Past Performance

**VA Department of Health.** 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 May of 2019.

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| Client Name: | VA Department of Health |
| Point of Contact Name and Title: | Karen C. Owens, Emergency Operations Manager |
| Tel: | 804-888-9100 |
| Email: | [Karen.owens@vdh.virginia.gov](mailto:Karen.owens@vdh.virginia.gov) |
| Length of Project: | 3 months |
| Value | $22 K |

**Department of Veterans Affairs.** 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.

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| Client Name: | Veteran Affairs (VA) |
| Point of Contact Name and Title: | Lindi Sylvester, Contract Officer |
| Tel: | 240-215-1666 |
| Email: | Lindi.Sylvester@va.gov |
| Length of Project: | 10 years |
| Value | $25 Billion IDIQ |

**AboutFace Inc.** In the private sector, we recently contracted with AboutFace Web Design to provide services from October of 2020 until October of 2005, 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 posttraumatic 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 Posttraumatic Stress Disorder (NCPTSD), the world’s leading center for PTSD research and education.

The mission of AboutFace is to encourage Veterans living with PTSD to get treatment. AboutFace showcases narrative stories that are both intimate and emotionally engaging. Using a first-person narrative that combines text, still photography, video, audio, and graphics, stories in AboutFace are built around the thoughts and experiences of the people being profiled.

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. In addition, we produce other media and/or educational materials for the National Center for PTSD.

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| Client Name: | AboutFace Web Design | |
| Point of Contact Name and Title: | Veronica Thurston, VA COR | |
| Tel: | 802-295-9363 x 5326 | |
| Email: | [Veronica.Thurston@va.gov](mailto:Veronica.Thurston@va.gov) | |
| Length of Project: | 5 years | |
| Value | $2.7 Million | |
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| **OFFEROR NAME:** | BrennSys Technology LLC | |
| **COMPANY who performed this work:** | BrennSys Technology LLC | |
| **Relationship to OFFEROR:** | OFFEROR | PROPOSED SUBCONTRACTOR |
| **WORK PERFORMED AS THE:** | PRIME | SUBCONTRACTOR |
| **Name of Contracting Organization:** | Strategic Acquisition Center - Frederick  Department of Veterans Affairs | |
| **Contract / Task Order Number:** | AboutFace Web Design /VA119A-17-D-0157 36C10X20N0151 | |
| **Contract Type:** | FFP | |
| **Total Awarded Price/Cost:** | $2,742,779.56 | |
| **Final or Projected Final Total Price/Cost:** | $2,742,779.56 | |
| **Delivery date/Period of performance:** | 28 Sept 2020 – 27 Sept 2025 | |
| **Contracting Officer's Name, Email, Tel:** | Lindi Sylvester, VA CO, Lindi.Sylvester@va.gov | |
| **Program Manager's Name, Email, Tel:** | Veronica Thurston [Veronica.Thurston@va.gov](mailto:Veronica.Thurston@va.gov) 802-295-9363 x 5326 | |
| **NAICS Code:** | 541611 | |
| **CPARS/PPIRS Completed:** | YES | NO |
| **Description of the Requirement:**  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. In addition, we produce other media and/or educational materials for the National Center for PTSD.  Tasks 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.  In addition, deliverables could include other educational materials and print media  **Relevancy to the VECTOR 0082 PWS:**  BrennSys is managing the project tasks as they become activated assuring budget, timelines, performance, accuracy, VA suggestions and changes are executed. This program is relevant in project management responsibility managing the Graphic Design staff, tasks, timelines, budget, and overall project is working smoothly. When there are issues or misunderstandings they are rectified as quickly as possible without loss of time or money.  This project is similar in tasks’ graphic design, graphic support website maintenance, graphic support for social media, and strategic content. They are both also 5 year period of performance. | | |
| **Performance:** Noperformance issues or problems occurred. | | |

**Graphic Design Services** With a period of performance from 2021 to 2026 will 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.

As the lead organization for CX in the Department, VEO develops a variety of communication products that reach a vast and diverse audience both internal and external to the VA. These products assist in communicating veteran-centric information in multiple formats requiring graphic design support. These products can be both periodic and ad hoc. Providing dedicated, graphic design support to these products enhance VEO’s communications and enable the Department to reach Veterans more successfully and effectively through a variety of platforms. We provide the VEO support that is nimble, proficient in the most current graphic design practices and techniques and able to support multiple requirements at the same time.

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| Client Name: | Veterans Affairs (VA) |
| Contract Title: | VEO Graphic Design Services |
| Point of Contact Name and Title: | Thomas Wilson |
| Tel: | (202) 841-4042 |
| Email: | Thomas.Wilson6@va.gov |
| Value: | $3.1M |
| Length of Project: | 5 years |