**Request for Proposal   
Technical Response**

**Sol. No.** 36C24522R0102

**Department of Veterans Affairs (VA)**

**Project Management Support**

**Submitted**: September 21, 2022 - 4:30 pm EDT

**Submitted to**:  
Department of Veterans Affairs

Network Contracting Office

5 Boiler House Road, Building 101

Perry Point, MD 21902

Atten: jameel.gordon@va.gov



**Submitted by**:  
BrennSys Technology LLC  
44679 Endicott Dr., Ste 317  
Ashburn, VA 20147  
[www.brennsys.com](http://www.brennsys.com)  
Point of Contact: Larry Aldrich, President  
tel: 571-370-6760 | email: laldrich@brennsys.com

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

**Contents**

Understanding of the Government’s Need 1

Approach to Task Execution 2

Task 1 - Program and Project Management 2

Virtual Project Management Office (vPMO) 3

Weekly Progress Meetings 4

Task 2 - Change Management Support 4

Task 3 - Workforce Capability Development and Management 5

Task 4 - Data Science and Analytics Support 6

Task 5 - Management Consulting Services 6

Government-Furnished Property 7

Information Technology Security Considerations 7

Staffing Approach 7

Exhibit: Staffing Matrix 8

Quality Assurance 9

Exhibit: Quality Control Plan Tracking 10

Section 508 Compliance 10

Appendix: Past Performances 11

Exhibit: Summary of BrennSys Corporate Experience 11

Appendix: Copies of Certifications 14

Appendix: Resumes 15

Appendix: PDF samples 16

21-September-2022

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5 Boiler House Road, Building 101

Perry Point, MD 21902

Atten: jameel.gordon@va.gov

re: Proposal in Response to Solicitation Number 36C24522R0102

Dear Ms Harris,

BrennSys Technology LLC is pleased to submit a proposal in response to the solicitation, 36C24522R0102 for the Department of Veterans Affairs (VA) Project Management Services.

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 VA, as we have done successfully for the last five years. Please feel free to contact me at (571) 370-6760 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 Department of Veterans Affairs, Project Management Services contract (36C24522R0102). 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 stand ready to meet the challenge with a cost-effective solution that ensures optimum results.

# Understanding of the Government’s Need

The VHA Office of Patient Advocacy (OPA) is organized under the US Department of Veterans Affairs, Veterans Health Administration (VHA). OPA’s mission is to honor American’s Veterans through the delivery of world class advocacy services to advance and influence the health care of our Veterans. To be effective as an organization, BrennSys understands it is necessary for OPA to be consistent with: strengthening Veterans’ trust in VA by providing world class customer service while resolving their concerns expeditiously; and, systemically analyzing trends and evaluating opportunities to improve processes and provide guidance on the journey towards high reliability.

***Managing this Effort*** — BrennSys continually improves our internal process controls to manage project of similar scope and scale when providing strategic communications support services. Our trained, certified, and experienced project lead will oversee this effort, and the staff undertaking the graphics services. They are supported by a project 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 VA, 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 VA policy. Our team will be available to meet via remote (MS Teams, WebEx, etc.) or face-to-face at the VA Central Office.

BrennSys personnel management approach ensures utilization of best practices for delivery to the Government. BrennSys charges our project lead 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 project lead, 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.

# Approach to Task Execution

BrennSys will provide project management support services and related technical services to the VHA Office of Patient Advocacy (OPA) to support the modernization of patient advocacy and complaint resolution operations in the Department of Veterans Affairs.

## Task 1 - Program and Project Management

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 project 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 lead 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 per the schedule, 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.

BrennSys will provide comprehensive project and program management support services to OPA for a variety of projects (as determined by the COR) throughout the contract. We will assist the Government in implementing disciplined, comprehensive, and flexible program and project management processes, including monitoring of project metrics, rigorous risk management, and prompt reporting on Government-approved cost, schedule, performance, and risk baseline.

We will assist Government personnel in creating project schedules and program-level integrated master schedules. 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). BrennSys will coordinate appropriate methodologies and toolsets to support the implementation of program/project management activities.

**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 VA COR and our project lead. The purpose of this meeting is to review schedule, communication planning, and any other necessary items related to the services we will provide. BrennSys will schedule a kick off meeting and provide an agenda to the government for start-up of this effort. Within five days of award, we will provide an agenda; within five days after the kick-off meeting, we will provide meeting minutes and action items. At the kickoff meeting BrennSys will present the approach to this effort and will discuss key elements of our project plan and schedule for a combined team review. We will review all task components, highlight challenges, document any risks and issues, discuss next steps, and record action items. We also jointly develop a meeting cadence as identified within our Communications Plan, including status reporting. These key elements are critical to a successful transition start so that all stakeholders understand what will occur on Day One — and so that accurate and timely information is communicated as soon as possible.

***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 project management, and is updated as a “living document” via our Virtual Project Management Portal (vPMO). This plan will also have a tab for quality assurance. We will develop project artifacts and draft plans, memoranda, briefings, articles, and other documents to support communications to internal (such as senior VA leadership) and external (such as Veterans, and Veterans Service Organizations) stakeholders. BrennSys will provide analysis and accurate and timely schedule and performance information for projects.

## Virtual Project Management Office (vPMO)

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

## Weekly Progress Meetings

BrennSys will hold weekly meetings with OPA SME and appropriate stakeholders as requested by OPA, which may be face to face or virtual, to provide updates on the following data elements: progress, identify critical issues, discuss next steps, and plan for ongoing success. The weekly meeting day/time will be determined by the COR during the kick-off meeting. We will hold weekly meetings with OPA SME and appropriate stakeholders as requested by OPA, which may be face to face or virtual, to provide updates on the following data elements: progress, identify critical issues, discuss next steps, and plan for ongoing success. Project 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.

Our team will provide Weekly Progress Update PowerPoints and a Monthly Status Report.

## Task 2 - Change Management Support

BrennSys will perform an organizational change management readiness assessment to identify barriers to change and develop a Change Management Strategy Plan in support of VA and OPA strategic goals and modernization initiatives. BrennSys will demonstrate extensive knowledge in using the PROSCI ADKAR methodology in VA complaint management systems. We will deploy evidence-based change management tools, templates, artifacts, and ongoing change management services in support of the patient advocacy and complaint management modernization initiatives to prepare and engage stakeholders for the OPA policies and protocols being implemented at various levels of the organization.

BrennSys will perform analysis of how process changes, and new policies and protocols may affect business operations. BrennSys will also prepare briefing materials for stakeholder engagement. BrennSys will develop and support the implementation of a comprehensive Communications Plan to all stakeholders which includes Veterans, VHA/VA employees and partner organizations, and Veteran Service Organizations (VSOs). BrennSys will help determine the appropriate frequency of communication and adjust as appropriate during the change management life cycle. BrennSys will develop Training and Coaching Materials instructional materials for VA employees and Veterans that support identified needs and applicable projects and initiatives. We will integrate change management principles in the development of training materials for VA employees. This will include a Knowledge Management System, end-user support, instructor led/train-the-trainer training, and assessments of training effectiveness.

## Task 3 - Workforce Capability Development and Management

BrennSys will develop a OPA Professional Development and Engagement Support program with competency-based curriculum that complements existing training projects and initiatives. We will provide National Conference Planning and Coordination administrative support, planning, coordination, and execution for the national annual patient advocate conference (face-to-face or virtual). BrennSys meeting event planners will help in identifying potential conference locations, sites, and lodging options. As part of our Role-based Development Opportunities (Resources: webinars, toolkits, forums, etc.) We will develop a Knowledge Management System, an inventory that can be housed on a web resource that aggregates information, guidance, updates and FAQs regarding VA programs and services to assist in the field in resolving patient inquiries in a timely manner.

We will evaluate all aspects of program effectiveness once implemented, including impact of the program on professional experiences and work with OPA to obtain ongoing program feedback from stakeholders to adjust the stakeholder engagement and associated workforce development approach. BrennSys will analyze end-user feedback about the usability and content of training and provide reports on recommendations and improvements to OPA.

BrennSys will build Learning Resources such as an employee onboarding/orientation Toolkit with links to Job Aids, such as quick reference guide (QRG) and Videos in accordance with the PMP. We will provide Job Aids to augment the training: brief instructional, informative, and/or reference best practices. BrennSys will produce videos which provide a visual depiction of the instructional guidance and/or information for all training Job Aids and host the videos on the designated OPA site to ensure information is readily available to staff. As part of our QA followup and execution of this task, BrennSys will draft a OPA Workforce Capability Development and Management Plan.

## Task 4 - Data Science and Analytics Support

BrennSys will evaluate data definitions in current and legacy patient advocacy tracking system and recommend changes to data definitions. Our Subject Matter Experts and Data Analysts will draft communication about these changes in Patient Advocate Tracking System (PATS) and identify and define a set of KPIs) to measure complaint resolution and patient advocacy, with a detailed defining methodology Develop reports that utilize natural language processing to identify themes and patterns in feedback and comments recorded in the OPA complaint management tracking systems. Our Data Analysts will develop reports that incorporate trending across current and legacy data. Analyze the discrepancy between the legacy and current system data and data definitions and integrate normalization logic into reports to eliminate/reduce inaccurate trends and avoid false conclusions when trending historic data by using Power BI and other tools.

As part of strategy, BrennSys will build a data strategy for an OPA Master Data Plan including a data/analytics ecosystem and tools that provide plans and recommendations on how OPA might use, collect, store, analyze and leverage complaint management data. The OPA Data Science and Analytics Reports for VHA Leaders and Program Offices will map a data ecosystems showing the data value chain and data flows. Our services help the Government use data and analytics to improve business process workflows — while ensuring security, quality and regulatory compliance. Underpinned by technologies such as cloud, Internet of Things (IoT), Artificial Intelligence (AI), Machine Learning (ML) and advanced analytics, our solutions help enhance decision making while enabling augmented intelligence and process automation.

## Task 5 - Management Consulting Services

BrennSys will provide support to OPA in its functional overview role of VA complaint management systems. As mentioned previously, BrennSys follow PEMBOK processes to coordinate project products while collecting and analyzing status inputs, as well as producing reports based on the results. We assist in the implementation of change control procedures applied to project products, such as plans, schedules, requirements, and technical documents. The BrennSys team provides ad hoc and recurring output products to convey the status of cost, schedule, and performance.

As part of management consulting services, BrennSys will review Test Management products and provide reports to OPA, covering: Test Deliverables; Management Structure and Strategy; Defect Management Process; Risk and Issue Management; and, the Change Management Process. Our efforts will be documented in Management Consulting Reports.

# Government-Furnished Property

BrennSys understands GFE is limited the need for direct access to the network to complete the tasks outlined in the PWS. BrennSys will be provided with PIV and Citrix Access Gateway (CAG) access via a direct connect VPN. We understand the Government will make available Government Furnished Information to BrennSys, upon request, all referenced documentation identified in this PWS. BrennSys will return all physical GFI to the designated COR upon completion of this task order. All GFE/GFP/Contractor Acquired Property (CAP) will be tracked using our project management tool’s asset management database. BrennSys will manage all GFE/GFP in accordance with an approved property system. The COR and alternative CORs are responsible for the efforts required to obtain access to government computer systems for BrennSys use. Access to government systems and computers will be in accordance with the current federal policies and procedures. In accordance with FAR 45.402, the Government acquires title to all property to which BrennSys is entitled to reimbursement under the terms of this contract. 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.

# Information Technology Security Considerations

BrennSys may have access to Protected Health Information (PHI) and Electronic Protected Health Information (EPHI) that is subject to protection under the regulations as mandated by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) ; 45 CFR Parts 160 and164, Subparts A and Ed, the Standards for Privacy of Individually Identifiable Health Information (“Privacy Rule”); an 45 CFR Parts 160 and 164, Subparts A and C, the Security Standard (“Security Rule”). ... Information systems we develop for the VA will comply with all VA directives in accordance with FISMA, HIPAA, NIST, and related VA security and privacy control requirements for Federal information systems. ... Part 164, Subpart C, information and system security categorization level designations in accordance with FIPS 199 and FIPS 200 with implementation of all baseline security controls commensurate with the FIPS 199 system security categorization. BrennSys understands that work efforts may involve connection of contractor-owned IT devices to a VA internal trusted (i.e., non-public) network; BrennSys understands C&A requirements apply and a Security Accreditation Package is required.

# 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 marketing 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). BrennSys will staff this effort with a media buyer and administrative staff. Following is a list of qualified staff (employees, substitutes, and subcontractors) performing services under the contract as specified in PWS.

## Exhibit: Staffing Matrix

| Position | Role | **LOE** |
| --- | --- | --- |
| Project Manager |  | 1 FTE |
| Quality Assurance Manager | Dual-hatting as the project lead, 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. | n/a |
| Change Management SME |  | 1 FTE |
| Data Analyst |  | 2 FTE |
| Business Analyst |  | 2 FTE |
| Curriculum Development Specialist |  | 2 FTE |
| Solutions Architect |  | 1 FTE |

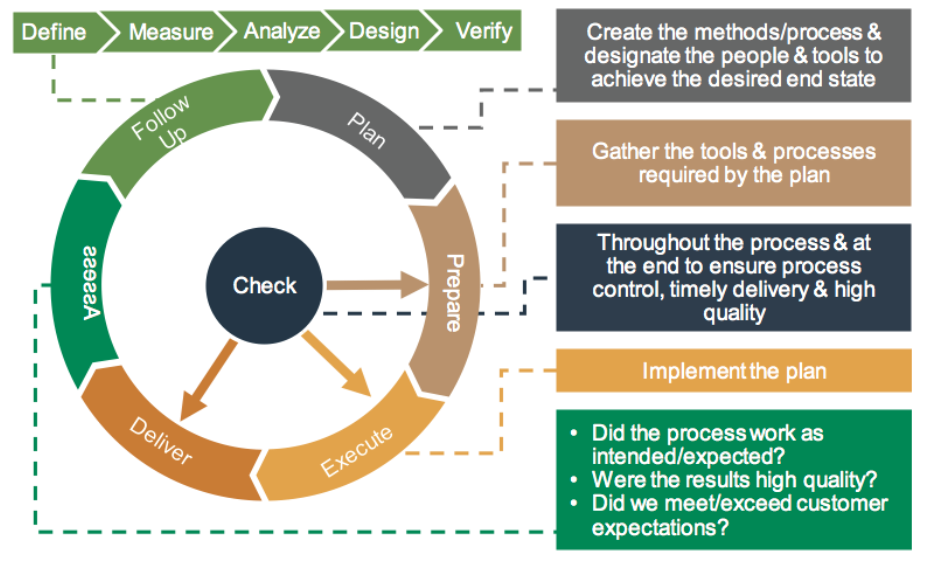
Any key personnel specified for this effort are considered to be essential to work performance. BrennSys will give at least 30 days prior notice to diverting any individuals to other programs; we will notify the Contracting Officer with a justification for replacement. From a personnel management perspective, our project lead will coordinate contractual requirements through our team using automated management tools such as MS Project, MS Teams, and our SharePoint-based Virtual Project Management Office (vPMO) project 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.

# Quality Assurance

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. BrennSys QA supports the Government evaluating our performance in accordance with their Quality Assurance Surveillance Plan (QASP), focused on what the government must do to ensure we perform in accordance with the performance standards. BrennSys will incorporate the Government’s KPIs to define how we will work towards the performance standards. Our QA plan will document the frequency of surveillance, and the minimum acceptable defect rates so the VA can be assured of outstanding performance.

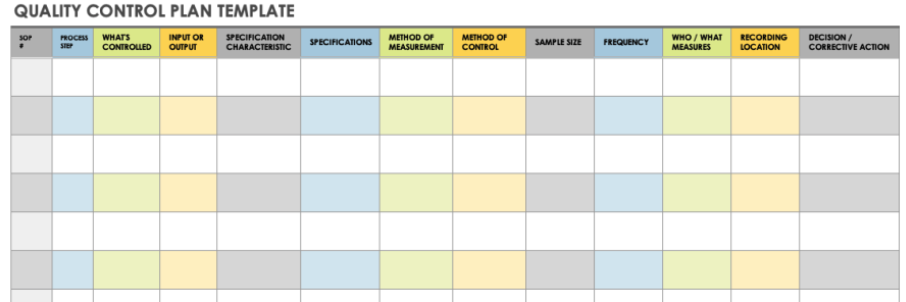
The BrennSys team's project management approach incorporates quality assurance (QA), consisting of applying scientific and analytical disciplines to ensure outputs of our staff meet the quality requirements of the government. We assess capabilities to ensure a process solution functions effectively when 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.

## Exhibit: Quality Control Plan Tracking

*The final version of the BrennSys quality control plan will be embedded on our project 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.

In our project management plan, BrennSys will include a tab for 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. The QAP mirrors the Government’s QASP.

## Section 508 Compliance

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/>

# Appendix: 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. BrennSys has been a trusted VA vendor on multiple contracts that mirror the requirements of this effort.

## Exhibit: Summary of BrennSys Corporate Experience

| **Customer** | **Project** | **Contract Number, Period of Performance** | **Project Management** **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.

# Appendix: Copies of Certifications

for personnel performing under this contract

# Appendix: Resumes

(educational credentials and work history) of qualified staff performing services under the contract as specified in PWS.

# Appendix: PDF samples

of finished work products in alignment with services.