

**Statement of Work (SOW)  
IEW ESMC**

1. **Project Title:** IMCOM Enterprise Web Unification
2. **Purchase Request/Contract:**
3. **IMCOM HQ PAO POC:**
4. **Contracting Officer/Contracting Specialist:**
5. **Actual Total Budget:**
  - a. \$, LOA: , POBA#: TBD
  - b. AF Contract: , CLINs:
    - i. CLIN , Web Development, \$ **PAYMENT AS NEEDED**
      1. Launch 1 Dec 2024-1 Feb 2025
        - a. 1 Mar 2025,
        - b. 1 Jul 2025,
      - ii. CLIN , Web Domain Management Annual Cost Up to 250 Domain (with Certifications and URL forwarding), **ONE TIME PAYMENT**
      - iii. CLIN , UX, UI and IA Quarterly Audits at Fixed Cost, **ONE TIME PAYMENT**
6. **Statement Of Need:**
  - a. Contract \_\_\_\_\_ is a 5 year contract. It is constructed of a 1-year base period which runs from 1 December 2024 through 1 December 2025. Then it has 5 one-year option periods from 1 December 2025 until 1 December 2030. On 1 November 2024 IMCOM PAO needs to assign FY25 budgeted funds for period of performance 1 December 2024 through the 1 March 2025 timeframe. The funds will be utilized for Web Development, Web Domain Management Annual Cost, UX, UI and IA Quarterly Audits.

## 7. Background:

- a. The Installation Management Command Public Affairs Offices maintain a comprehensive network of command information centric websites to educate and advise Soldiers, Civilians, Families, Military Retirees, and other Army stakeholders. The proponent primarily responsible for management of the websites is the IMCOM Headquarters Public Affairs Office, which serves the needs of the individual directorates and IMCOM garrisons.
- b. The U.S. Army Morale, Welfare and Recreation (IMCOM G-9) is a comprehensive network of quality support and leisure services that enhance the lives of Soldiers, Civilians, Families, Military Retirees and other eligible MWR patrons. The proponent primarily responsible for management of the website is the MWR Marketing Division, IMCOM G9 Family and MWR Programs, which serves the needs of the individual directorate and departmental clients within IMCOM Family and MWR.
- c. 72 total distinct sites. 68 Garrison sites + HQ, Europe, Pacific and European Roads 21,025 web pages roughly 2 million page views per month. Visitors: 820K/month. 687 manager and contributor accounts: 687
  - i. The web content management service currently maintains all Family and MWR websites.
  - ii. The domain management service maintains all domains currently owned by Family and MWR.
  - iii. The mobile app management service currently maintains mobile applications for Family and MWR.
  - iv. The analytics reporting service provides anonymous analytical usage reports for websites and mobile apps maintained by the application.
  - v. The ad management service currently delivers web and mobile display ads and provides reports on paid advertising content.
  - vi. The online marketing communication service enables email, text, social media, and customer relationship management.
  - vii. Concrete5 CMS for all IMCOM websites - Concrete5 is a PHP and MySQL based Content Management System (CMS) that powers websites and enables website pages to be edited directly with an intuitive, word processor-like user experience.

## 8. Applicable Conditions:

- a. Award.

## 9. Sources:

- a. N/A

## 10. Risks:

- a. AT OPSEC.

- i. AT Level I training. This standard language is for contractor employees with an area of performance within an Army-controlled installation, facility, or area. All contractor employees, including subcontractor employees, requiring access to Army installations, facilities, and controlled access areas shall complete AT Level I awareness training within 30 calendar days after contract start date or effective date of incorporation of this requirement into the contract, whichever is applicable. The contractor shall submit certificates of completion for each affected contractor employee and subcontractor employee to the COR or to the contracting officer, if a COR is not assigned, within 30 calendar days after completion of training by all employees and subcontractor personnel. AT Level I awareness training is available at the following website: <http://jko.jten.mil>.
- ii. Contractor and all associated subcontractor employees shall provide all information required for background checks to meet installation access requirements to be accomplished by the installation Provost Marshal Office, Director of Emergency Services, or Security Office. Contractor workforce must comply with all personal identity verification requirements (CFR clause 52.204-9, Personal Identity Verification of Contract Personnel as directed by DoD, HQDA and/or local policy. In addition to the changes otherwise authorized by the changes clause of this contract, should the Force Protection Condition (FPCON) at any individual facility or installation change, the Government may require changes in contractor security matters or processes.
- iii. For contractors requiring CAC. Before CAC issuance, the contractor employee requires, at a minimum, a favorably adjudicated National Agency Check with Inquiries (NACI) or an equivalent or higher investigation in accordance with Army Directive 2014-05. The contractor employee will be issued a CAC only if duties involve one of the following: (1) both physical access to a DoD facility and access, via logon, to DoD networks on-site or remotely; (2) remote access, via logon, to a DoD network using DoD-approved remote access procedures; or (3) physical access to multiple DoD facilities or multiple non-DoD federally controlled facilities on behalf of the DoD on a recurring basis for a period of

6 months or more. At the discretion of the sponsoring activity, an initial CAC may be issued based on a favorable review of the FBI fingerprint check and a successfully scheduled NACI at the Office of Personnel Management.

- iv. Army Training Certification Tracking System (ATCTS) registration for contractor employees who require access to Government information systems. All contractor employees with access to a Government info system must be registered in the ATCTS at commencement of services and must successfully complete the DoD Information Assurance Awareness prior to access to the information system and annually thereafter.
- v. For IA/IT training. All contractor employees and associated subcontractor employees must complete the DoD IA awareness training before issuance of network access and annually thereafter. All contractor employees working IA/IT functions must comply with DoD and Army training requirements in DoDD 8570.01, DoD 8570.01-M, and AR 25-2 within six months of appointment to IA/IT functions.
- vi. For IA/IT certification. Per DoD 8570.01-M , DFARS 252.239.7001, and AR 25-2, the contractor employees supporting IA/IT functions shall be appropriately certified upon contract award. The baseline certification as stipulated in DoD 8570.01-M must be completed upon contract award.

b. Cost:

- i. The cost risk is medium. IMCOM HQ PAO has conducted extensive market research involving multiple hosting solution service providers and has consulted directly with IMCOM G6 and IMCOM CTO to ensure all requirements are outlined. However, due to the increase of IT compliance requirements and heightened cyber security, the cost could increase in the coming years in order to meet unforeseen requirements.

**11. Trade-Offs:** N/A

**12. Plan Of Action:**

- a. Contract Considerations:
- b. Contract Type:

**13. Cost:**

- a. IMCOM HQ PAO FY25 Budget for IEW is \$ .

**14. Delivery of Performance Period:**

- a. October 2024 through September 2025

**15. Source Selection Procedures:**

- a. N/A

**16. Budgeting and Funding:**

- a. IMCOM HQ PAO has budgeted FY25 Funds to cover this procurement.

**17. Management Information System Requirements:**

- a. APMS. The IMCOM Enterprise Website APMS as ENTERPRISE SUITE OF MARKETING CAPABILITIES - FAMILY & MORALE, WELFARE & RECREATION- APMS SYSTEM ACRONYM (ESMC FMWR IMCOM) AITR# DA 303049
- b. ITAS.
- c. Accreditation.

**18. APF Furnished Property:**

- a. None.

**19. Environmental and Energy Conservation Impact:**

- a. None.

