-0157 36C10X20N0151; 2020-2025; Sub	All aspects of new media development: video and multimedia from pre-production, production and post-production. Content development for website, enhancing design and information architecture, performing functional maintenance, ensuring 508 compliance, and produce other media and/or educational materials for the National Center for PTSD.

VA Department of Health – Office of Emergency Medical Services Outreach. In the spring of 2019, we worked with the Virginia Department of Health Office of Emergency Medical Services, which needed a marketing firm to assist in sharing resources and information to help first responders deal with the mental health impacts that occur as a result of their experiences on their very stressful jobs. As part of the project, we ensured that social media platforms were being appropriately utilized and reached the right audiences when they needed to be there. We also compiled a list of all the fire, EMS, law enforcement and dispatch locations, and ensured that they receive a targeted print campaign. The project required biweekly reports, and was completed in 2019.

Department of Veterans Affairs – Media Development and Management. We are currently working with the Department of Veterans Affairs on a contract that runs from September, 2018 until September of 2028. Our services include developing materials to promote public and private awareness of the VA's mission, goals, initiatives and objectives. We work to develop and disseminate marketing materials and services which will increase public understanding of the complex and technical aspects of the VA. Some of our services are determining the advertising objective, specifically defining and creating materials with the specific message we are working to communicate, media selection, outdoor marketing, and media services, such as radio, TV, and public service announcements.

Department of Veterans Affairs - Veterans Experience Office (VEO) Support Services. We provide the VA VEO with Graphic Design Services. The Veterans Experience Office (VEO) is VA's lead organization for customer experience (CX) at VA and reports directly to the Secretary. VEO supports VA in the Department's modernization efforts to become a premier CX organization by bringing industry best practices to VA service design and delivery. VEO accomplishes this through four core CX capabilities: real-time CX data, tangible CX tools, modern CX technology, and targeted CX engagement. These capabilities empower employees to deliver outstanding experiences to Veterans, their families, caregivers and survivors through actionable real-time CX data and predictive analytics; concrete CX tools such as the VA Welcome Kit and accompanying guides, training and implementable best practices; user-friendly, modern technology; and personal engagement with VA customers.

Strategic Acquisition Center - Frederick Department of Veterans Affairs - AboutFace Outreach Program. In the private sector, we recently contracted with AboutFace Web Design to provide services from October of 2020 until October of 2025, including media production, website maintenance, social media clips, website and YouTube channel maintenance, production of videos of veteran interviews, topic pages, user guides and education, CMS migration and site redesign.

AboutFace is a documentary website that features multimedia stories of Veterans who have experienced post-traumatic stress disorder (PTSD), their family members, and VA clinicians. By watching the videos on AboutFace, viewers can learn about PTSD, explore treatment options, and get advice from others who have lived with the disorder. AboutFace is produced by the VA's National Center for Post-traumatic Stress Disorder (NCPTSD), the world's leading center for PTSD research and education. BrennSys works with NCPTSD to further develop AboutFaces' mission while maintaining and advancing the role it plays in reducing stigma and informing Veterans and their loved ones how PTSD treatment can turn lives around.

This contract includes all aspects of creating new media for AboutFace including video and multimedia from pre-production (planning, location scouting, assistance with recruitment of subjects) through production (video- and audio-recording, lighting and set design, etc.) and post-production (editing, mixing, color correct, captioning, audio describes, 508 compliance, etc.). We write content for the website, planning for the expansion and updating of AboutFace, enhancing website design and information architecture, performing functional maintenance, ensuring 508 compliance, and ancillary tasks. Working with the National Center for PTSD providing services that include all aspects of creating new media for AboutFace including video and multimedia from pre-production (planning, location scouting, assistance with recruitment of subjects) through production (video- and audio-recording, lighting and set design, etc.) and post-production (editing, mixing, color correct, captioning, audio describes, 508 compliance, etc.). We write content for the website, planning for the expansion and updating of AboutFace, enhancing website design and information architecture, performing functional maintenance, ensuring 508 compliance, and ancillary tasks.

Résumes of Team

BrennSys Staff Resumes