

Possible Opportunities - Brennsys - March 2022

1. OFFICE OF CORPORATE COMMUNICATIONS SUPPORT SERVICES

Award date: 03/2022? The Contracting Office confirmed the task order has not been awarded. Evaluations are still in progress. The current task order expires March 12, 2022.

Value: \$28m

Service Disabled Veteran Owned Small Business

Current Incumbent:

Loch Harbour Group Inc.

GSA Contract: GS00Q14OADS124

Task Order: HSHQDC16F00096 Awarded: August 12, 2016 Expires: August 11, 2021

Previous Incumbent

Bayhrst Solutions LLC

GSA Contract #: GS10F0356Y | OASIS SB Pool 1 SDVOSB

Task Order #: HSHQDC12F00179

Award: September 27, 2012

Expiration: September 27, 2016

Value: \$9,204,925.52

Awarded via GSA Schedule 874 (MOBIS), Small Business set-aside NAICS 541611

The Department Of Homeland Security, Science and Technology Directorate, Office of Corporate Communications (OCC) has a continuing requirement for corporate communication support services that are not inherently governmental and may require a level of effort or an expertise that is not sufficiently consistent to warrant additional staffing with federal employees. The objective of this acquisition is to provide DHS S&T OCC with specialized digital media services and technical support to OCC to create compelling digital media products to tell the S&T Story and gain stakeholder support and participation in new S&T initiatives.

The selected Offeror will contribute innovative digital media services to enhance OCC's existing capabilities in support of the priorities and strategic direction of S&T. The exercise of Option Year 1, will require additional services. The objective of additional services added to this acquisition are to provide the Office of Corporate Communications (OCC) with essential support services that are not inherently governmental and may require a level of effort or an expertise that is not sufficiently consistent to warrant additional staffing with federal employees

PREVIOUS REQUIREMENTS

The Contractor shall provide support in the following areas:

Creative Services

This includes, but is not limited to, custom layouts, graphics and illustrations for print and electronic reports and products, photographic and video expertise for graphic documentation, and webinars

Possible Opportunities - BrennSys - March 20022

Graphic Services

Provide custom layouts, graphics/illustrations for all communication products: fact sheets, reports, brochures, newsletters, mass emails, posters, briefings/PowerPoint presentations, exhibit displays, and websites; develop event brand and all associated collateral

Photography Services

Document all internal and external events and maintain photo archives: All Hands meetings, award ceremonies, technology demonstrations, congressional testimonies, internal and external conferences and meetings, employee events, press events, etc

Video Production

Video recording and design: capture B-roll of S&T technology demonstrations; provide custom video design from concept/story boarding to completion with narration, music, special effects and motion graphics; video editing/post production for existing video footage used for internal and external events

Webcasting Services

Provide technical staff for all S&T webcasting events (meetings, technology demonstrations, conferences, special events), includes equipment set-up and operation, editing and posting

Printing

Complete all paperwork and ensure all print jobs are properly branded and formatted; review all proofs; apply product quality control standards for compliance with guidelines, policies and directives; complete large format printing, mounting and lamination

Conference Planner for the Exhibits Program

Coordinate and manage logistics for exhibit outreach program - plan for approximately 30 annually

Negotiate rates and services to maximize impact and minimize costs; manage deadlines and promote S&T visibility

Communicate with S&T groups/divisions/offices about upcoming events to coordinate subject matter expert participation in exhibit outreach events

Partner with DHS components to coordinate exhibit outreach events and booth locations Manage and reconcile exhibit engagement expenditures; integrate data into ROI metrics analysis

Develop and coordinate booth staffing plan; communicate goals, messaging, and metric gathering tools to all SMEs supporting exhibit outreach events

Analyze and optimize existing processes and implement standard procedures for planning and executing outreach program

Maintain and update the S&T calendar of events on S&T Connect and DHS.gov, including event description, dates, etc

Speakers Program

Identify and make initial contact with appropriate organizations to schedule S&T senior leaders and program managers for speaking engagements, prepare briefing and leave behind packages, and maintain calendar of speaking engagements

Prepare and monitor speaker request forms submitted to DHS Office of Public Affairs for approval

Possible Opportunities - BrennSys - March 20022

Track media activity resulting from speaking events Writer

Prepare reports, publications, marketing plans, strategies, and status reports for review and publication

Edit and format materials for groups/divisions/offices as required with clarity, logic, persuasion, and effectiveness

Provide support for graphics and webcasting as required

Ensure all documents and videos for posting to Internet 508 compliant Edit and ghost-write DHS and S&T by-lined articles for trade publications

Technical Editor

Write/ghostwrite, edit, proofread, and/or format technical reports, presentations, fact sheets, talking points, background papers, CONOPS, S&T Snapshots, social media pieces and other print or electronic materials

Review and edit for grammar, style, punctuation, structure, etc., all S&T promotional products, fact sheets, program brochures and other public release documents

Coordination and collaborate with S&T's subject matter experts to write, edit and update fact sheets and literature aimed at stakeholders for outreach efforts; summarize detailed, specialized information abstracts or executive summaries

Serve as hrst technical editor on the Directorate's Component Report; serve as hnal technical editor on Snapshots articles written by others that are submitted to DHS OPA for hnal approval Prepare, edit, and format the weekly OCC Performance Report

Edit and coordinate text, tables, photos, and art for technical reports while remaining well-versed in the challenges of translating complex technical concepts to varied audiences and situations by following current trends

Make all documents and videos for posting to Internet 508 compliant

Web Content Management

Responsible for updating and maintaining the S&T intranet site, S&TConnect, and coordinating with the DHS Office of Public Affairs (OPA) to enhance S&T's presence on DHS' external website, DHS.gov; updating and maintaining the OCC SharePoint page on S&T Connect; communicating messages, Snapshots, articles, etc. via DHS.gov, Twitter, Gov.Delivery and other social and online media

Serve as liaison for web content throughout for S&T Offices; solicit and review material submitted by S&T Offices for the website, rewrite as necessary for content and style consistency; coordinate with the S&T web management Officer and DHS web publishing for posting content Make all documents and videos for posting to Internet 508 compliant

Build and maintain Gov.delivery email subscribers list

Monitor quarterly website usage metrics; provide recommendations to improve readership; write metrics and usage reports regularly

Serve as primary contact for S&T Snapshots submissions to DHS.gov, coordinate formatting and graphical elements including photographs, tables, and illustrations, and submit in accordance with established DHS web publishing procedure; track documents until posted, identifying delays in excess of 72 hours

S&T Connect - work with OCC web manager to keep internal website relevant, up-to-date and accessible, including content and design. Make all documents and videos for posting to Internet 508 compliant if needed internally

Possible Opportunities - BrennSys - March 20022

Provide technical support for all S&T webcasting events, including equipment set-up and operation or recording; video editing and final production of product

Firstresponder.gov - provide content support for hrstresponder.gov, which is maintained by S&T's First Responder Group

Social media - monitor and maintain S&T presence on social media outlets

Employee Events

Provide support as needed in planning, organizing and staffing events for S&T employees, including annual awards ceremony, holiday party, annual picnic, Kids Day at S&T and guest speaker events

Document Management

Maintain libraries/repositories of S&T project fact sheets, S&T accomplishments, and S&T photo directory and update content at regular intervals

Outreach Team Support

Participate on federal employee-led OCC teams that provide communications and outreach services to designated S&T Offices

Attend meetings and provide support, ranging from preparing agendas and handouts to taking meeting notes and following up on action items, to providing recommendations and reports as necessary

Interact with program managers and support personnel to identify programs/projects that should be spotlighted; develop materials to highlight these programs

Media Relations Support

Support federal employee media outreach efforts: develop and maintaining press lists; track media hits; draft/edit fact sheets media advisories, and media plans.

2. EDUCATIONAL MULTIMEDIA PRODUCTS

Pre-RFP - 04/2022?

Service Disabled Veteran Owned Small Business

512110 - Motion Picture and Video Production

Est. \$3.9m

The Department of Agriculture, Forest Service may have a continuing requirement for Educational Multimedia Products

The contractor shall provide development and production of promotional and/or educational media products in support of wildland fire safety training to improve awareness and provide operational education. The National Wildland Fire Coordinating Group and the Wildland Fire Lessons Learned Center have learned that short, well designed, and engaging educational and promotional videos greatly increase the probability that the operational wildland firefighting audience will retain the messages being conveyed. Both of these programs have also learned that, in order to effectively engage and inform this unique workforce, it is critical that the personnel creating these videos having recent ground and aviation operational wildland firefighting experience. The contractor shall work in coordination with the U.S Forest Service and/or Federal Partner Agencies to complete the production of these educational media products. The intent of educational media products is to improve awareness and provide operational education to the wildland firefighting community. Topics and requirements will vary depending on task requirements and may include: Current wildland firefighting issues, entrapment avoidance, hazards and safety issues, fire shelter, communication, human factors, equipment/aviation, fire environment, and emergency medical short-haul operations.

INCUMBENT CONTRACTS

SOVRN CREATIVE INC. (12024B18D0015), Awarded:07/13/2018

EFFECTIVE DIGITAL PRESENTATIONS, INC. (12024B18D0017), Awarded:07/13/2018 RED, INC. (12024B18D0016), Awarded:07/13/2018

360 IMMERSIVE, LLC (12024B18D0014), Awarded:07/13/2018

3. ENGINEERING AND TECHNICAL SUPPORT FOR CENTER OPERATIONS DIVISION AT WILLIAM J HUGHES TECHNICAL CENTER

Pre-RFP 03/2022

541330 - Engineering Services

The incumbent contract has a total value of \$5.6m - BACIK GROUP LLC,

The Department of Transportation, Federal Aviation Administration may have a continuing requirement for Engineering and Technical Support for Center Operations Division at William J Hughes Technical Center.

Facilities Engineering Support

Center Service Liaison & Imaging Technologies Support

The Center Operations Division requires supplemental services for facility operations and maintenance, engineering design and construction, and operational support services for all organizations and personnel residing on properties located at the William J. Hughes Technical Center (WJHTC)

The Facilities Engineering Branch is comprised of the Architecture & Electrical Engineering Section

(ANG-E341), the Mechanical & Structural Engineering Section (ANG-E342) and the Site Engineering Section (ANG-E343). These sections primarily provide design and construction support for the Technical Center and its Tenant organizations. The Site Engineering Section, in particular, oversees environmental management systems for: potable water, hazardous waste, pollution prevention, recycling, underground and above ground tanks, natural resources including wetlands and endangered and rare species, sewage systems, and greenhouse gases and air pollution. This section also implements environmental compliance programs, provides environmental consultation and guidance, maintains a comprehensive geographical information system (GIS) and management of the FAA's cleanup program

The Offeror shall provide qualified staff to supplement the Facilities Engineering Branch. Some of the duties of the staff will include:

Development of design documents - primarily involving the disciplines of electrical, mechanical, civil, environmental, chemical, or fire protection or architectural design

Construction inspection support

Planned Power Shutdown support and other Facilities Oriented Emergencies

Space management support, including layout design, tracking of space and coordination of furniture and deliveries

Computer support to facilities staff and management, including the development of new systems or software tools

GIS mapping support

Environmental Management System support

Support for monitoring the ongoing environmental compliance programs and cleanup efforts

Quality Management & Support Services Support

The Quality Management and Support Services Branch provides communication and quality management services in support of NextGen Initiatives and promotes the Technical Center's capabilities. This branch is responsible for the management of: FAA WJHTC Visitor Program; Directives (including Orders, Notices, and Policies); Freedom of Information Act; FAA WJHTC website; Special Events; Internal

Possible Opportunities - BrennSys - March 20022

and external communications; Quality Management Systems for several organizations at the Technical Center. In addition, it is the responsibility of this branch to coordinate Performance Management activities for ANG-E and manage ANG-E Training activities.

The Center Service Liaison staff is responsible for the development and management of Support and Service Level Agreements between the FAA and its resident tenant organizations, including the management of all reimbursable expenses. The Liaison staff is also the consolidated main point of contact between the WJHTC tenants and the FAA

The Imaging Technologies Support Branch provides a wide variety of services to the Tech Center and its tenants, including: Conference Room Management, Audio Visual Support, Photography, Video Production, Graphic Design, Digital Signage, Interior Design, and the Center Operations internal newsletter.

4. BUREAU OF MEDICINE AND SURGERY STRATEGIC COMMUNICATION PLAN

Source Selection - 04/2022?

541611 - Administrative Management and General Management Consulting Services

The Department of the Navy, Naval Supply Systems Command, Fleet Logistics Center Norfolk, has a requirement for Bureau of Medicine and Surgery Strategic Communication Plan.

The BUMED Communications Directorate (M09B7) requires a contractor to provide strategic, tactical and operational communications support; manage Navy Medicine's Strategic Communications Plan and its implementation; and compile and analyze communication analytics. The contractor shall provide support of headquarters communications functions including, at a minimum: develop informational strategies, collaborate with key Command/Enterprise stakeholders to build and design a strategic focus; collect, organize and maintain command messaging for ease of use (e.g., the BUMED Playbook) and work with Subject Matter Experts (SMEs) to update messages, as required; help execute an approved social media strategy; prepare monthly social media analytics reports; and assist in the development, planning and marketing of communication products.

5. COMMUNICATIONS AND SUPPORT SERVICES FOR NJ WAR RELATED ILLNESS AND INJURY STUDY CENTER AIRBORNE HAZARDS AND BURN PITS CENTER OF EXCELLENCE (WRIISC AHBPC)

Awarded - Meraki Communications Group, LLC

541430 - Graphic Design Services

Department of Veterans Affairs, Airborne Hazards and Burn Pits Center of Excellence's (AHBPCE) requirement for a contract to develop, design, implement, and measure outreach campaigns and other communication activities.

The Contractor shall develop, design, implement, and measure outreach campaigns and other communication activities

The vendor shall perform a variety of communication and outreach activities aligned with AHBPC/ WRIISC major initiatives to communicate to VA and community providers, Veterans and their family and friends, federal and community organizations, and policy makers that support the Nation's Veterans.

Conduct Audit/Review: Review existing data from WRIISC and PDHS on Veteran preferences, opinions, and input from previous research and other means such as feedback from informal Veteran listening sessions and engagement activities. Review existing website and outreach products for consistency and to identify gaps. Perform limited social media monitoring and news clips content analysis as needed

Product Development: Develop clear and visually appealing communication materials and products based on audit and analysis. Identify possible provider and Veteran communication "toolkits" of relevant materials. Using best practices, develop content using concepts of effective risk communication and health care communications. Identify proposed products to be created that may include brochures, posters, fact sheets, audio or video, reports, presentation materials, exhibits, etc. Materials to be placed online must be made Section 508 compliant and adhere to all copyright requirements and existing VHA website and social media limitations and requirements. Spanish translations shall be made available upon request

Graphic Design: Provide professional graphic design support including illustration, photography, animation, video, and layout for effective promotional displays of online and print materials (e.g. newsletters, posters, web pages, and social media content). Document design principles and high-resolution imagery with appropriate copyright. The contractor shall be responsible for production and/or reproduction of these materials, as necessary. An outline for each product shall be created for review prior to developing content. All content shall be provided in draft and be subject to two rounds of revisions. Once written content is approved, layout and design can proceed again with two rounds of revisions

Communication Support: Support provided by individuals (key personnel) to consist of communication specialist(s) and web/social/multi-media specialist(s) to work with public health communication, environmental communication including exposure related matters, and risk and crisis communication. Responsibilities include developing communication materials, collateral materials, identifying distribution and outreach strategies, writing, and website maintenance. These individuals shall coordinate closely with program staff to research a topic, develop draft content for review, revisions, and approval, and develop recommendations to disseminate related information in appropriate formats and language suitable for intended audiences Website and Social Media Support: Develop web and social media (e.g., Facebook, Twitter, YouTube, and Flickr) content to more broadly and effectively appeal to targeted audiences considering customer's usability, needs, and communications preferences. Help maintain current WRIISC website content, develop AHBPC-speci[c web pages or other standalone web content in versions compatible with both computer and mobile view. Recommend creative web- based

Possible Opportunities - BrennSys - March 20022

programs (e.g. blogs, video casts, other multimedia and social media tools) to promote program initiatives.

6. COMMUNICATIONS SUPPORT SERVICES

Pre-RFP - 11/2022

541611 - Administrative Management and General Management Consulting Services

incumbent - Pathender Consultants LLC has a value of \$56,488,739

The Department of Homeland Security, Office of the Chief Information Officer may have a continuing requirement for communications support services.

SharePoint Development, Maintenance Website Design

Website Maintenance

Audit Communications

Technical Writing

Graphic Design

Strategic Planning Communications

Infrastructure Change Control Board Communications Correspondence Management

Media and Marketing Communications Telecommunications Order Management Performance Management System Design Performance Management Communications News and Social Media support services of Homeland Security, Office of the Chief Information Officer may have a continuing requirement for communications support services.