

REQUEST FOR PROPOSAL

Original Date Issued: December 19, 2024
Deadline for Questions: December 31, 2024 5pm ET
Closing Date: January 13, 2025 5pm ET
Final Decision Date: By February 14th 5pm ET

Reference: Full-Service Managed Web Hosting / Website Chatbot

Subject: Request for Proposal for ICMA - Full-Service Managed Web hosting / Website Chatbot

The International City/County Management Association (ICMA) has initiated an RFP process to identify a qualified vendor to host a full-service fully managed Web site and Website Chatbot.

Technical questions concerning this solicitation should be directed to David Parker, Sr. Applications Developer dparker@icma.org with a copy to workwithus@icma.org. All contractual questions relating to this solicitation must be submitted to Representative, Grants and Contracts Administration at workwithus@icma.org with a copy to David Parker at dparker@icma.org. Questions are due by December 31, 2024 5pm ET. Questions should be directed to: workwithus@icma.org with copy to David Parker at dparker@icma.org

All communications must include the solicitation title, **ICMA - Full-Service Managed Web Hosting / Website Chatbot**, in the subject line.

No communication intended to influence this procurement is permitted except by contacting the designated contacts above. 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.

This solicitation in no way obliges ICMA to award a contract nor does it commit ICMA to pay any cost incurred in the preparation and submission of a proposal.

ICMA bears no responsibility for data errors resulting from transmission or conversion processes. ICMA appreciates your responsiveness and looks forward to a mutually beneficial business relationship.

Sincerely,

Hemant Desai
Chief Information Officer

ABOUT ICMA

ICMA advances professional local government worldwide. Our mission is to advance the profession 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 approximately 13,000 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.

ICMA is a 501(c)(3) nonprofit organization founded in 1914 that offers a wide range of services to its members and the local government community. The organization is an internationally recognized publisher of resources ranging from textbooks and survey data to topical newsletters and e-publications. ICMA provides technical assistance to local governments in developing and decentralizing countries, helping them to develop professional practices and ethical, transparent governments.

The organization performs a wide range of mission-driven grant and contract-funded work both in the U.S. and internationally, which is supported by federal government agencies, foundations, and corporations.

For more information regarding ICMA's programs and services, please go to www.icma.org.

BACKGROUND:

ICMA currently hosts its main Website (icma.org) on a Drupal platform. In addition to the main website, ICMA has other related Web properties including:

In addition to our main website, we have several Web properties including:

CMA Annual Conference Site

<https://conference.icma.org/>

ICMA Local Government Reimagined Conferences Site

<https://lgr.icma.org/>

ICMA Learning Lab E-commerce Storefront

<https://shop.learninglab.icma.org/>

Brownfields:

<http://gobrownfields.org>

We are looking for one or more vendors to provide us with a comprehensive proposal on migration from our current Website (icma.org) to a new platform. The platform needs to be able to support all our core requirements listed below.

SCOPE OF WORK

Technical and Functional Requirements:

- Mobile first
- Single Sign-on capability
- Perform regular security updates of platform, themes and plugins. Additionally, provide comprehensive security strategies and processes for detection and mitigation of malicious actions including but not limited to denial of service and other common threats.
- Setup and administer regular daily backups of site, media, and database.
- Integration of main website with custom application/s
- Provide support for bug-fixes and other troubleshooting.
- Provide support for optimization, and performance to ensure responsiveness, availability and load times.
- Support for multiple Web property installations.
- Provide monitoring for up-time and other metrics for proper performance monitoring.
- Provide site support to enable metric tracking through services like Google Analytics.
- Make development and design time available for website feature updates on an as-needed basis.
- Content creation in multiple languages and language translation
- Cookie Consent
- Report to analyze and/or visualize site visitor journey

Additionally, ICMA intends to implement Chatbot functionality on our Website. The Chatbot will need to be able to access information from all the Web properties listed above to provide responses to the queries. However, ICMA is open to vendors providing a separate proposal **only for the Chatbot** or include that as part of the overall solution. **Note: If your proposal is only for the Chatbot, please make sure you mention that in your proposal.**

Some of the core requirements for the Chatbot include:

- Chatbot should handle FAQs, member support related queries
- Ensure the chatbot can understand and respond to user queries accurately.
- Chatbot should support multiple languages.
- The chatbot should be compatible with the website platform and related web properties.
- Chatbot can integrate with third-party services via APIs.
- The chatbot should be accessible across various devices, including mobile.
- Users should be able provide feedback on their chatbot experience.
- Chatbot complies with data protection regulations (e.g., GDPR).
- Handle increased traffic during peak times.

SUBMISSION REQUIREMENTS:

Section 1. Company profile:	<ol style="list-style-type: none">1. Provide a description of your business.2. Provide the year established in the current business for the services requested in this request for proposal.3. Provide a copy of your annual report and include information on company size, number of employees and annual revenue.4. CV's or résumés of key personnel-in a leading paragraph, please indicate how much time each person will devote to this project and what other projects this person will undertake at the same time.5. List the company's scope of services.6. Tell us what makes your business stand out in the industry.
Section 2: References:	A description of the types and sizes of client organizations served, as well as a sample client list indicating the type of services rendered. Respondents should provide references as follows: <ol style="list-style-type: none">1. At least three (3) examples of relevant work.2. The contact information should include the contact's name, phone number, e-mail address, and website address. References will be contacted as part of the evaluation process.
Section 3: Approach:	Respondents should provide a detailed project plan and timeline that outlines key activities and deliverables with responsibilities of the consultant and ICMA clearly defined. This timeline should include initial planning meetings with ICMA leadership and a clear plan for collaboration that illustrates approximate deliverables and completion schedule.
Section 4. Pricing	Provide a detailed pricing schedule, including initial and ongoing costs, along with any accompanying narrative or notes, aligning with the Scope of Work.

CONTRACT TERM AND DELIVERY DATES

ICMA expects this scope of work to be completed in a timely manner. Final delivery dates will be negotiated upon award. ICMA is **open to receiving separate proposals from two separate organizations or as one integrated proposal from one organization.**

EVALUATION AND AWARD PROCESS

Offers will be evaluated based upon:

- a. Company Profile, Proposed Personnel, Approach (20%)
- b. References (10%)
- c. Proposed Strategy/Workplan (35%)
- d. Pricing (35%)

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.

All proposals shall be reviewed to verify the bidder has met the RFP submission requirements. Proposals that have not followed the rules, do not meet minimum content/requirements and quality standards, or are nonresponsive to the required responses in this RFP will be eliminated from further consideration.

ICMA reserves the right in its sole discretion to reject any or all proposals, in whole or in part, without incurring any cost or liability whatsoever. All proposals will be reviewed for completeness of the submission requirements. The proposal may be rejected if it fails to meet a material requirement of the RFP or if it is incomplete or contains irregularities.

RFP PRESENTATIONS

ICMA may select Respondents to provide presentations and/or demonstrations of their proposals to ICMA. The presentations and/or demonstrations will be completed via web conference, at ICMA's discretion. ICMA will not compensate and/or reimburse any selected firms for their labor and/or expenses related to the presentations and/or demonstrations.

INSTRUCTIONS TO THE RESPONDENTS

Respondents interested in providing the services described above should submit a proposal following the prescribed format in the Submission Requirements section of this RFP. Adherence to the proposal format by all respondents will ensure a fair evaluation with regard to the needs of ICMA. Respondents who do not follow the prescribed format may be deemed non-responsive. A letter transmitting the proposal must be signed by an officer of the firm authorized to bind the respondent as required by this solicitation.

1. Transmission letter
2. Proposal package with all the items listed above
3. Completed and signed required forms

Packages must be submitted electronically to workwithus@icma.org with a copy to dparker@icma.org. Place "ICMA - Full-Service Managed Web Hosting / Website Chatbot" in the subject line. No phone calls please.

Applications received after the closing date stated on the top of page 1 will be rejected.

GENERAL CONDITIONS

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 consultant offer will be rejected if the consultant modifies or alters the electronic solicitation documents.

Contract Award - ICMA anticipates making **one or two awards** under this solicitation. It may award contract/s 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.

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.

REQUIRED RESPONDENT FORMS:

W-9- [ICMA Vendor/Supplier Form](#) – Please upload relevant documents with the information on this form.

ICMA New Vendor Form - [ICMA Vendor Application](#)

AI Fact Sheet (if including Chatbot functionality or submitting proposal only for Chatbot)