**Request for Proposal   
Technical Response**

**Sol. No.** 68HERH22R0049

**Environmental Protection Agency (EPA)   
Office of Research and Development (ORD)**

**Graphics & Media Support IDIQ**

**Submitted**: September 8, 2022 - 3pm EDT

**Submitted to**:  
U.S. Environmental Protection Agency  
Will Jefferson Clinton Bld  
1200 Pennsylvania Ave., NW MC 3803R  
Washington DC 20460

Atten: richardson.chanel@epa.gov



**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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08-September-2022

U.S. Environmental Protection Agency  
Will Jefferson Clinton Bld  
1200 Pa Ave., NW MC 3803R  
Washington DC 20460

Atten: richardson.chanel@epa.gov

Subject: Proposal in Response to Solicitation Number 68HERH22R0049

Dear Sir/Madam–

BrennSys Technology LLC is pleased to submit a proposal in response to the solicitation, U.S. Environmental Protection Agency (EPA), Office of Research and Development (ORD)

Graphics & Media Support IDIQ, Sol. 36C10X22R0074. 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 Environmental Protection Agency. Please feel free to contact me at (571) 370-6760 and/or by email at laldrich@brennsys.com.

Sincerely,

image2.pngimage3.pngimage4.png

Larry A Aldrich

President and CEO

**BrennSys Technology LLC** (BrennSys) is fully capable of meeting the needs of the U.S. Environmental Protection Agency (EPA), Office of Research and Development (ORD) Graphics & Media Support IDIQ 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** |
| image1.png | * BrennSys Technology LLC is a proven CVE certified SDVOSB technology company providing innoEPA ORDtive and sustainable Marketing Communications and Advertising services. * BrennSys has significant EPA ORD 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. |

# PERFORMANCE MANAGEMENT

BrennSys continually improves our internal process controls to manage project of similar scope and scale as providing Strategic Communications Support Services to Graphics & Media Support. Our trained, certified, and experienced PM will oversee this effort, and the staff undertaking the graphics services. They are supported by a program 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 ORD, 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 EPA ORD policy. Our team will be available to meet via remote (MS Teams, WebEx, etc.) or face-to-face at the EPA ORD Central Office.

BrennSys personnel management approach ensures utilization of best practices for delivery 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.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.

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 EPA ORD COR/PM. The purpose of this meeting is to review schedule, transition planning, and any other necessary items related to database administration services. BrennSys will schedule a kick off meeting (8.1) and provide an agenda to the government for start-up of this effort. Within ten days of award, we will provide the meeting minutes and action items. At the kickoff meeting BrennSys will present the Onboarding Transition-In Plan and will discuss key elements of our project plan and schedule for a combined team review. We will review transition components, highlight challenges, document new risks and issues, discuss next steps, and record action items. We also jointly develop meeting cadence as identified within our Communications Plan, including transition status reporting. These key elements are critical to a successful transition start so that all stakeholders understand what will occur on Day 1 and what will occur during the initial days of the transition—and so that accurate and timely information is communicated as soon as possible.

## Virtual Program Management Office (vPMO)

BrennSys has come to understand the various types of information systems that support the many processes needed to carry out program 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 Program 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.

## Program Communications Plan

Program 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.

***Exhibit: Subcontractor Managementpasted-image.tiff***

BrennSys will provide products, operations support and security compliance for managing tasks issued under this contract vehicle. This support includes all development, testing, integration, architecture, refactoring as needed, and all ongoing planned and unplanned operations and maintenance support to include predictive, preventative, corrective, and evolutionary through a cycle of Continuous Integration as well as hardware and infrastructure management. BrennSys uses an Agile methodology combined with DevSecOps for any information technology implementations needed to support the EPA ORD graphics and media needs.

***IDIQ / Subcontractor Management*** — BrennSys foundational structure for Agile development and project management is based on SafeAGILE. We will deliver an Integrated Project Management Plan (PMP) that lays out our approach, timeline and tools to be used in execution of this effort. The PMP will take the form of both a narrative and graphic format that displays the schedule, milestones, risks and resource support. We will work with the CO/COR to establish a baseline, and BrennSys will update and maintain the PMP monthly throughout the Period of Performance.

## Risk Management

BrennSys embeds information security initiatives across all service offerings; our risk management approach incorporates ISO 31000:2009 principles with the NIST RMF. Risk management meshes with our performance management approach, which involves in-depth planning, frequent and transparent communication, constant and vigilant monitoring, incentivizing excellence, risk planning and mitigation and implementing immediate corrective action, when necessary. Government Representative(s) will monitor performance and review reports furnished by BrennSys to determine how BrennSys is performing against communicated performance objectives, using the government’s QASP as the guidelines.

## Exhibit: Qualitative Risk Assessment Matrix

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| BrennSys assesses, tracks and reports risk using a qualitative risk assessment matrix | | | | | | |
| L  I  Key  L  I  hood | 5 - Near Certain (L > 90%) |  |  |  |  |  |
| 4 - Highly Likely (70% < L < 90%) |  |  |  |  |  |
| 3 - Likely (30% < L < 70%) |  |  |  |  |  |
| 2 - Low Likelihood (10% < L < 30%) |  |  |  |  |  |
| 1 - Not Likely (L < 10%) |  |  |  |  |  |
| Annotate Risk Number from Risk Register for each program risk, as mitigated in the appropriate cell. | | 1 | 2 | 3 | 4 | 5 |
| Minimal | Minor | Moderate | Major | Severe |
| **The severity of Impact (“S”)** | | | | |
| The severity of Impact (“**S**”) Definitions:  1. Minimal: A risk event that will have little or no impact on achieving outcome objectives.  2. Minor: As a risk event that will have a minor impact on achieving desired results, to the extent that one or more state outcome objectives will fall below goals but well above minimum acceptable levels.  3. Moderate: A risk event that will have a moderate impact on achieving desired results, to the extent that one or more stated outcome objectives will fall well below goals but above minimum acceptable levels.  4. Major: A risk event that will have a significant impact on achieving desired results, to the extent that one or more stated outcome objectives will fall below acceptable levels. Performance unacceptable, significant changes required.  5. Severe: A risk event that will have a severe impact on achieving desired results, to the extent that one or more of its critical outcome objectives will not be achieved. Performance unacceptable does not meet a key performance parameter. | | | | | | |

As part of our standard risk management process, we identify potential risks and mitigation actions upon receipt of the solicitation. This risk analysis continues throughout the contract’s period of performance. Our analysis identifies distinct risks associated with successful performance, assessing root causes, and then incorporating specific risk elimination/mitigation plans within our approach.

# SERVICES TO BE PROVIDED

BrennSys will provide content development, graphic design, publishing/layout, video/media production, and web development for EPA Office of Research and Development (ORD) Graphics & Media Support. We will draft articles, and produce the organization’s annual report. Our talented and experienced team will coordinate the development of the Annual Communications Plan, quarterly newsletters, programmatic shorts such as flyers, brochures, news releases, presentations, and other technical communication artifacts.

The methodology we will employ to deliver overall excellence for EPA ORD is based on understanding and articulating an Organizational Communication Strategy, which BrennSys defines as a framework used by organizations to plan out communication with stakeholders, the served community, employees, and any citizen with an interest in ORD’s mission. When leveraged properly, an Organizational Communication Strategy can be the key to the audience having a better understanding the government agency and enhancing its reputation with the people whose attitudes and actions influence its success. BrennSys will use our proven processes (based on PEMBOK) to manage this effort, but it is this overarching methodology, based on identifying and prioritizing ORD’s key communication goals. Stakeholders are one of the most vital parts of the ORD's organization, so if one notices that they are communicating something that isn’t confident for the success of the agency, there will be a need to adjust the overarching communications strategy to fix any perceptions that don’t match the goals of the agency. BrennSys believes communicating with the served community, employees, and other stakeholders in a way that is most effective to address their unique needs is critical for sustaining success and alignment with long-term plans. We will execute the following tasks (identified with WBS numbers that align with the elements specified in Subtask 1-E of the PWS) to carry out this effort.

# Task 1: Contract Management

Using guidance from the government, BrennSys will enhance whatever method for the receipt and tracking of all Work Requests (WR) for individual graphics and media support services (e.g., a specific poster, document, photograph, etc.), that is provided. This Work Request System (WRS) will be tided to the BrennSys issue tracking/resolution process, so that we ensure all work requests are addressed in a timely manner, and brought to a satisfactory close.

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 program 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 Manager 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 be scheduled, 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.

## Subtask 1-A. Work Request Process

The appropriate BrennSys personnel, CO, and CORs will have access to this system for the purposes of WR approvals, tracking status and cost. BrennSys will produce reports from the WRS to include work by type, quantity, location, (COs), and number of hours as requested in writing by the CO/CORs, using a functionality that allows ORD customers to submit work requests. We will incorporate the ability to email the request to the system. BrennSys will mark the work request complete when the final output is submitted to the customer. The CORs will review this information weekly for deliverable acceptability. If the CORs find a deliverable is not acceptable, the CORs will have the ability to return it to BrennSys for updating. We will also send a followup “customer satisfaction survey” at the close of each work request, to assess our performance so we may continually improve. The CORs will approve/disapprove work requests based on their respective Standard Operating Plans (SOP) in the WRS. BrennSys will submit hour and cost estimates for work requests in the WRS. BrennSys will submit draft workflow diagrams, SOPs and process documents for work requested and products created under this vehicle to the CO for approval. The CO will approve, comment, or disapprove via written technical direction.

Upon CO Approval BrennSys will submit final versions of the workflow diagrams, SOPs and process documents for work requested and products created under this vehicle to the CO. BrennSys will notify the COR in writing when eighty-five percent (85%) of the estimated hours have been expended on any work request issued with a ceiling of forty (40) hours or more. If additional hours are necessary, BrennSys will submit to the COR an estimate to complete the WR. The submission will include a description of changes to the original estimate and an explanation as to why hours beyond the original estimate are needed to complete the work outlined in that estimate. The COR will approve or disapprove the requests and additional hours as appropriate.

## Subtask 1-B. Progress Reporting

BrennSys will report on progress, performance, and finances in keeping with the contract reporting requirements. Status Meetings. BrennSys will host regular 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. We will attend any additional meetings (i.e., ad-hoc client meetings, joint stakeholder-contractor creative/development meetings, etc.) are at the discretion of the CO and/or COR/PM. Attendance by our PM will be mandatory at all meetings.

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. We will produce a Monthly Report (8.3) that covers all work undertaken, any issues and their resolutions, and projected efforts in the upcoming period. We will monitor performance against our PMP, via the BrennSys vPMO — by managing all contract administration functions and activities including collaboration and communication, we ensure efficient and quality performance, including from any of our subcontractors.

## Subtask 1-C. G&M Menu of Services

BrennSys will maintain a menu of graphics and media services that will be available to customers on ORD websites and in the WRS. This menu will include at a minimum: A description of the services offered under this vehicle; Instructions that describe how to request those services; and, The length of time required for completion of common service requests (i.e. how long prior to due date a specific graphics or media deliverable should be requested). BrennSys will create and maintain SOPs for reviewing and updating the Menu of Graphics and Media Services.

## Subtask 1-D. Project Management Reporting

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 program management, and is updated as a “living document” via our Virtual Program Management Portal (vPMO).

As part of the PMP, BrennSys will develop a Risk Management Plan (RMP) that provides solutions for mitigating anticipated problems (or risks), a proactive methodology for detecting and resolving unforeseen risks, and a means to track and communicate them to stakeholder management in a timely manner. The RMP will tag each perceived risk through a risk ID and associate a probability to it (highly likely, likely, less likely), along with a description of the risk and its severity (high, medium, low), in terms of impact. The RMP will also provide a risk mitigation solution and a schedule for its implementation.

| Exhibit: Key Components of the BrennSys Integrated Project Management Plan | |
| --- | --- |
| **Component** | **Purpose** |
| Work Breakdown Structure (WBS) | Reflects the major work elements that will be performed with corresponding deliverables. Identifies staff, resource allocation, duration and a GANTT depicting each task/activity. |
| 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. |
| Other Sections | Quality Control Procedures: Details the review procedures needed to ensure adequate oversight and exceptional quality. Risk management is detailed, as well as the BrennSys approach to commnications. |

The task performance model starts with our logging the initial contract file, then kicking off activities related to this effort, recommending QA/QC KPIs, and, over the life of the effort, documenting performance. These measures provide a wealth of data for our PM to make decisions on future work and to determine where to put coaching, mentoring, and other services to use. 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. We use advanced tools for project planning, monitoring and control. Our ISO-compliant process and product quality assurance ensure high quality deliverables. BrennSys uses a risk management model derived from the NIST frameworks, enhanced with a probability-based approach to resourcing.

• Promptly informing the EPA COR/COR of circumstances which impact expenditures, schedules, or any other issues which will affect timeliness and quality of services.

• Managing all contract administration functions and activities including collaboration and communication.

• Ensuring efficient and quality performance of any subcontractors (if applicable).

BrennSys will utilize our own office facilities, equipment, computers and software. Our project management plan (PMP) 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” based on our previous experience with EPA ORD. BrennSys uses a management plan that seeks to integrate all organizational functions (customer interaction/support, graphic design, web content, and quality assurance) to focus on the EPA ORD’s objectives.

## Subtask 1-F. Weekly Staff Report

BrennSys will email a Staff Report listing BrennSys employees by COB each Friday to the Contracting Officer, CO, Alternate CO, and other EPA staff as designated by the CO. This report will identify any updates/changes including additions and eliminations of staff. The changes will be explained in the email transmittal and annotated accordingly in the spreadsheet. ORD will rely on this report for processing information in our security background check system, for monitoring our Working Capital Fund (WCF) charges from OEI, for tracking mandatory EPA training, for data calls, and other information. There will be an Active spreadsheet for those employees actively working on the TO and an Inactive spreadsheet for employees who are no longer active on the TO. A spreadsheet based report will be made.

# Task 2: Graphics And Media Support

BrennSys will provide support not to exceed the amounts per period included in the Subtasks below. This support ranges in complexity from the very simple to those requiring animation and/or advanced production of interactive, high resolution presentations that may require high resolution color graphical displays on various terminals, workstations and other high end digital technologies as described in the subtasks below. BrennSys will assist with the set-up of large-format posters, information displays, kiosks, and event-related signage for on-site or off-site conferences, events, or at EPA locations.

BrennSys will provide trained and experienced staff for state-of-the-art graphic design, layout, photographic and video techniques and current releases (or releases compatible to EPA’s where necessary) of standard off-the-shelf commercial graphics, Internet, multimedia and word processing/desktop publishing software programs/packages. BrennSys will follow graphics and printing standards found at these websites:

https://www.epa.gov/stylebook

https://www.epa.gov/nscep/epa-publication-numbering-system

In the locations where on-site support is required, BrennSys be sure to have access to the equipment listed in the PWS (see GFE, following).

## Subtask 2-A. Graphical Design

BrennSys will develop up to the following number of graphical products per period in response to individual work requests. We will layout and illustrate a wide range of complex visual requirements and create abstract designs for types of media to include video and internet sites in the creation of the 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.

The BrennSys team brings demonstrated graphic design and editorial capabilities that meet the diverse needs of EPA ORD 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 BrennSys 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 BrennSys team will perform website design and maintenance tasks for EPA ORD such as web coding using Go Live or Dreamweaver, with web-accessible databases; utilizing web-based scripting languages.

## Subtask 2-B. Printing and Publication

BrennSys will provide physical productions of publications within the limitations of EPAAR 1552.208-70 Printing contract clause. BrennSys print designers specialize in the management of printing jobs such as brochures, labels, business cards, and a range of other marketing materials. They conceptualize designs, prepare mockups, and create the final designs for printing. They also ensure that the dimensions and technical specifications are suitable for printing. Researching concepts, designs, reference material, and similar work. Rendering and presenting design mockups for revision and feedback. Implementing feedback revision and creating final designs for printing. Reviewing and proofreading designs to ensure that copy, layout, and dimensions are print-ready. Overseeing the printing process to ensure color quality and consistency. Managing the timelines and workflow of print design projects.

## Subtask 2-C. Multimedia Authoring, Editing, & Production

BrennSys will provide up to the following number of services to develop, edit and produce multimedia presentations. BrennSys brings a diverse team to help the ORD with its communication objectives, and thus we are able to support the ad hoc development of new outreach materials such as presentations, news releases, fact sheets, and other short programmatic assets. These types of artifacts are a perfect choice for saying more about the organization by offering more detailed information about its services and mission, the writers at BrennSys ensure content and layout help establish a connection with stakeholders and other audiences. we do this by ensuring graphic representation follows the EPA ORD/ORD/ORD visual guidelines, policies on content copyright and topical and other agency-specific requirements. We will use images and graphics of high quality. BrennSys ensure the copy (text) conveys the right message — and is vetted for accuracy and tone before we submit to the CO/COR.

## Subtask 2-D. Video and Photography Production

BrennSys will provide support for up to the following number of video and photography products. BrennSys will oversee all aspects of video and still photography creative, planning, production and post-production. BrennSys will capture a broad range of Veteran and family member interview, lifestyle, social media shorts and cutdowns, and b-roll type video when doing film shoots for use on properties taking into account the unique audiences’ viewing nature on each ORD digital/social media platform (web, Facebook, YouTube, and Instagram). BrennSys will develop a detailed video plan detailing aggressive video production strategy and when/where necessary for content capture, a recruitment plan (which must be performed solely by Contractor team and not include any EPA ORD facilities, resources, or personnel) and shoot schedule (estimated three days per shoot/8-10 Veterans per day/weekends only, including Fridays).

BrennSys will develop, cast, and shoot all original footage/VFX for PSAs or other video shorts, and will provide Behind-The-Scenes professional photography services for use in media packaging and promotional products and materials for dissemination. A BrennSys advantage is our fast one-stop delivery of services on-location, video post-production process and workflow automation, media upload/download including RSS, Podcasts, pictures, video, and sound, and leveraging platforms such as Vimeo and YouTube for video content distribution.

The video editor will provide assistance converting ideas into easy to understand, high quality presentations, graphics, video productions and other visual representations by using technical expertise, specialized software, illustration and digital devices such as cameras, audio recording equipment, and lighting and printing equipment to create a product that is sophisticated and professional. They use software, such as Microsoft Office Suite, including PowerPoint, Publisher, Word, and Excel, the Adobe Creative Suite, including InDesign, Illustrator, Photoshop, Lightroom, Dreamweaver, After Effects, and Bridge, Apple Final Cut Pro, and CorelDRAW Graphic Suite among others.

## Subtask 2-E. Technical Writing, Editing, and Documentation

BrennSys recognizes how technical communication artifacts such as white papers, info graphics, and flow charts are effective. Our content creation experts combine the written word with visual elements to pack big ideas into small spaces. Presenting information in such a compelling fashion encourages ORD audiences to spend time on a web page or reading detailed documents, consuming and sharing more about the organization.

BrennSys will provide up to the following number of general, scientific, and technical writing, editing and documentation services as required to deliver graphical and media products as outlined in Subtasks 2-A through 2-E. BrennSys content creators will prepare articles for use in online and printed ORD journals, blogs, Veterans Service organizations, and other news media. We have expertise in interviewing subjects, writing, editing, proceeding visual assets such as photos and illustrations, and other materials in the creation of articles. As with our media services, we ensure copyright compliance, Section 508 accessibility, and of course obtaining the necessary releases in following EPA ORD policies. BrennSys writers will match the intended audience leveraging our expertise in the industry as well as finding the right the subject matter of the article. BrennSys writers will draft content in the appropriate tone, style, and flow for the target publication.

Writing any article at BrennSys follows our SOP: Once the client has selected a topic, we deploy the best qualified writer, who identifies the target audience and researches facts that reinforce the story. They then draft an outline of the article, and, once approved, write a rough draft and based on the approved outline. BrennSys content creators specify the area of subject matter, and may conduct interviews to bolster factual content. Before release to the EPA ORD for review, our team does “team proofreading,” where two members of the staff read aloud the document to ensure the draft is error-free. The last step in the BrennSys process for article writing, is to add any infographic, visuals, and images in the article. This gives readers a break. For today’s fast-paced world, an audience engages more with visual materials — it helps them digest what they’re reading. Add visuals elements to EPA ORD’s content will make sure reading engagement is high, another BrennSys EPA value-add.

The BrennSys approach to this task will be to ensure effective use of data to improve content, presented with clear and concise writing. Our “voice” for the content will be at a level that engages the target audience. We will speed production by creating newsletter content templates that stand out, and ensure the content connects with the reader. We will embed visuals to reach everyone. A goal will be to foster the overall communications goals through a folksy but high factual style.

## Subtask 2-F. Website Content Management

BrennSys will provide support for up to the following number requests in support of the creation, update translation, archival, and retrieval of static (not dynamically driven) digital content on EPA and ORD websites. BrennSys will arrange, add, maintain content in web, file, or document management system.

Our web design and development services involves developing a website for the Internet or the World Wide Web. Web development can range from developing a simple single static page to complex web-based internet applications, web apps, electronic businesses, and even social network services. As evidenced by the number of web sites we have designed, our team has the expertise to support any web development activity and has extensive experience in publishing via SharePoint, Alfresco or any other collaborative environmental tool.

We will and have developed templates for reviews, charts, reports and sample workflows to monitor and manage the program, keep the stakeholders abreast of the program status and to manage our service level agreements with the agency. Using our technologists, BrennSys will provide necessary consulting and technical support in the development of any new collaborative SharePoint sites and the maintenance of current and existing HTML web sites.This experience has provided BrennSys with the knowledge to integrate web-based solutions as administrators on several platforms, including Microsoft Windows, Red Hat Linux, Solaris and Cent OS.

With BrennSys’s improved approach, we will use ORD's existing tools as bridging technology to provide the missing link between a rigorous logical formalism of ontology and the chaotic, informal and loosely structured world of Web-based collaboration tools, as exemplified by social tagging. We use our SharePoint portal as a knowledge management tool for our corporate initiatives and in supporting our federal government customer base and it will be modified to support the critical business processes at the agency. Our web site administration is focused on the use of a content management system approach — so content provides can easily create and personalize website pages for every visitor — optimized for conversion across every device. Our web server expertise includes: Create and maintain internal and external websites in collaboration with web developers; Review web content, links, and design; provides necessary updates and enhancements in a timely manner; Monitoring site security; reports suspected or actual security breaches and denial of service attacks to appropriate agency staff; Recommending appropriate security measures such as firewalls or message encryption; Identifies useful site performance metrics; tracks, analyzes, and reports site usage data; Conducts user testing and use analysis to assess usability and effectiveness of site; recommends improvements based on analysis; Discusses, analyzes, reviews, and resolves usability issues in conjunction with development teams; Communicates with site visitors and users regarding site updates, anticipated and unanticipated downtime, and resolution of bugs and outages; Drafts, documents, and implements backup, recovery, and business continuity plans; and, maintain knowledge and expertise in web design and development; participates in professional conferences, workshops, and groups.

This is based on a simplified model, enabling wider re-use and better interoperability — key to building the Semantic Web as a knowledge management tool at ORD. In this way, we will build out a web services platform that will improve business intelligence, facilitates communications, and improve customer service-facing business lines that enhance value for ORD. For public-facing web sites and other projects, BrennSys uses joint design reviews (where we gather the stakeholders, information architects, and other representative technologists in one room), we conceptualize and take all aspects of the targeted communications need into consideration in order to determine how each one relates to the others. To address web content and coding requirements, our approach is to craft a demonstration and proof-of-concept, with the goal of determining how these requirements will be accommodated in the system. The information architect, coders and content creators work together to build a simplified version of the proposed web page or site and present it to stakeholders for consideration as part of the creative process. This requires design and maintenance support for various web sites for ORD’s IOAA and OSIM; updating content on existing pages; developing new web areas and existing pages. Adding images, and creating links, checking for broken links, 301 and 404 errors. The web sites may include HTML pages, Acrobat, and interactive materials and dynamic apps. This section also covers attendance at Agency Web Support Webinars and meetings.

## Subtask 2-G. Data Entry

BrennSys will provide data entry of general administrative, scientific, and technical data and maintenance of data in systems, databases, and spreadsheets. Our expert data entry personnel will update Phone Directories, Name Plates, Door Plates, Hallway Signs, Departure Forms, Travel Forms, and other documents. We will provide proof reading, data validation at data input, and other quality control services to ensure a low probability of errors.

# 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 IT 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).

| Exhibit: Staffing Matrix | | | |
| --- | --- | --- | --- |
| Position | Role | **Task 1 LOE** | **Task 2 LOE** |
| Program Manager | This person will ensure the PMP is executed as planned, work with the QAM so that QA/QC is carried out, and acts as the single point of contact for the government. 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 recruitment or assignment of project personnel; confers with project staff to outline work plan and to assign duties, responsibilities, and scope of authority. This person dual-hats as the QAM. 10+ years experience. |  |  |
| Technical Writer (Senior and Junior) | The junior and senior technical writers are skilled wordsmiths that typically develop product manuals, how-to guides, website help sections, journal articles, and other content that distills technical information with ease and clarity. Develop comprehensive documentation that meets organizational standards. Obtain a deep understanding of products and services to translate complex product information into simple, polished, and engaging content. Write user-friendly content that meets the needs of the target audience, turning insights language that sets our users up for success. Develop and maintain detailed databases of appropriate reference materials, including research, usability tests, and design specifications. Evaluate current content and develop approaches for improvement. |  |  |
| Marketing Specialist | 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. |  |  |
| Web Developer | Responsible for writing well designed, testable, efficient code by using best software development practices. Creating website layout/user interfaces by using standard HTML/CSS practices. Integrating data from EPA ORDrious back-end services and databases. |  |  |
| Subject Matter Expert | As Communications SME, responsible for the use social media platforms to promote a company's offerings. They often use platforms like Facebook, Instagram, Twitter, and TikTok to reach new customers, engage with current ones, and announce new products or services; oversee site metrics, interact with readers, and be responsible for creative design. Supports the Digital Marketing Specialist. |  |  |
| Quality Assurance Manager | Dual-hatting as the PM, 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. |  |  |

Within five days of contract award, BrennSys will submit the following for each staff person: EPA ORD Optional Form 308; Self-certification of continuous service; EPA ORD Form 0710; and completed SIC Fingerprint Request forms. We will also ensure personnel submit all required information for background investigations and their executed e-QUIP OPM submissions. BrennSys is fully responsible for the actions of our staff and subcontractors (if any), and we handle personnel issues per the processes defined in our Employee Handbook.

From a personnel management perspective, our PM will coordinate contractual requirements through our Contracts Team using automated management tools such as MS Project, MS Teams, and our SharePoint-based Virtual Project management Office (vPMO) contracts 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.

## Recruiting, Retention, Training

BrennSys has hiring and retention practices in place that ensure we can identify, screen, place, monitor, train, and retain qualified candidates to fulfill the service requirements under the IDIQ. BrennSys’s turnover rate is 92%, lower than industry averages (based on DOL statistics) over the past three years. BrennSys’s cumulative out-reach includes current employee and incumbent contacts, social media (LinkedIn), and website postings (Monster, etc.) to gather, screen, and vet qualified candidates. BrennSys's extensive worldwide network of academic, commercial, and government professionals underpins our ability to deliver the right capability at the right time at the point of impact. Our team’s Recruiting and Retention capability is a significant strength for BrennSys!

For each open position, the appropriate technical managers provide a position description and Hiring Criteria Form, describing the labor category, education and work experience requirements, salary range, job location, and any special requirements, such as security clearance levels to our resource specialist. Recruitment begins with a search to determine if the position can be filled with in-house talent. If not, our resource specialist initiates external recruiting efforts that include the following:

* + Resume Systems and Databases – BrennSys's databases have 350+ resumes of employees in Federal Government-related professions. We also retrieve candidate resumes from sites such as Monster.com. By continuously maintaining a “pool” of qualified candidates, we can quickly respond to short notice staffing requirements.
  + College/University Recruiting – This is an ongoing effort to identify and hire quality people at the entry-level. We assign HR and professional staff to work with local college placement personnel in determining an educational curriculum that provides prospective employees with the technical and communications skills needed to perform their job. We attend college job fairs to interview graduating students and discuss career opportunities within our companies.
  + Employee Referral – We have found our employees to be a reliable source for judging their associates’ qualifications and making recommendations for new personnel. For each employee that is hired and employed for 90 days, the referring employee receives monetary compensation.
  + Newspaper Advertising and On-line Job Posting Systems – We actively advertise available positions in regional and local newspapers, publications, and online systems such as Monster.com, Dice.com, and CareerBuilder.com to obtain national exposure for job openings. We also maintain our own “Job Openings” Web page.
  + Social Networking – We actively advertise available positions through social networking sites such as LinkedIn and Facebook. We are quickly able to get the word out regarding hard-to-fill positions through social networking.

BrennSys also has begun to establish a Reserve Pool of Part-Time or Temporary Personnel. BrennSys is identifying, screening, pre-qualifying, and assessing training requirements for a skilled reserve pool of on-call individuals willing to accept part-time work. Experience shows there are many individuals with quality job skills who have retired (including former military service members) and prefer part-time work. These individuals are also used to backfill full-time employees who are on vacation or sick leave.

Our corporate HR staff is responsible for ensuring recruitment is structured, documented, fair, and consistent. Our transition hiring team will interview incumbent personnel. To reduce performance risk, we offer right of first refusal per Executive Order 13495, to all incumbent employees who meet our qualification standards. We recognize the advantages as well as the disadvantages of employing incumbent contractor personnel: incumbent personnel bring specific knowledge and firsthand experience that can make an important contribution to a seamless transition, but they can also be too tied to current practices and unwilling to make the necessary changes to improve contract performance.

Our approach to hiring incumbents is to make offers only to those qualified personnel who are committed to implementing new processes and innovations that we may bring to the contract. When integrated into our project organization, it is this combination of experience, technical skill, and commitment to excellence that will produce the improved contract performance that we seek. BrennSys's Project Manager and Lead Technical Support Personnel are considered Key Personnel to this effort. BrennSys will provide advance notice and the replacement’s resumé if there is a personnel change. BrennSys will identify personnel that are planned to staff this effort. BrennSys will provide the technical qualifications, education, or certifications that demonstrate to EPA the proven capabilities of these individuals. Retention is assured as BrennSys provides competitive compensation packages and a host of staff perks.

***Training***: All BrennSys employees assigned to this contract who create, work with, or otherwise handle data will be required to take our personal information security and records management training. BrennSys is responsible for confirming training has been completed according to agency policies, including initial training and any annual or refresher training. BrennSys will ensure the personnel providing the labor hours possess the knowledge, skills, and ability necessary to address the applicable Revised 508 standards defined in this contract, and will provide supporting documentation upon request.

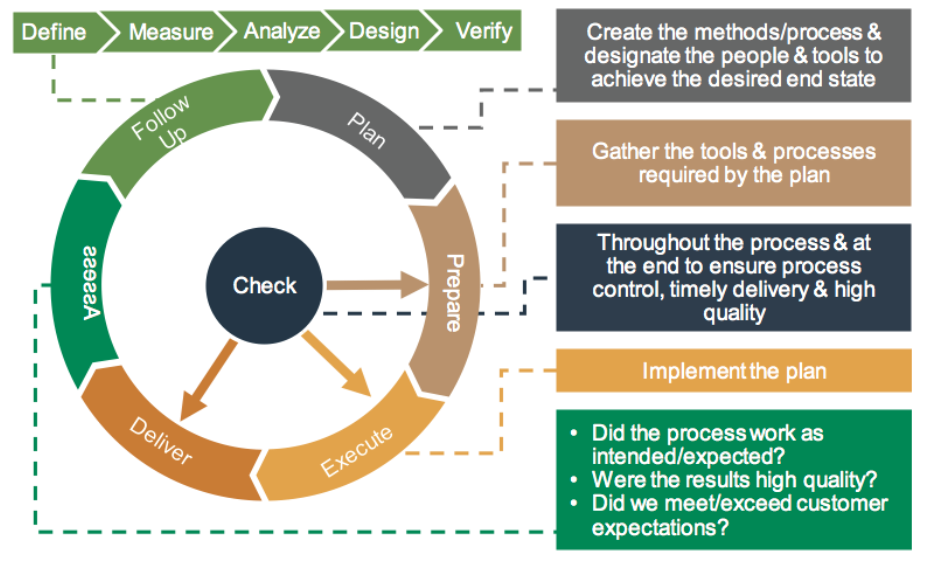
# Quality Plan

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.

## Quality Assurance

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.

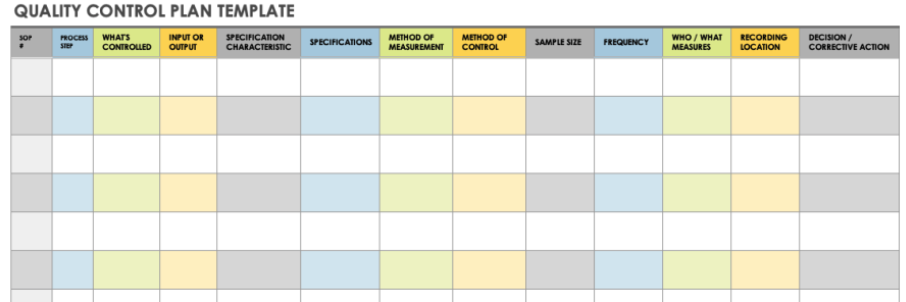
## Exhibit: BrennSys Quality Management System



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 EPA ORD 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 PM 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: Quality Control Plan Tracking

*The final version of the BrennSys quality control plan will be embedded on our program 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 EPA ORD servers, once approved by the government. With our extensive experience adhering to EPA ORD standards and practices, BrennSys will be responsible for understanding and implementing information technology and other policies.

As a BrennSys EPA value-add, we will recommend improvements for managing end-to-end content management.

| Exhibit: Improvements for managing end-to-end content management | |
| --- | --- |
| Phase | BrennSys Team Approach |
| Baseline | * Address the current process to identify known bottlenecks and delays between EPA ORD content sources, to include interview stakeholders to collect anecdotal feedback and process pain points, to effectively deliver draft copy for deliverables with plenty of time to incorporate feedback from the government. * Assess Section 508, copyright, and chain of custody requirements and responsible resources and create a RACI chart based on these findings and create an “as-is” flowcharts, geographical maps, and process maps. |
| Model | * Leverage ORD tools and our vPMO tracking system to track all deliveries from point of origin to the point of intake. * Compare findings against delivery data to identify content development/process constraints * Conduct shortest path routing analysis to speed up content and graphic design processes. |
| Optimize | * Document inefficiencies and recommend process improvements. * Update editorial calendars, review workflows, and logistics plans. * Prepare workflow optimization report to include recommendations on potential permanent relocation of information resources to optimize writing, design, and production of all deliverables, in compliance with EPA ORD policies and procedures. |
| Audit | * Continue to leverage our vPMO tracking system and the implementation of process improvements and provide reports with actionable, quantitative analysis. * Measure data against performance metrics to track if recommended improvements are working, to include cost analysis and security incident reports, as well as supply data for the government’s QASP. |

We will draft 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 Survellience |
| --- | --- | --- | --- |
| 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 PM has the overall responsibility for meeting PWS requirements and service standards, and will be the single point of contact for tasks issued under this IDIQ.

# 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 Manager 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 Manager, BrennSys can ensure that appropriate provisions are made within individual contracts. 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/>

# Government Furnished Equipment and Information

BrennSys staff will complete any required Security and other policy-required training. We will supply all supplies and equipment for our off-site personnel. Immediate response to production errors will be provided, with uninterrupted performance. Our team will aEPA ORDil ourselves certain facilities, equipment, utilities, supplies, and materials furnished by government. All GFE/GFP/contractor Acquired Property (CAP - 1.8) will be tracked using our vPMO asset management tool. BrennSys will manage all GFE/GFP in accordance with an approved property system. BrennSys will manage and report all GFE/GFP/CAP in accordance with FAR 52.245-1. When the contract ends, BrennSys will return all GFE/GFP to the COR.

# 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.

## 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 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 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.