

REQUEST FOR PROPOSAL

Original Date Issued: 6/15/21
Deadline for Questions: 6/21/21
Closing Date: 7/06/21, 5:00 pm ET
Anticipated Award Date: 8/01/2021

Subject: [Request for Proposal No. ICMAHO/LMS/2021](#)

The International City/County Management Association (ICMA) seeks proposals from individuals or firms for a learning management system (LMS) for ICMA in Washington, D.C. All technical and contractual questions concerning this solicitation should be directed to the Brian Bullock at bullock@icma.org and copy workwithus@icma.org.

ICMA appreciates your interest and look forward to a mutually beneficial business relationship.

Sincerely,

Brian Bullock

Director, Worldwide Learning & Professional Development
Professional Development

PURPOSE

This Proposal is for ICMA to obtain a Learning Management System based on price, functionality, experience, and service.

We are requesting vendors to demonstrate their service and product offerings to address our requirements and to understand the capability and strengths of your organization.

ABOUT ICMA

ICMA advances professional local government worldwide. Our mission is to advance professional local government through leadership, management, innovation, and ethics. ICMA provides member support, data and information, peer and results-oriented technical assistance, and training and professional development to more than 12,000 ICMA members, city, town, and county experts and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas. For more information regarding ICMA's programs and services, please go to www.icma.org.

ICMA's Dun and Bradstreet number is 072631831

SCOPE OF WORK

I. BACKGROUND

ICMA is working toward expanding the learning experience it provides to its members, non-members, staff, partners, and affiliates. To that end, a dynamic learning management system is needed to house and facilitate a range of impactful learning experiences, as well as drive revenue for the organization.

II. SCOPE OF SERVICES/TASKS

In support of the analysis, the vendor should be able to furnish the LMS on a wide range of relevant learning experiences including in-person instructor led enrollment management, synchronous virtual environments, and asynchronous learning experiences. Specifically, the selected vendor should be able to provide the following solutions:

- Outward, client-facing "shopping cart" functionality with ability to bundle ancillary items and recommend purchases
- Functionality to request invoices during checkout
- Client ability to pull receipts for purchases
- Complete intuitiveness and user-friendly functionality
- Internal employee-facing capability

- Dynamic in-system authoring and instructional design capability
- Comprehensive data collection, learning experience evaluation, and reporting
- Integration with association management system
- Ability to distinguish member vs. non-member pricing
- Option for group registration and third-party purchasing (e.g., and assistant making a purchase for their boss)
- Single sign on capability
- Engagement of a global audience
- Mobile learning
- Creation of customizable and personalized learning paths
- Synchronous virtual learning and livestreaming
- Asynchronous instructor-lead learning experiences
- Engaging video experience and microlearning capability
- Learner transcripts
- Course search and look-up functionality
- Discount and package creation
- For ICMA Staff learning, auto-notification to HR for completed courses

See attachment for vendor response details.

III. DELIVERABLES

- Dynamic Learning Management System
- Implementation and configuration
- Integration with current systems

SUBMISSION REQUIREMENTS

Section 1. Technical capabilities and company profile (if a firm):

- Describe your technical capabilities.
- If a firm, describe your business and the year established in the current business for the services requested in this RFP.
- If a firm, describe your firm's current legal and financial situation, including: any bankruptcies filed, and any material claims, judgments, arbitrations investigations or lawsuits pending.
- Provide CV's or resumes of key personnel - in a leading paragraph, please indicate how much time each person(s) will devote to this contract and what other projects this person (s) undertake at the same time. CV's or resumes will not count toward the page limit.

Section 2. References:

- Provide at least three (3) professional references to include: contact name, phone number, e-mail address, and website address.
- References will be contacted as part of the evaluation process.

Section 3. Approach and Similar Experience:

- Describe your approach to implementing ICMA's scope and how you will be working with ICMA
- Describe experience providing similar services to other organizations

Section 4. Pricing:

- Describe your proposed fee arrangement (e.g. a transaction level, fixed-fee, level of effort rate subject to a maximum not to exceed fee, etc.)
- Please be advised that ICMA is cost-conscious about procuring outside services.

TYPE OF CONTRACT TO BE AWARDED

TBD

CONTRACT TERM AND DELIVERY DATES

ICMA expects this scope of work to be completed 10/1/2021. Final delivery dates will be negotiated upon award.

EVALUATION AND AWARD PROCESS

Offers will be evaluated based upon:

1. ability to match the qualifications set forth in this solicitation
 - a. section 1 (20%)
 - b. section 2 (20%)
 - c. section 3 (35%)
2. section 4 price (25%)

ICMA reserves the right to award under this solicitation without further negotiations. The respondents are encouraged to offer their best terms and prices with the original submission.

INSTRUCTIONS TO THE RESPONDENTS

To be considered, proposals must be complete and in the format indicated in this RFP, delivered by the date and time indicated in this RFP. Proposals shall include:

1. Transmission letter
2. Proposal up to 20 pages (CVs, resumes and required forms do not count towards page limit)
3. Completed and signed required forms
 - New Vendor Form
 - W-9
4. Each vendor is to designate a primary contact and note that contact's information in a cover letter that shall include at least your company name, the date of bidding, the contact's name, address, phone number and the email address.

5. Clearly identify any requirements of this Request for Proposal and Quote that cannot be satisfied as requested and provide alternative solutions or how you plan to address these requirements.
6. All costs associated with preparing vendor's responses are solely the responsibility of the vendor.
7. If any work or services to be performed requires sub-contractors or other third parties, clearly state this fact and identify such sub-contractors or third parties and the work or services they will perform.
8. This Request for Proposal in no way implies a commitment on ICMA's part to conduct business with responding vendors.
9. ICMA reserves the right to accept or reject any or all replies in whole or in part at our sole discretion.
10. This solicitation shall not create a contractual relationship between you and ICMA. However, the RFP response shall be considered as a contractual obligation and will be incorporated, in whole or in part, into the contract.
11. The vendor shall operate as, and for all purposes be considered, an independent contractor and not an agent of ICMA. The vendor shall have no authority to bind or otherwise obligate ICMA except as expressly agreed by ICMA.

Packages must be submitted electronically to bbullock@icma.org (cc: workwithus@icma.org) with a subject line noting the RFP title and number found on page one of this solicitation. No phone calls please.

RFP TERMS AND CONDITIONS

Communication - No communication intended to influence this procurement is permitted except by contacting the contacts designated in the RFP. Contacting anyone other than the designated contacts (either directly by the Respondent or indirectly through a lobbyist or other person acting on the respondent's behalf) in an attempt to influence this procurement: (1) may result in a Respondent being deemed a non-responsive Respondent, and (2) may result in the Respondent not being awarded a contract.

Proposal Submission - Late proposals and proposals lacking the appropriate completed forms will be returned. Faxed proposals will not be accepted. Proposals will not be accepted at any other ICMA location other than the email address above. If changes are made to this solicitation, notifications will be sent to the primary contact provided to ICMA from each Respondent. ICMA takes no responsibility for effective delivery of the electronic document. The vendor offer will be rejected, if the vendor modifies or alters the electronic solicitation documents.

Contract Award - ICMA anticipates making one award under this solicitation. It may award a contract based on initial applications without discussion, or following limited discussion or negotiations. Each offer should be submitted using the most favorable cost and technical terms. ICMA may request additional data or material to support applications. ICMA expects to notify Respondents in approximately one month from the proposal due date whether your proposal has been selected to receive an award.

Data errors - ICMA bears no responsibility for data errors resulting from transmission or conversion processes.

Limitation - This solicitation does not commit ICMA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. ICMA reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its

entirety the solicitation when it is in ICMA's best interest.

Disclosure Requirement - The Respondent shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe circumstances for each.

When a Respondent is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of ICMA after the award of a contract, ICMA may exercise its stop-work right pending further investigation, or terminate the agreement.

No Gifts - It is ICMA's Policy that no gifts of any kind and of any value be exchanged between respondents and ICMA personnel. Discovery of the same will be grounds for disqualification of the Respondent from participation in any ICMA's procurements and may result in disciplinary actions against ICMA personnel involved in such discovered transactions.

Equal Opportunity - In connection with the procurement of the specified services, the firm warrants that it shall not discriminate because of race, color, religion, sex, national origin, political affiliation, non-disabling physical and mental disability, political status, matriculation, sexual orientation, gender identity or expression, genetic information, status as a veteran, physical handicap, age, marital status or any other characteristic protected by law.

Small and Disadvantaged Businesses - ICMA shall use good faith efforts to provide contracting and procurement opportunities for SBD's. SDB categories include minority business enterprises (MBE), woman-owned business enterprises (WBE), small veteran and disabled veteran owned businesses, Historically Black Colleges and Universities (HBCUs), predominantly

Hispanic Universities (HACUs), small businesses in Historically Under-utilized Zones (HUBZones) and private voluntary organizations (PVOs) principally operated and managed by economically disadvantaged individuals.

Insurance – ICMA requires that vendors and consultants purchase and maintain during the entire term of the consulting arrangement general liability insurance, professional errors and omissions insurance, and workers' compensation (if applicable), in such amounts as are reasonably required by ICMA or as required by law.