**Request for Proposal Technical Response**

**Sol. No.** 36C10X22Q0181

**Veterans Administration General Mental Health Awareness   
and Education Outreach Support Services**

**Due**: 11 August 2022

**Submitted to**:

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**Submitted by**:  
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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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FACTOR 1: TECHNICAL APPROACH

The Government will evaluate the quote based on the following:

• Understanding of the Problem - The quote will be evaluated to determine the extent to which it demonstrates a clear understanding of all features involved in solving the problems and meeting the requirements presented in the task order, and the extent to which uncertainties are identified and resolutions proposed. The quote will be evaluated strictly in accordance with its written content. A quote which merely restates the requirement or states that the requirement will be met, without providing supporting rationale, will be considered deficient.

• Feasibility of Approach - The quote will be evaluated to determine whether the Respondent's methods and approach to meeting the requirements provide the Government with a high level of confidence of successful completion within the required schedule. Risk relative to the proposed Technical Approach is evaluated to ascertain the likelihood of success of the proposed approach.

• Completeness - The quote will be evaluated to determine whether the Respondent’s methods and approach have adequately and completely considered, defined, and satisfied the requirements specified in the RFQ. The quote will be evaluated to determine the extent to which each requirement has been addressed.

• Quality of Products – Product samples as defined in Section E.1 will be evaluated for overall quality. Graphic design quality will be assessed using standard design principles including contrast, repetition, space, size, alignment, color, shape, texture, value, and proximity. Additionally, products will be evaluated on font selection, use of imagery (or intentional lack of imagery), logo design (if applicable) and placement, and other basic elements of sound graphic art and design. Furthermore, website will be evaluated using best practices in design and usability. Finally, video products will be evaluated for production value, story, call-to-action, and other commercial/industry standards for video production. Product samples that were created by the proposed prime vendor may be evaluated more favorably than those created by a proposed subcontractor.

• Key Personnel – The summaries of key personnel will be evaluated against the certification requirements and minimum experience as identified in the PWS. Key personnel that exceed these requirements may be evaluated more favorably.

(1) The Respondent’s understanding of the work, and its proposed technical approach reflecting its strategy for meeting the desired objectives and outcomes.

(2) The Respondent’s understanding and experience related to specific methods and techniques for completing each discrete task.

(3) The Respondent’s management plan which shall include an appropriate overall organizational structure that clearly delineates the responsibilities, lines of authority, and proposed staff levels.

(4) The Respondent’s communication mechanism that is proposed to ensure effective coordination and timely management of activities to be conducted under the contract, including how the work will be managed and distributed between any proposed subcontractors/consultants.

(5) The Respondent’s plan to address anticipated/potential problem areas, including solutions to problems and future integration of new processes and technology enhancements.

(6) Portfolio of Diverse Sample Products: Respondents shall submit a portfolio of sample products to include print products (no more than five pages); five active web URLs (on one page); two URL links to commercial-grade quality videos for use on linear/broadcast/cable TV and three URL links to commercial-grade quality videos for use on digital-type platforms (social, digital out of home, web) (on one page); and, two communication strategies used in the past, including associated metrics to measure success (no more than 25 pages) as it relates to mental health. Clearly state whether the sample products were created by the prime contractor or a proposed subcontractor.

(7) The Respondent’s proposed key personnel as identified under Section B.3 PERFORMANCE WORK STATEMENT, paragraph 11.1 KEY PERSONNEL

# TASK 1 - PROGRAM MANAGEMENT

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# TASK 2 - NATIONAL COMMUNICATION AND OUTREACH SUPPORT

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# TASK 4 - MATERIAL FULFILLMENT, DISTRIBUTION, TRACKING, AND STORAGE OF MATERIAL

(SSG pages -1/2 page)

# TASK 5 - METRICS EVALUATION REPORTING

(SSG pages -1/2)

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# TASK 11 - TRANSITION

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