

LMS REQUEST FOR PROPOSAL

Original Date Issued: 12/9/25
Deadline for Questions: 12/29/25
Closing Date: 1/12/26 - 5:00 pm ET
Anticipated Award Date: 2/23/26

Subject: Learning Management System (LMS) Request for Proposal

The International City/County Management Association (ICMA) seeks proposals from firms for a learning management system (LMS) to support the learning and professional development of our 14,000+ association members. All technical and contractual questions concerning this solicitation should be directed to Rick Aronhalt at raronhalt@icma.org.

We appreciate your interest and look forward to your response.

Sincerely,

A handwritten signature in black ink, appearing to read "Rick Aronhalt", with a stylized flourish at the end.

Rick Aronhalt

Director, Professional Development
Professional Development and Learning



PURPOSE

This Proposal is for ICMA to obtain a Learning Management System based on intuitive, user-friendly functionality, user experience, adaptability, price and customer 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, research, peer and results-oriented technical assistance, and training and professional development to more than 14,000 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

The vendor should be able to furnish the LMS with a wide range of relevant learning experiences including in-person instructor led enrollment management, synchronous virtual environments, and asynchronous learning experiences. The selected vendor should be able to provide a solution with functionality as provided in the attached detailed requirements spreadsheet that includes delivery of the following:

- Dynamic Learning Management System
- Implementation and configuration
- Data migration
- Integration with current systems
- Initial and ongoing system training
- Go live and post go live support
- Ongoing responsive system support

III. SUBMISSION REQUIREMENTS

Section 1. Company profile and technical capabilities:

- 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) undertakes at the same time. CV's or resumes will not count toward the page limit
- Describe your firm's technical capabilities to provide and support a dynamic learning management system

Section 2. References:

- Provide at least three (3) professional references to include: contact name, phone number, e-mail address, and website address for similar member association LMS implementations
- 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
- Provide a proposed timeline for complete implementation from contract award date through the "go-live" date
- Describe experience providing similar services to other membership organizations

Section 4. Requirements:

- Designate on the attached spreadsheet which requested requirements your firm can provide and which you are not able to provide. **Use the drop-down choices in Column E to specify.** Include notes as appropriate in Column F to provide additional information to the RFP review team.

Section 5. Technical Requirements:

In addition to the attached requirements, please provide the following related to technical requirements

- SOC 2 Type II report or equivalent
- Service Level agreement (SLA) (include with this proposal submission)
- Data return and portability. Please describe your data return and deletion process upon termination of our agreement. Please include:
 - o The format and scope of data provided (including metadata and backups)
 - o The secure method of delivery
 - o The timeframe for availability
 - o Any associated costs
 - o Certification process (if any) for complete data deletion post-transfer.

Section 6. Pricing:

- Describe your proposed fee arrangement and pricing for completion of this project and ongoing support (e.g. a transaction level, fixed-fee, level of effort rate subject to a maximum not to exceed fee, etc.)

Submitting the RFP:

- Packages must be submitted electronically to aronhalt@icma.org with a subject line noting the RFP title "LMS Request for Proposal". No phone calls, please.

TYPE OF CONTRACT TO BE AWARDED

TBD

CONTRACT TERM AND DELIVERY DATES

ICMA expects implementation to be completed by 8/31/2026. Final delivery dates will be negotiated upon award.

INSTRUCTIONS FOR 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. Each firm is to designate a primary contact and note the 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 email address.
4. 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.
5. All costs associated with preparing vendor's responses are solely the responsibility of the vendor.
6. 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.
7. This Request for Proposal in no way implies a commitment on ICMA's part to conduct business with responding vendors.
8. ICMA reserves the right to accept or reject any or all replies in whole or in part at our sole discretion.
9. 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.
10. 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.

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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 SDB'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.