

**Task Order Request for Proposal (TORFP) Response**

**Sol. No. 36C10X22Q0166**

**VECTOR - 0091 - Graphic Design for The Franchise Fund Oversight  
Office (FFO) Annual Report**

**Due:** June 27, 2022 1400 ET

**Submitted to:**

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Founded in 2012 / 10 years of experience as a 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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## **Overview of Corporate Capabilities**

With more than a decade of experience supporting federal agencies in graphic design, project management, and corporate communications, BrennSys brings expertise to provide The Franchise Fund Oversight Office (FFO) with graphic design services to help produce its annual financial audit report. With a team of graphic designers, media and corporate communication experts, BrennSys will supply design, layout/formatting, and editing of the FY 2022 Annual report. Working with FFO, we will produce a highly polished, effective depiction of FFO's programs and progress working with the VA Enterprise Centers.

In addition, BrennSys is well-situated to ensure compliance with Section 508 of the Rehabilitation Act (29 USC s 794d), as amended by the 1998 Workforce Investment Act. For supporting Website design, developing, testing, implementation, and enhancing: BrennSys has designed developed, tested, implemented, monitored, enhanced and improved the performance of more than 15 public websites while supporting multiple Federal and State Government Agencies on a dozen or more different projects over past ten years. We are responsible for graphics design, page layout and site navigation of the websites using tools like MS Visual Studio, Adobe Flash, Flash Builder, Dreamweaver, Illustrator, Publisher, Coral Draw, and MS Visio and including rich Internet application and search technologies and 508 compliance using tools like Amaze.

We are experts in Section 508.

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## ***Project Management***

BrennSys continually improves our internal control susses to manage contracts very similar to this potential effort. We provide an audit trail for every task and expenditure, mapped to a contract's line items and deliverables. BrennSys understands that the tasks under this potential effort are extensive and require a streamlined and efficient approach to manage personnel and deliverables. 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 project management by which to evaluate or complete the way we run projects for our government clients.

The Brennsys personnel management approach ensures best value is delivered to the Government. Brennsys charges our PM 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. Our trained, certified and experienced PM will oversee this effort, and the staff undertaking the various services.

All deliverables are subject to three levels of quality control, based on the processes we will customize in our Quality Control Plan (QCP). We are adept at managing personnel so that end-user and stakeholder interaction with vital systems continue to operate smoothly, whatever the circumstance. To effectively manage and coordinate performance of efforts across the government, we emphasize a top down approach, starting with our PM, 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.

From a personnel management perspective, our PM will coordinate contractual requirements through our Contracts Team using a variety of automated management tools such as MS Project, MS Teams, and our SharePoint-based Virtual Project management Office (vPMO) contracts management site. We use automated accounting systems such as Deltek Costpoint to verify, approve, and process invoices, while vPMO and Teams serve as knowledge management, communication, and collaboration tools. Within each tool is embedded workflows and processes with checks/balances that enable progress tracking and quality measures. Brennsys brings additional value to the government because our technical and status reports are factually accurate and complete, reflecting the Brennsys commitment to “white glove” quality, while we adhere to deadlines.

Brennsys has held fixed-price and cost-reimbursement contracts. We recommend a fixed price contract for this procurement as it guarantees the Government the best value, as this model allows the agency predictability about the services provided. We also recommend the government consider a Quality Assurance Surveillance Plan that tracks effectiveness of the personnel the contractor provides to the agency.

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## **Management Approach and Methodology**

Brennsys will utilize our own office facilities, equipment, computers and software.

**Exhibit:** Lines of Communication

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## **Technical Approach**

### ***Task 1 - Kick-Off Meeting (4.1)***

Deliverable: briefing, meeting minutes

### ***Task 2 - Creation of the VA Franchise Fund FY2022 Annual Report Initial Design (4.2)***

Deliverable: Franchise Fund FY2022 Annual Report Initial Design

### ***Task 3 - Creation of the VA Franchise Fund FY 2022 Draft Annual Report (4.3)***

Deliverable: Franchise Fund FY2022 Initial Draft Annual Report

### ***Task 4 - Complete FFO 2022 Draft Annual Report (4.4)***

Deliverable: Complete Franchise Fund FY2022 Draft Annual Report

### ***Task 5 - Final FFO 2022 Annual Report (4.5)***

Deliverable: VA Franchise Fund FY2022 Annual Report Web Package - Due 12/15/2022

## ***Schedule / Timeline***

Period of performance will be September 15, 2022 through December 15, 2022, with the possibility of four (4) option period of three (3) months each. The option periods would be 08/15/2023 - 12/15/2023; 08/16/2024 - 12/16/2024; 08/15/2025 - 12/15/2025. We will begin work within ten (10) days of contract award or as mutually agreed upon. BrennSys will use ProPath (see below) to build our schedule to meet project requirements, along side our development methodology.

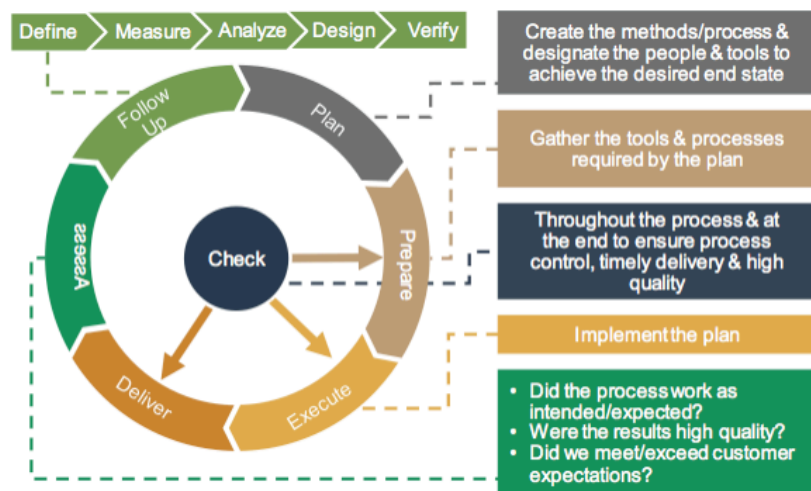
**Exhibit:** Timeline

## Quality Assurance

Our quality assurance system uses five specific activities to attain our goal of providing deliverables that meet customer expectations and standards for both form and function. First, Quality Management (QM) enables preparing, executing, and delivering oversight activities. Second, Quality Assurance (QA) assesses conformance to processes and process performance. Third, QC tracks conformance of products to contract specifications. Fourth, we use Customer Feedback to elicit performance cues and drive improvements. Finally, Continuous Process Improvement that helps processes perform at or above standards. Brennsys views QM/QA/QC as an integrated systems approach to exceed quality, performance, and safety standards for each product, service, and solution.

***Exhibit:*** The Brennsys Quality Management System: Ensuring proactively response to potential problem areas

At the heart of Graphic Design QA is the process of reviewing visual designs, micro interactions, and copywriting by cross-checking the developed design vs. handed-off design before production to find any inconsistencies. This quality control effort is managed by the Brennsys QA Manager, who will be viewed as an independent quality reviewer.



Deliverables will be provided in electronic format (MS Word, Doc, PowerPoint, Project, Visio, Autocad and Adobe Acrobat PDF).

## Performance Metrics (5.2)

Based on the table provided in the RFP SOW on page 9, Brennsys will ensure performance objects meet or exceed the acceptable levels for performance standards.

We will facilitate inspection and acceptance by the COR by providing five (5) working days for review of draft deliverables. Per our QA approach, we will correct any deficiencies and make whole the work product so as to meet the acceptable levels of performance. We understand the delay penalties as described on page 11 of the RFP SOW.

### ***Enterprise and IT Framework***

Based on years of working for the VA, BrennSys is well versed in the VA enterprise management framework. We will comply with the OIT Technical Reference Model (One-VA TRM) in producing any end user solution or digital assets for the government. We will utilize ProPath for the formal approval process of any electronic end user solutions.

### ***Section 508 Compliance***

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#### **Staffing Capabilities**

BrennSys has extensive experience, since 2010, providing recruitment, hiring, and administration of personnel to federal and other clients. For example, to the US Department of Veterans Affairs, the staff we provide are currently working on a contract that runs from September, 2018 until September of 2028. These staff are developing materials to promote public and private awareness of the VA's mission, goals, initiatives and objectives. Other staff we place are 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.).

Another example of our experience is how BrennSys provides outsourced personnel to the Virginia Department of Health. Starting in 2019, we worked with the Office of Emergency Medical Services by providing personnel to assist in the development go tools for 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. BrennSys outsourced personnel ensured that social media platforms were being appropriately utilized and reached the right audiences when they needed to be there.

And the government gets something even better from BrennSys — talented, experienced staff who have been with us for years! Retention is key, and our turnover rate shows that the BrennSys model of being more flexible, whether that's hours at work or commuting or work style... has

made a difference! Perhaps you've seen the McKinsey studies and research that suggest even more important than flexibility is that the company and the boss care about the staff and are invested in them? That's the secret of BrennSys team loyalty! As a small company, we leverage our strengths. From thoughtful and useful feedback, our corporate management is able to help our staff develop their potential. And we ensure competitive salaries and exceptional benefits.

The benefits to the Government are myriad — and BrennSys is happy to pass on the savings. Ease of use for both applicants and the employer means the hassle of sending paper applications has been eliminated. Also, it is easy for our recruitment team to get all those applications from great candidates from all over the world through just a few clicks. We also organize applicant data, as CaTS helps save and sort applicant data effectively, for future use. It also can keep track of the relevant data of the applicants regularly during the recruitment process, and later, via email updates. BrennSys uses CaTS to manage the complete recruitment lifecycle from start to end, from finding a resume, screening best possible candidate, schedule an interview and on boarding.

### ***Staffing Plan***

<b>Role</b>	<b>Responsibilities</b>	<b>Qualifications</b>	<b>Level of Effort</b>



***Personnel Security Requirements (5.0)***

As this project has a required level of access of “low/NACI,” BrennSys will, within a period of 180 days or less, we will acquire a Special Agreement Check (SAC).