

Human Performance Optimization (HPO) Model
Commander, Navy Installations Command (CNIC)
Morale, Welfare, and Recreation (MWR)
REQUEST FOR INFORMATION (RFI)
N4571A-26-I-0003

This is a Request for Information (RFI) only. This RFI is issued solely for market research, information, and planning purposes; it does not constitute a Request for Proposal (RFP) or a promise to issue an RFP in the future. This request for information does not commit the Government to contract for any supply or service whatsoever. Further, the Government 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.

Commander, Navy Installations Command (CNIC) is conducting market research to support the transformation of the current Morale, Welfare, and Recreation (MWR) fitness program into an integrated Human Performance Optimization (HPO) model. Through this RFI, CNIC seeks to identify industry capabilities across programming, service delivery, education, and technology. While we do not expect a single, all-encompassing solution, we welcome diverse opportunities for partnership and innovation.

1. PURPOSE:

The rapid progression of technology, including advanced digital applications and virtual delivery platforms, presents substantial opportunities to elevate human performance within Navy fitness operations. In order to maximize the benefits of these technological advancements, it is crucial to establish a thorough baseline of resources and capabilities available to support the development, implementation, and evaluation of human performance programs. The Navy fitness program aims to explore and consider integration of state-of-the-art technologies, such as artificial intelligence, machine learning, and immersive virtual platforms, to optimize decision-making, foster greater collaboration, and enhance overall productivity among Human Performance Optimization (HPO) and Navy Fitness personnel. Pursuing these objectives will enable the Navy Fitness program to build a workforce that is resilient, adaptable, and capable of high performance, effectively meeting the increasing demands for Battle Ready Sailors. These efforts are intended to ensure that Warfighters remain effective, accessible, and prepared to execute both operational and domestic responsibilities.

2. SCOPE/MISSION:

This effort centers on continuously developing and optimizing programs and services delivered to the Warfighter by integrating advanced technological tools, digital applications, and virtual delivery methods into training, education, and daily operations. This approach is designed to allow the Navy fitness program and employees to adapt effectively to emerging digital and virtual environments, ultimately maximizing effectiveness in delivering services.

3. BACKGROUND:

Commander, Navy Installations Command (CNIC) is spearheading an initiative to transform the current Morale, Welfare, and Recreation (MWR) fitness program into a fully integrated HPO model. In alignment with recent directives, a proof-of-concept for this transformation is scheduled for implementation during Fiscal Year 2027, at Naval Base San Diego (NBSD). The transition from the traditional CNIC MWR Fitness model to an HPO framework aims to enhance CNIC's capacity to support the Navy's mission by improving Sailor health, performance, and readiness. The HPO framework addresses essential health and readiness challenges through specialized, interdisciplinary performance and wellness programs, directly supporting the Secretary of Defense's directive to restore the warrior ethos, strengthen military capabilities, and reinforce deterrence.

Currently, the MWR fitness structure includes Fitness Directors, Coordinators, Specialists, and Group Exercise Instructors. As reported in the 2024 DoD MWR Fitness Center Standards Annual Report, the CNIC Navy MWR Fitness program operates 140 fitness facilities across 72 installations and employs 302 certified fitness professionals dedicated to program delivery and education. However, the existing framework lacks an intentional comprehensive integration of key domains such as nutrition, cognitive readiness, and holistic performance strategies.

Transitioning to the HPO framework necessitates a fundamental change in the Navy MWR Fitness operational approach. Rather than focusing solely on utilization-based programs, the HPO model prioritizes a performance-oriented strategy that integrates strength and conditioning, nutrition, mental resilience, and recovery protocols. This transformation will require restructuring organizational roles, updating training standards, and implementing standardized operating procedures to ensure consistent quality across all programs.

The expected outcome of this transition is enhanced readiness and well-being, achieved by adopting multidisciplinary practices. Implementation will involve strategic staff development, updated certification requirements, and role adjustments to support a smooth transition. The initial implementation phase will utilize current resources and Program of Record (POR) allocations at selected installations, providing insight into broader rollout and future resource planning. The successful adoption of the HPO model will modernize Navy performance and resiliency programming, aligning with best practices in human performance optimization.

Programs under this initiative will be grounded in evidence-based education and physical training methodologies, delivered through individualized sessions, group training, and command-level engagement. Key areas of focus include sleep and recovery, injury prevention, physical training, stress management, mental and emotional health, nutrition and fueling, as well as the use of mixed-method assessments and metrics. Comprehensive change management strategies will be employed to facilitate the adoption of new technologies and virtual solutions. This includes allocating necessary resources, providing thorough training, and maintaining effective communication to ensure personnel experience smooth transitions and that innovative platforms are effectively integrated into daily operations. The primary objective of this initiative is to optimize CNIC's contribution to overall Navy readiness.

4. PERFORMANCE OBJECTIVES

Navy Fitness is seeking support in various areas such as programs, services, education, and technology. While we recognize that a single comprehensive program or service may be unlikely, our goal is to offer diverse opportunities for collaboration. Navy Fitness is seeking support in various areas such as programs, services, education, and technology. While we recognize that a single comprehensive program or service may be unlikely, our goal is to offer diverse opportunities for collaboration. Please tell us how your product(s) and/or service(s) can best support our efforts.

- A. Enhance Workforce Capability: Support the continuous development of Navy fitness personnel through the integration of advanced technological tools, applications, and virtual delivery options within training, education, and daily operations. This objective aims to adapt and deploy new digital programs and environments, thereby optimizing reach and effectiveness in service delivery and operational roles.
- B. Promote Accessibility and Inclusion: Implement technology-driven and virtual programs that are accessible to diverse user groups, including individuals with disabilities, by applying inclusive design principles and adhering to accessibility standards.
- C. Drive Innovation in Human Performance: Stimulate the exploration and adoption of innovative technologies: such as artificial intelligence, machine learning, and immersive virtual platforms, to optimize Warfighter performance, enhance decision-making, enhance collaboration, and increase productivity throughout the Navy fitness program.
- D. Measure and Evaluate Outcomes: Provide metrics and evaluation frameworks to assess the effectiveness and impact of human performance initiatives. Data-driven insights will guide ongoing improvement efforts. The use of screening, assessments, testing, and data analysis at both individual and group levels, along with mechanisms for collecting and transmitting metrics, fosters a culture of continuous feedback and advancement. The framework's focus on collecting, analyzing, and reporting metrics, supported by dedicated data management systems, reflects the modern shift toward

- evidence-based strategies. Data analytics will facilitate objective measurement, targeted interventions, and strategic agility.
- E. Collaboration and Knowledge Sharing: Initiatives and services designed to foster interdepartmental and cross-sector collaboration through the use of virtual platforms, shared applications, or technology-based communities of practice that facilitate knowledge exchange and collective performance.
- a. Facility Access: Enterprise-wide access solutions to be integrated with robust security protocols and privacy safeguards to ensure the protection of sensitive facility and user data. By leveraging technology/virtual platforms and advanced analytics, facility management systems should streamline access and enhance data-driven decision-making regarding space utilization and operational efficiency.

5. Operating Constraints

It is essential to implement robust security measures and privacy protections across all technology and application deployments to safeguard sensitive data. Maintaining public trust in virtual government services depends on the effective protection of information security and privacy at every stage of this initiative.

6. Questions

Questions regarding this announcement shall be submitted in writing, electronically, via email to the Contracting Officer, Hollie Bryant at Hollie.J.Bryant.naf@us.navy.mil. Verbal questions will not be accepted. Questions will be answered via amendment. Questions shall not contain proprietary or classified information. The Government does not guarantee that questions received after 1300 CST, 28 August 2026 shall be answered. Price or cost will not be discussed.

7. Response Date

The response date for this Request for Information is not later than 1500 CST, 14 September 2026. Please respond by submitting a proposal that can meet requirements listed in this RFI. Please send e-mail responses to Contracting Officer, Hollie Bryant at Hollie.J.Bryant.naf@us.navy.mil. No telephone request or written request for market surveys will be accepted.

8. Summary

THIS IS A REQUEST FOR INFORMATION (RFI) ONLY to identify resources that can provide identify resources that can provide comments and feedback on the Human Performance Optimization (HPO). The information provided in the RFI is subject to change and is not binding on the Government. The Navy has not made a commitment to procure any of the items discussed, and release of this RFI should not be construed as such a commitment or as authorization to incur cost for which reimbursement would be required or sought. All submissions become Government property and will not be returned.