

Sources Sought Notice
Department of War (DoW) Public Website Program and
Services

Sources Sought Tracking Number: **HQ0516-FY-25-0010**

CONTRACTING OFFICE ADDRESS:

Defense Media Activity
6700 Taylor Avenue
Fort George G. Meade, MD 20755

The Defense Media Activity (DMA) is seeking information from industry to assist with the development and planning of a potential new requirement. The intent of this **Sources Sought** is to gain information on the agency's requirement for a Department of Defense (War) Public Website Program and Services to implement the requirements of 21st Century Integrated Digital Experience Act (IDEA), Public Law 115-336, as well as the innovation, technological advances, and design initiatives of Executive Order 14338, *Improving Our Nation Through Better Design*. Responses provided may be used by DMA to assist in budgetary planning, the development of an acquisition strategy, Performance Work Statement, salient characteristics, and performance specifications. Interested parties are responsible for adequately marking proprietary or competition sensitive information contained in their response.

Specific support is required to ascertain industry's ability to furnish a turnkey solution for public-facing websites to operate in a DoD Joint Warfighting Cloud Capability commercial cloud service. The solution shall comprise of components that meet the required capabilities detailed later in this document. Vendors are encouraged to provide as much information as possible regarding their proven experience in developing these capabilities.

DMA representatives may choose to meet with respondents and others who express interest and hold one-on-one discussions. Such discussions would only be intended to obtain further clarification of potential capability to meet the requirements, including any development and implementation risks.

The Government reserves the right to use information provided by respondents for any purpose deemed necessary and legally appropriate. Any organization responding to this notice should ensure that its response is complete and sufficiently detailed. Information provided will be used to assess availability of the anticipated requirement and may lead to the development of a solicitation. Respondents are advised that the Government is under no obligation to provide feedback to respondents with respect to any information submitted.

INSTRUCTIONS:

Respondents are encouraged to provide the following:

1. A summary of the respondent's capabilities relating to DMA's requirements that are similar in size and scope.
2. Questions related to the SOURCES SOUGHT's Required Capabilities. Any questions received and subsequent answers will be posted to <https://sam.gov/> for the benefit of all interested parties.

3. An itemized budgetary estimate for a system capable of satisfying the SOURCES SOUGHT's Required Capabilities. Itemized estimates are preferred should DMA need to adjust system specifications.

Purpose

This SOURCES SOUGHT. The Defense Media Activity outlines the Government's requirement for the procurement of professional services, and commodities outlined in the scope to support all the DoD Public Web Program and our customers. Interested parties are responsible for adequately marking proprietary or competition sensitive information contained in their response. Respondents are advised that the Government is under no obligation to provide feedback to respondents with respect to any information submitted.

Scope

The Defense Media Activity (DMA) requires a turnkey web application software (design, content management, applications) that will operate in one of the DoD approved commercial cloud service provider (CCSP) within the DoD Joint Warfighting Cloud Capability (JWCC) that is accessible by any public person. The software is required to comply with the 21st Century Integrated Digital Experience Act (IDEA), Public Law 115-336 specifically section 508 of the Americans with Disabilities Act (ADA). Additionally, the solution must support the United States Web Design System (USWDS) [and any updates to the USWDS]. The software must operate with the DoD Digital Asset Management System (DAMS) to provide video playback through the website as well as upload digital assets (for all photos and videos) from the proposed web content management system (CMS) to the DAMS. The proposed services will conform to the DoD's Cloud Computing Security Requirements Guide, as well as meet all DoD Risk Management Framework (RMF) requirements and provide website administrators and content managers authenticated access per DoD requirements. DMA is not seeking information on digital services as defined in the 21st Century IDEA.

Creation and Design

The software must provide tools that help government administrators and content managers easily build visual structures and user-friendly interface of the website that meet the USWDS requirements. The tools must require minimal training. DMA expects the software tools to provide templates or easily created templates that offer minimal work on behalf of the administrators and content managers. DMA expects the software to have drag and drop features and artificial intelligence (AI) that streamlines and eases the burden on the content managers who need to update information, photos and videos in a very expeditious manner.

Content Management System (CMS)

The CMS must also be user friendly for content managers to organize and update text, images, and other media with simplistic interfaces. The CMS must also work with the DoD DAMS [currently the Defense Visual Information Distribution Service] using Application Programming Interfaces (APIs) for photographic display and video playback through the DoD public websites. The CMS must also work with APIs for photographic and video upload to the DAMS, thereby reducing redundant work on behalf

of the content managers.

User Interaction

The applications must provide dynamic user experience meeting the requirements of the 21st Century IDEA and be extremely mobile friendly. The applications will meet the requirements of Section 508 or the American Disabilities Act (ADA) for websites.

Training and Knowledge Base Repository

The contractor will provide training for the government administrators and content managers. The contractor will provide a knowledge base platform that is easily accessible from anywhere in the world to serve as a centralized digital repository for information, such as FAQs, product documentation, troubleshooting guides and how-to articles. The repository must be user friendly where solutions can be found on demand. The repository should have materials available to ensure users and integrated AI for getting answers to questions instantly.

Migration Operations

DMA may require content migration from the current system to the Contractor proposed solution. The Contractor may be required to provide migration, migration planning, site structure and taxonomy solutions, execution, and follow up to ensure complete and effective website migrations on Government request. The Contractor shall have migration specialists with a high level of knowledge on the CMS and all associated applications.

Cybersecurity Requirements

The contractor shall perform aspects of the DoD Risk Management Framework for DoD Systems as applied to the web application software to operate in an approved DoD Cloud Service Provider environment (i.e., Amazon Web Services, Oracle, Microsoft Azure, Google). These requirements are defined in DoD Instruction 8510.01 at <https://www.esd.whs.mil/Directives/issuances/dodi/>. The contractor shall implement a zero trust architecture with the proposed web services, including identity verification, network segmentation, and access control. The contractor shall ensure capabilities for detecting, responding to, and reporting on cyber security threats are implemented, as well as safeguard data at rest and in transit for the implemented solution.

Requested Submission Information:

a. Company's Name, mailing address, phone number, company's website, and e-mail of designated point(s) of contact.

b. Business Type: Based upon North American Industry Classification System (NAICS) code **541512**, Computer Systems Design Services or contractor's recommended NAICS. Identify the type of entity (large business, small business, small disadvantaged, woman-owned, 8(a), HUBZone, service-disabled veteran-owned, etc.).

c. Cage Code

d. Contractor's past performance in meeting stated objectives/requirements similar in size and scope, statement of qualifications to include information that clearly demonstrates the respondent's capabilities, expertise and experience to perform the specific requirements contained in this SOURCES SOUGHT.

e. Contract vehicles that would be available to the Government for the procurement of the product and service, to include SAM.gov (**This information is for market research only and does not preclude your company from responding to this notice.**)

Response Guidelines:

Vendors who wish to respond to this should send responses via email **NLT 24 October 2025 01:00 PM Eastern Standard Time (EST)** to Contracting Specialist thomas.j.brown314.civ@mail.mil and Contracting Officer colette.b.jones.civ@mail.mil and Interested parties are requested to respond to this SOURCES SOUGHT with a white paper. Submissions cannot exceed 10 pages, single-spaced, 12-point type with at least one-inch margins on 8 1/2" X 11" page size, not including any manufacturer cut sheets or system block diagrams. Responses must specifically describe the contractor's capability to meet the requirements outlined in this SOURCES SOUGHT.

Questions:

Questions or comments regarding this notice may be submitted via email to: colette.b.jones.civ@mail.mil and thomas.j.brown314.civ@mail.mil on the attached Q&A. Verbal questions will NOT be accepted. Any questions received, and subsequent answers, will be posted to <https://sam.gov/> for the benefit of all interested parties. All correspondence shall reference **"Department of War (DoW) Public Website Program and Services"** in the subject line of your email. The deadline to submit a question regarding this notice is **01:00 PM EST on 03 October 2025.**

Industry Day:

Defense Media Activity intends on holding industry days on **04 and 05 November 2025**. Vendors interested in attending the industry days must request in writing to attend industry days through the Contracting Officer and Contract Specialist by submitting your request to colette.b.jones.civ@mail.mil and thomas.j.brown314.civ@mail.mil. This time will provided to interested parties in presenting their potential solutions to the scope listed above. Defense Media Activity also intends on having product demonstration times from **12-14 January 2026** (times to be determined). Vendors will be notified if their solution will be returned for product demonstration.

Disclaimer:

This SOURCES SOUGHT is not a Request for Proposal (RFP) and is not to be construed as a

commitment by the Government to issue a solicitation or ultimately award a contract. **Responses will not be considered as proposals nor will any award be made as a result of this synopsis.**

All information contained in the SOURCES SOUGHT is preliminary, as well as, subject to modification and is in no way binding on the Government. FAR clause 52.215-3, "Request for Information or Solicitation for Planning Purposes", is incorporated by reference in this SOURCES SOUGHT. The Government does not intend to pay for information received in response to this SOURCES SOUGHT. Responders to this invitation are solely responsible for all expenses associated with responding to this SOURCES SOUGHT. This SOURCES SOUGHT will be the basis for collecting information on capabilities available. This SOURCES SOUGHT is issued solely for information and planning purposes. Proprietary information and trade secrets, if any, must be clearly marked on all materials. All information received in this SOURCES SOUGHT that is marked "Proprietary" will be handled accordingly. Please be advised that all submissions become Government property and will not be returned nor will receipt be confirmed. In accordance with FAR 15.201(e), responses to this SOURCES SOUGHT are not offers and cannot be accepted by the Government to form a binding contract.

PARTICIPATION IN THIS SOURCES SOUGHT IS STRICTLY VOLUNTARY AND FOR PLANNING PURPOSES ONLY AND IS NOT TO BE CONSTRUED AS A COMMITMENT BY THE GOVERNMENT TO PROCURE ANY ITEMS/SERVICES OR FOR THE GOVERNMENT TO PAY FOR THE INFORMATION RECEIVED. THE GOVERNMENT WILL NOT BE RESPONSIBLE FOR ANY ASSOCIATED COSTS AS A RESULT OF PROSPECTIVE OFFERORS INTEREST, RESPONSE OR PARTICIPATION IN THIS SOURCES SOUGHT. ANY FORMAL SOLICITATION WILL BE ANNOUNCED AT A LATER DATE. THE GOVERNMENT RESERVES THE RIGHT TO CANCEL THIS REQUIREMENT AT ANY TIME DURING THE ACQUISITION PROCESS.

ANY SOLICITATION RESULTING FROM THE ANALYSIS OF INFORMATION OBTAINED WILL BE POSTED TO THE PUBLIC IN SAM.GOV IN ACCORDANCE WITH THE FAR PART 5. HOWEVER, RESPONSES TO THIS NOTICE WILL NOT BE CONSIDERED RESPONSES TO A SOLICITATION.