**Sources Sought Notice**

This is a Request for Information (RFI)/Sources Sought notice issued in accordance with FAR 15.2 to conduct market research. This RFI is issued solely for information and planning purposes - it does not constitute a Request for Proposal (RFP) or a promise to issue an RFP in the future. The Government does not intend to award a contract on the basis of this solicitation or to otherwise pay for the information solicited - this request for information does not commit the Government to contract for any supply or service whatsoever. The National Park Service (NPS) is not, at this time, seeking proposals and will not accept unsolicited proposals. Responders are advised that the U.S. Government will not pay for any information or administrative costs incurred in response to this RFI; all costs associated with responding to this RFI will be solely at the interested vendor's expense. Not responding to this RFI does not preclude participation in any future RFP, if any is issued. Any information submitted by respondents to this RFI is strictly voluntary. All submissions become Government property and will not be returned.   
  
In support of this effort NPS is conducting market research to further refine requirements and establish the best acquisition approach. Please note that requirements defined to date will likely change before a final request for proposal is released, if any.   
  
Please respond by providing a capabilities statement in support of the company’s ability to support the following requirements:

**Contracting Operations (ConOps) National**

**INTRODUCTION**  
The National Park Service (NPS) is conducting market research through this Sources Sought notice to determine if there are enough qualified contractors interested and capable of meeting the requirements. The responses will inform the government’s procurement strategy.

**PROGRAM BACKGROUND**  
The NPS aims to develop a multi-channel digital experience, accessible via web and mobile platforms, that will provide visitors with easy access to essential park information. This platform will support over 325 million annual recreation visits by delivering personalized, legally compliant, and safety-focused content based on user preferences.

The future digital experience will consolidate visitor information from a variety of platforms, both public and private. This integration will facilitate tasks such as acquiring permits, making reservations, and ensuring all necessary passes are stored in a centralized location. Additionally, it will provide real-time, contextually relevant updates to enhance the visitor experience.

A key feature of this system will be its ability to allow visitors to customize and personalize the type of information they receive based on their individual needs, preferences, and identity. Visitors will be able to tailor their experiences, such as choosing specific parks, activities, and accessibility requirements, making the digital platform a personalized resource for planning and enjoying their visits. The system will also support personal accounts where visitors can store their preferences, track their permits, and receive alerts or updates that match their interests.

NPS staff will benefit from a system that is easy to maintain and provides accurate, up-to-date information. It will also streamline responses to visitor feedback and improve operational awareness. Furthermore, this platform will generate valuable data analytics to guide NPS in making informed management decisions.

The National Park Foundation (NPF), NPS's official philanthropic partner, independently contracted, directly funded and received in-kind support from their vender for the development of a comprehensive vision for the NPS's digital experience. This vision was built upon extensive visitor research, a digital ecosystem analysis, and the creation of a three-year product vision as well as a clickable prototype demonstrating the minimum viable product (MVP) and a proof-of-concept leveraging Generative AI to address content management issues. As a result of the complex ownership of the intellectual property generated by NPFs effort, the contractor selected by the NPS may not necessarily have access to the full research, analysis and product development derived from this prior effort. Therefore, NPS selected contract will likely need to start from scratch, independently building the digital experience platform from the ground up in alignment with NPS requirements and vision.

**REQUIRED CAPABILITIES**  
The NPS seeks a contractor capable of delivering agile software development and journey management services across its primary digital platforms, including NPS.gov, the NPS mobile app, and its content management system (CMS). Services should cover:

1. **Comprehensive Software Development**: This includes planning, user research, design, coding, prototyping, testing, and documentation.
2. **Customer Journey Management**: The contractor must provide service design, data science, and business analytics to optimize the NPS digital experience across all channels.
3. **Customization & Personalization Capabilities**: The contractor must enable features that allow visitors to personalize their information based on preferences, identity, activities of interest, and accessibility requirements. This includes ensuring user profiles can store preferences, manage permits, and receive tailored notifications.
4. **Collaboration with Existing Teams**: The contractor must work with in-house teams and existing vendors to avoid duplication of efforts while improving the visitor experience.
5. **Content Management**: Support in creating and governing consistent content, filling gaps where necessary.
6. **Federal Compliance**: Ensure that the product adheres to all relevant federal regulations and is compatible with NPS systems and products.
7. **Security Testing**: Provide support in meeting NPS security documentation and testing requirements.

A product must be delivered to the public by the end of 2025, with contractor personnel meeting all federal government requirements. Previous work produced by NPF’s contractor will not be available.

**SUBMISSION DETAILS**  
Interested businesses are requested to submit a capabilities statement that includes the following:

* Company Name, Address, and Point of Contact (name, phone, email, and website)
* Details on the company's experience and ability to deliver the required services
* Business size, ownership type, and any relevant sub-categories
* Feedback on the feasibility of the required services and any challenges

**SUBMISSION INSTRUCTIONS**  
Responses must be emailed to casey\_winters@nps.gov