

Task Order Request for Proposal (TORFP) Response

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**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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BrennSys Technology LLC (BrennSys) is fully capable of meeting the needs of the Veterans Administration in delivery of Graphic Design for The Franchise Fund Oversight Office (FFO) Annual Report. BrennSys is a customer-oriented, mission solutions contractor firm that provides commercial entities and government agencies flexibility and availability of expertise without the expense and commitment of sustaining in-house staff. We stand ready to meet the challenge with a cost-effective solution that ensures optimum results.

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. And, we are experts in Section 508.

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.

Management Approach and Methodology

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 - see below) portal.

The management 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 doing various IT-related task — defining software 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 purpose of this plan is to clarify role and responsibilities, to divide work, to increase accountability, and to help the us define for the government a model to organize this effort.

Our approach to management is based on a democratic hierarchy, which we have evolved over the ten+ years Brennsys has been in business. Oversight still comes from the top in our model, but managers at all levels consult with those affected before making decisions. It is not uncommon to solicit stakeholders' opinions when important decisions must be made — the CO/COR, end users, other government stakeholder, our technical team. At Brennsys, ideas are expected to come from all levels, so solutions to problems are holistic. Our goal is give the resources necessary to control what each team member is responsible for, and to do his/her job as effectively as possible.

All staff, from corporate director to technical team, treat one another as equals. Communication, in person or electronically, cross management lines and, while people have different responsibilities, that doesn't translate to differences in status within the organization. Brennsys has found this model allows for more initiative, makes it easier and more pleasant for people to do their jobs, and is more likely to reflect the principles of our organization. While non-critical decisions may take longer to make, we have found consensus makes for better ones. And we have seen, at other government engagements, that our staff satisfaction leads to increased effectiveness, innovation, and a general sense of shared vision and purpose.

This project management plan is based on Total Quality Management (TQM), which we find marries the processes of our Quality Assurance quite nicely to our vision for executing graphic design projects. This approach ensures strong management, and we will “hit the ground running” base don our previous experience with VA. The Brennsys management plan seeks to integrate all organizational functions (customer interaction/support, graphic design, web content, and quality assurance) to focus on the VA's objectives.

Exhibit: Key Components of a Brennsys Task Management Plan

Component	Purpose
Work Breakdown Structure (WBS)	Reflects the major work elements that will be performed with corresponding deliverables.
WBS Dictionary	Lists and defines each WBS element and indicates the resources required to produce it.
Project Schedule	Defines key activities and milestones for all major events and deliverables.
Quality Control Procedures	Details the review procedures needed to ensure adequate oversight and exceptional quality.

Virtual Project Management Office

Over the last decade, BrennSys has come to understand the various types of information systems that support the many processes needed to carry out clients' business functions. Each of these information systems has a particular purpose or focus, and each has a life cycle of its own. We are confident that we can successfully manage the government's defined tasks, following a timeline and work plan (based on the one in this proposal) that will be agreed after coordination with client stakeholders at kick-off. More specifically, we ensure that the expertise and resources of project staff, organizational stakeholders, and relevant personnel can be effectively coordinated and focused to achieve all of a project's goals, objectives, and tasking. The Program Manager has had extensive experience and success, both within the government and as a consultant working on projects for the public sector, in coordinating major inter-agency and inter-departmental projects. In addition to the reports required in the PWS, we will provide both weekly and monthly reports, through our vPMO. the BrennSys team utilizes a virtual Project Management Office (vPMO) to help oversee tasks, personnel management, and issues response. This vPMO works with Microsoft Project, required on this effort for project status reporting.

Exhibit: Our virtual Project Management Office unifies information management

Automated Time Sheet Management. When it comes to timesheet management, we make it simple and easy for our employees to use our vPMO. The DBA can quickly and easily capture detailed time sheets, whether in the office or on the road. The Program Manager and the BrennSys senior corporate representative can find what they know what they need to track with automated approvals notification. Submit time sheets for approval based on the contract's unique business processes, customized to the approval process workflow of this project, routing approvals. Our vPMO enables our team to track the progress of time sheet management and approvals, including leave tracking and vacation time, 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 and approvals 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. Track time worked by project, phase and/or task and add any notes or descriptions required.

Allow time tracking to be distinguished by billable or non-billable time for more expedited project and time billing.

Meetings and Reports

Communication and audit-able record keeping are key components of the BrennSys approach to managing this type of project.

Post-Award Kickoff Meeting. Upon award and prior to the beginning of any services, BrennSys will attend a Kickoff Meeting with the CO and the VA COR/PM. The purpose of this meeting is to review schedule, transition planning, and any other necessary items related to database administration services.

Status Meetings. BrennSys will be required to attend quarterly performance reviews. The purpose of the review is to analyze our performance, receive quality improvement suggestions from BrennSys or other stakeholders, and identify opportunities for continuous improvement. These status meetings may be held in person at the job site, via teleconference or as otherwise directed by the CO and/or COR.

Other Meetings. Additional meetings (i.e. ad-hoc client meetings, safety meetings, etc.) shall be at the discretion of the CO and/or COR/PM.

Contractor Personnel. Attendance by BrennSys's Primary POC will be mandatory at all meetings.

Reports. All reports will be archived in our vPMO for access by the CO and COR, as well as any other authorized stakeholders. Reports and meeting minutes will be circulated via email on or before the due date.

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

Exhibit: Lines of Communication

Technical Approach

Our management plan is based on Total Quality Management, which ensures our quality assurance matches our vision for executing this effort to meet VA's expectations — this ensures strong management. Coupled with a “hit the ground running” approach, the government can be assured of smooth operations from the outset. Our transition plan, including in-process “Phase Zero” efforts, uses tried-and-true techniques to speed start up for the effort. We will create milestones in our Project Management Plan (PMP) based on kick-off, source material acquisition, frequent design briefings, and communications touch-points. The latter ensures communication between the CO, COR, stakeholders and the Brennsys team so that nothing “falls between the cracks.”

Task 1 - Kick-Off Meeting (4.1)

Upon award, Brennsys will update the draft project management plan, submit all required forms to the agency (such as Confidentiality Agreements and NDAs if necessary), and schedule the project kick-off meeting. The kick-off meeting will be used to review the project plan, stakeholders, contact list, contract requirements and goals, and finalize documentation. Prior to the kick-off meeting, we will submit a documentation request to for internal policies and other documentation relevant to the study. Brennsys will also conduct a comprehensive external scan to identify additional relevant documentation. This comprehensive list will be reviewed as part of the kick-off meeting.

The Brennsys team has managed projects similar to this effort, in which we have developed database-driven web sites, established cyber security processes and procedures, using the combined experience and expertise of multiple individuals and organizations. For this effort, we will have a core team, composed of the key personnel, including the Program Manager and DBA. Other staff (such as other IT staff and subject matter experts) will participate when needed or requested by the government. This management team will meet in the early stages of transition, and, at least once a week by conference call or in person, often with the participation of the COR or other stakeholders. The Program Manager, DBA, and other staff will confer frequently. As the major objectives under a task are achieved, the Brennsys team will meet at least weekly, to ensure that work is proceeding in a timely fashion, problems and other challenges are being identified and addressed early on, and all of this is being reported in a concise fashion to the COR, especially where decisions and guidance may be necessary.

Internal Communications. Internal communications are defined as those within our firm. We designate a corporate contact to coordinate with the Program Manager for project-level communications concerning all aspects of work planning, performance, and metrics. The corporate contact has ultimate responsibility for the team's performance, and serves as the single point of contact for all administrative, performance, and technical issues at the executive level. Formal contract communications (contractual issues and changes in subcontract scope) will be

directed between our Contracts Director and the COR/CO. The assigned corporate contact provides technical support to the Contracts Director to support these communications. Operational oversight and daily routine communications with the team will be the responsibility of the on-site PM or alternate PM. We ensure our staff know they are required to adhere to the customer's goals, policies, plans, quality standards, and procedures to ensure consistent, safe, and cost-effective performance.

External Communications. The PM is the primary link between our team and the customer COR/CO, and has complete autonomy to make decisions in the execution of task orders. Our corporate contact will make visits or teleconferences regularly (more as needed) to ensure the adherence of quality control measures. Communication originating from customer COR or stakeholders is normally passed upward to the appropriate corporate program management level by the onsite PM. Our team routinely initiates external communications with the COR. Additionally, we will invite the COR to our regularly scheduled In-Process Reviews with our PM. We will conduct regular management, technical and project meetings (including Performance Evaluation Meetings). We provide scheduling updates to the COR of any events of the week, or upcoming events not covered in the regular management meetings.

Deliverable: briefing, meeting minutes

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

BrennSys will be integral to the creation of the VA Franchise Fund FY2022 Annual Report. All tasks will be logged and have suspense dates established in our PMP. We will layout and illustrate a wide variety of complex visual requirements and create abstract designs for types of media to include video and internet sites in the creation of the VA Franchise Fund FY2022 Annual Report and subsequent option year reports.

For bench support, BrennSys operates a wide variety of systems and equipment to design publications, poster presentations, portable foam displays, web sites, 3D animations, vector based animations, and marquee display. Our talented workforce can create computer generated artwork and illustrations, interactive multimedia, social media, and produce original artwork.

BrennSys will store and catalog our outputs (design comps, drafts and other final work. BrennSys will be responsible for following all VA publication regulations and copyright requirements. BrennSys will remain in contact with the CO/COTR on the status of the project and contact the requestor/customer when a task is completed. BrennSys staff are knowledgeable in the general cost of materials used, and are frugal, for cost effectiveness.

We will hold meetings with the customer, and finalize the Franchise Fund FY2022 Annual Report Initial Design with hard copy and on-line (PDF and web) comps.

Deliverable: Franchise Fund FY2022 Annual Report Initial Design

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

After approval of comps, BrenSys will work to produce the Franchise Fund FY2022 Initial Draft Annual Report. The BrenSys team brings demonstrated graphic design and editorial capabilities that meet the various diverse needs of VA to include creation of agency, branch, or regional documents such as Fact Sheets, or edits to the security policy web pages on the internal portal. We show attention to detail in the creation and revision of our graphic design materials and ensure that all revisions and new publication of these materials go through a multi-step editorial and production review, with a series of sign-offs required before materials can be released for final production. The BrenSys team possesses considerable expertise in providing Web Support services to its customers to support and encourage the use of these services by the respective client organizations. The BrenSys team will perform website design and maintenance tasks for VA such as web coding using Go Live or Dreamweaver, with web-accessible databases; utilizing web-based scripting languages, such as JavaScript. We will aim to produce 90% of the materials posted within the given timeframe as assigned.

Deliverable: Franchise Fund FY2022 Initial Draft Annual Report

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

The BrenSys approach to this project starts with Step 1: Make data accessible. Traditional annual report design involves printing a physical brochure and mailing it to stakeholders. While this is still a popular annual report design process, and many organizations are designing offline reports, we will focus on providing access to a digital version online. Step 2: Don't just report, means we will, of course, reporting the numbers, but that is not all it's about. While number crunching is important, all the numbers can start to look pretty dull after a while, and that is where BrenSys innovation comes in: a visually appealing report highlights the organization's achievements, while setting it apart as something special. Infographics, aesthetic elements, and images can all help to keep your readers engaged with your report content, and it also means that you introduce some personality into the mix. Remember, your report should be a combination of facts, design, and compelling content writing that helps to tell a story about the last year for your business.

We also recommend a Step 3: Show "behind the scenes" in the organization. The VA Franchise Fund Annual Report is something that can be shared with the served community, employees, and stakeholders. The main characteristic that each of those audience members share, is that they're crucial to the mission of the organization. Stakeholders want to know what investments are being made into the mission, so it's important they know that there is positive progress. Employees invest their time and passion, so give them a sign that you appreciate their effort.

One of the most important parts of the annual report design process, is figuring out how to present information from the last year without overwhelming, or boring the reader. Every piece of information in the annual report should be presented in a way that is easy to read and

understand. This complicated document should be broken down into chapters or informational chunks that naturally flow and fit together.

We will deliver a complete Franchise Fund FY2022 Draft Annual Report. A well-designed annual report not only appeals to the leaders and decision-makers, but also provides useful background information into what makes the agency tick. This means that we don't just build document, but create tool for a deeper relationship with stakeholders, and make the organization more human and relatable to the served community, too.

Deliverable: Complete Franchise Fund FY2022 Draft Annual Report

Task 5 - Final FFO 2022 Annual Report (4.5)

Once we have the format in place, then we will craft a story. If the VA wants FFO 2022 Annual Report design to be a game-changing, then we can't simply print some numbers and graphs onto a page — BrennSys is the team to help make people empathize with the organization's journey over the last year.

Even if it has hit a few financial snags recently, a good story will help everyone to see where the organization has learned and evolved. The story will also help the people who read through the report learn more about the mission, and appreciate its human element.

Finally, BrennSys understands that annual report design can be key to communicating with Congress and others. In other words, the agency should consider using everything it creates as a method of reinforcing the mission. We recommend to begin by evaluating imaging and values. Once ready, we will identify all the elements that help to tie these together, and so we can display them in a visual way. And the online version is the most effective conduit to convey them.

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: Schedule

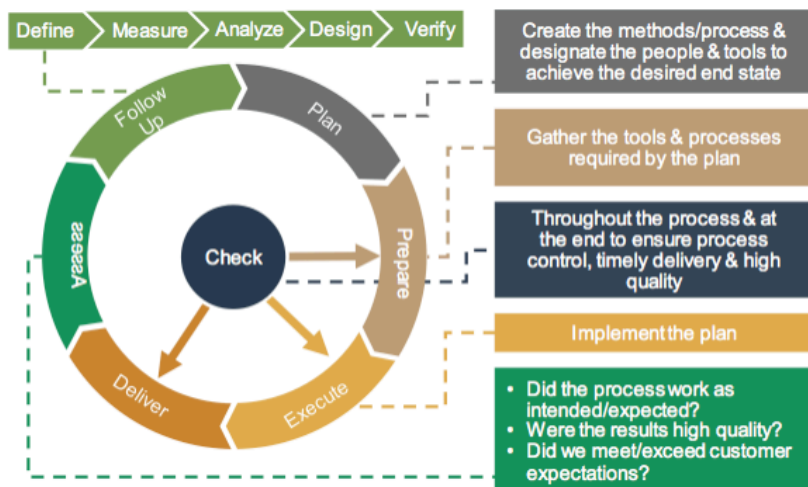
Artifact	Due
Project Plan and Status Reporting	Within seven business days of award, and on the 5th of the Month or as requested by the COR
Design comps	Draft by ___ days from the start of the project and final within ___ days of start date or an alternate date agreed to by the COR
Report covering recommendations for a future state of the annual report including alternative delivery methods and level of effort needed to implement	On a date agreed to by the COR
Ad hoc reports	Within three business days unless alternate date is agreed to by the COR
Draft and Final Annual Report	On a date agreed to by the COR
Other Deliverables	
Procurement data analysis	Within three business days unless alternate date is agreed to by the COR
Service Request Responses	Respond courteous and timely service to all requests within 48 business hours

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.

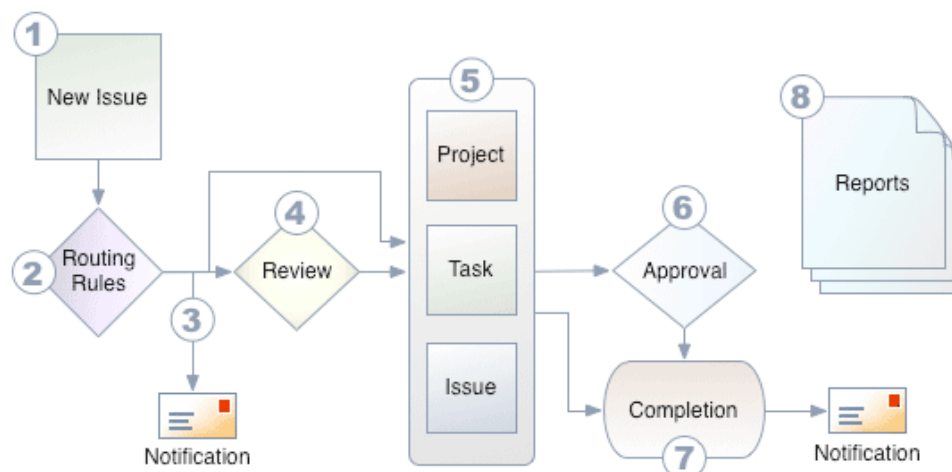
Enterprise and IT Framework

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. The VA Enterprise Architecture brings together authoritative data and information, organized by domains, helping to increase interoperability of Veteran and enabling support services, improve service delivery, and make better use of VA resources. We will utilize ProPath for the formal approval process of any electronic end user solutions.

Issue Tracking

In conjunction with our vPMO, our issue tracking systems is commonly used in a project is to create, update, and resolve reported customer issues, or even issues reported by the agency's other employees. Our issue tracking system also contains a knowledge base composed of information on each end user, resolutions to common problems, and other such data.

Exhibit: Issue Management



Our team follows a CMMI Level 3-style process for issue tracking and resolution, comprised of eight steps. As illustrated in the above exhibit, first, new issues may originate nearly anywhere within an enterprise. They may appear in current projects, customer service departments, help desk groups, and external systems. Highly diverse issues may be tracked even if they contain data or data structures that are unique to the organization, or to the project itself. A new issue kicks off this process at Step 1.

Step 2 shows where routing rules define the resolution path for that issue. Assignments, roles, flow, placement, review, approval process, and other requirements for success are determined here. Then, at Step 3, notification by email may be sent automatically as needed to facilitate collaboration and synchronization via user-defined software settings. At Step 4, review occurs. Issues may be automatically routed to projects, tasks, teams, individuals, or may be routed to a person who evaluates and re-routes them. Further, if a review is not required at the time for certain issues, they may be automatically linked together for ease of approval later on.

Step 5 illustrates how alignment occurs – issues can control workflow by being linked to projects, tasks, or other issues. Approval happens at Step 6, and issue tracking may or may not be set to require a final approval before being declared complete. Finally, Step 7 makes up issue completion. Users are automatically notified of any relevant status changes including completion. Approval flows may be set up in almost any manner. For example, a group of linked issues may be declared complete whenever one of the linked issues is marked as completed. We kick out a customer satisfaction survey (optionally) at this point, to gather metrics on how we've performed.

Step 8 is the reporting aspect of this process. Reports may be generated quickly and easily by searching the enterprise's project databases. The project manager may wish to report on outstanding issues or on issues completed this week. Timely reports help project stake holders and organization managers stay interested, up to date, and in the business loop. Search capabilities include grouping, filtering, and/or aggregating the information.

Section 508 Compliance

Our company has a long track record of providing high-quality electronic and information technology (EIT) and products compliance with Section 508 of the Americans With Disabilities Act to ensure equal access by people with disabilities. For more than five years, we have been delivering Section 508-compliant EIT products and services to Federal agencies — through Web projects (e.g., technology management contracts that BrennSys currently administer for another government agency), and through multifaceted projects with appropriate provisioning and service support tasks. We will address any applicable Section 508 Accessibility requirements of the PWS. For each commercially available Information and Communications Technology (ICT)

item offered through this contract, we will provide an Accessibility Conformance Report (ACR).

For each commercially available Information and Communications Technology (ICT) item offered through this contract, we will provide an Accessibility Conformance Report (ACR). The ACR will be created using the Voluntary Product Accessibility Template Version 2.1 or later. The template can be found at <https://www.itic.org/policy/accessibility/vpat>. Each ACR will be completed in accordance with all the instructions provided in the VPAT 2 template. Each ACR must address the applicable Section 508 requirements referenced in the Work Statement. Each ACR will state exactly how the ICT meets the applicable standards in the remarks/explanations column, or through additional narrative. All “Supports”, “Supports with Exceptions”, “Does Not Support”, and “Not Applicable” (N/A) responses will be explained in the remarks/explanations column or through additional narrative. The offeror is cautioned to address each standard individually and with specificity, and to be clear whether conformance is achieved throughout the entire ICT Item (for example — user functionality, administrator functionality, and reporting), or only in limited areas of the ICT Item. The ACR will provide a description of the evaluation methods used to support Section 508 conformance claims. The agency reserves the right, prior to making an award decision, to perform testing on some or all of the Offeror’s proposed ICT items to validate Section 508 conformance claims made in the ACR.

Section 508 of the Rehabilitation Act, as amended by the Workforce Investment Act of 1998 (P.L. 105-220) (codified at 29 U.S.C. § 794d) requires that when Federal agencies develop, procure, maintain, or use information and communications technology (ICT), it will be accessible to people with disabilities. Federal employees and members of the public with disabilities will be afforded access to and use of information and data comparable to that of Federal employees and members of the public without disabilities. (P.L. 105-220) (codified at 29 U.S.C. § 794d) requires that when Federal agencies develop, procure, maintain, or use information and communications technology (ICT), it will be accessible to people with disabilities. Federal employees and members of the public with disabilities will be afforded access to and use of information and data comparable to that of Federal employees and members of the public without disabilities.

All products, platforms and services delivered as part of this work statement that, by definition, are deemed ICT or that contain ICT will conform to the revised regulatory implementation of Section 508 Standards, which are located at 36 C.F.R. § 1194.1 & Apps. A, C & D, and available at <https://www.gpo.gov/fdsys/pkg/CFR-2017-title36-vol3/pdf/CFR-2017-title36-vol3-part1194.pdf>. In the revised regulation, ICT replaced the term electronic and information technology (EIT) used in the original 508 standards. Item that contains Information and Communications Technology (ICT) such as IT Services, Maintenance, installation and configuration may qualify for the applicable exception, Undue Burden. When providing installation, configuration or integration services for ICT, BrennSys will not reduce the original

ICT item's level of Section 508 conformance prior to the services being performed.

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

Our Project Manager will act as BrennSys's primary point of contact during contract performance. Prior approval of any proposed substitution of the identified Project Manager shall be obtained from the Contracting Officer. The identified Project Manager shall be BrennSys's primary representative for on-site staff during Contract performance and shall have BrennSys's full authority to act on matters pertaining to the performance of services under this Contract, including authority to bind BrennSys in contractual matters.

BrennSys's Primary POC has relevant technical experience and be knowledgeable in all facets of work to be performed under the PWS. The PM will provide needed guidance to the designers and web specialists, and act as liaison between the government and BrennSys technical staff as needed.

Role	Responsibilities	Level of Effort
Project Manager/ Design Lead		1
Graphic Artist		1
Web Content / Information Architect		1
Web Coder		1

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, acquire a Special Agreement Check (SAC).

Risks Management

Our approach to risk management is based on the principles of identification, evaluation, and mitigation. The primary assumption on which this project is based is that the services we will provide are of vital mission significance. A secondary assumption on which this project is based is that current practices and personnel existing within the organization can be leveraged successfully, and that accessing and integrating across any islands will result in greater productivity, better decision making, and improved work processes.

A tertiary assumption on which this project is based is that adequate effort to communicate government and other stakeholders and benefits of the delivered products and services and other tools will be made. Various constraints and risks are imposed on the project, and must be considered going forward:

- Schedule; this is an extended effort, but many of the tools described herein are expected by the user community as soon as possible.
- Budget; limited programmer resources are available at the outset of this project, so priorities have to be set.
- Resources; a fixed number of resources, time from other DKWs, and use of the requirement government staff are available for this effort.
- Quality; our QA process should increase stakeholder acceptance as our deliverables will more accurately reflect their desires.
- Technique and technology to be used; computer-based training as well as the "train the trainer" approach, combined with subject matter experts who provide the solid details needed in the deliverables.
- External interfaces; most activities described herein will touch upon existing government managed personnel (government or BrennSys).

Exhibit: Risks and Mitigations

Identified Risk	Description
❖ Personnel Uncertainty	Anxiety caused by uncertainty of future employment by Brennsys and change in leadership.
Our Mitigation	
Brennsys provides early and continuous communication with the government and the incumbent personnel through multiple mediums including welcome letters, open houses, website, and post-award meetings. Brennsys will rapidly process letters of intent for employment of desired current staff.	
❖ Inability to fill vacancies with qualified staff	Incumbent personnel depart leaving vacancies in the program.
Mitigation	
Brennsys monitors the personnel hiring process daily to determine vacancies that must be filled by replacement personnel. The transition management team will focus on key positions requiring unique expertise. A recruiting effort is underway to develop a resume database populated with qualified replacement personnel. Alternate solutions may include transferring qualified Brennsys corporate personnel to fill a vacancy until replacement can be hired or trained.	
❖ Loss of task-specific knowledge	Incumbent personnel resign, taking task-specific knowledge.
Our Mitigation	
Realizing that many tasks are similar between organizations, Brennsys may share or shift resources temporarily to assist until a replacement is hired and trained. In addition, Brennsys may recommend a short overlap of incumbent and new staff to provide adequate training time.	

Resumes of Personnel