

QUESTIONS & ANSWERS REQUEST FOR PROPOSAL

INTERNATIONAL CITY/COUNTY
MANAGEMENT ASSOCIATION
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Subject: Professional Services to Support and Administer the ICMA Coaching Program

Q&A Date: July 20, 2018

Q & A

1. Is there an incumbent firm, and will that firm be bidding on this opportunity?
Yes. All eligible interested bidders are welcome to bid.
2. Are you looking for a firm to provide these services at or near your DC offices, or at least in the DC metro?
There is no requirement for the firm to be located physically near the ICMA offices.
3. Would you be open to virtual remote administration and support of the program, provided there was sufficient infrastructure (e.g., video conferencing) to support it?
Yes. ICMA is currently receiving this support remotely.
4. Does ICMA have estimates for the number of consultant or staff days expected or required for each of the 6 main deliverables?
We do not have estimated hours available.
5. Has ICMA set a budget for this procurement and if so, what is it?
We have a budget for the current contract, but we are looking to reduce the expenses associated with the program and divert some administrative and communications work to ICMA staff, while still maintaining external support for content development and engagement. ICMA may award full or partial contracts depending on the scope of services offered. Vendors may bid on all or part of the proposal, or present full/partial options for consideration.
6. In general, does Attachment A (pages 7-9) supersede (i.e. provide a more specific description of) the Deliverables described on page 3?
The attachment scope of work provides detail to the general description listings on page 3.
7. Deliverables, #1 (page 3): Please clarify what you have in mind with "plus working with staff to produce/re-use content for additional Podcasts, Videos, or Live Engagements."
We request recommendations on segments from new/past webinars that we can repurpose or have our editors use to push content out using other means, such as podcasting, other video channels, etc.
8. Are you envisioning additional products beyond the current set?
Not new products, but reusing existing content.

9. What would be the responsibilities (ICMA, ICMA Coaching Program Director, others) for the planning, preparation, editing, etc. of these?

ICMA staff will coordinate editing, but we would like recommendations on sections to reuse. Example, in a webinar featuring three presenters, we could select one of the presentations that was particularly good and push that out as a single 15-minute excerpt; or, if the panelists all answer a participant question differently and all are good answers, we could take that 5-minute segment and include it in the PM Magazine Online section on a similar topic.

10. Is there a particular posting or other format that you have in mind?

ICMA staff or the ICMA creative team can determine format.

11. "All materials will be branded with ICMA Coaching Program approved designs and ICMA will retain copyright to coaching materials." Will ICMA consider receiving a non-exclusive license to use the copyrighted materials that have a pre-existing copyright?

Yes.

12. Attachment A, 1), b) iii) page 7 "...to be sent to ICMA to post on the ICMA website in time for registrants to access the materials the day of the presentation." Please provide clarifications.

ICMA is exploring hosting all the archives on the ICMA YouTube or Vimeo site; or pending an alternate digital platform with our current webinars and archives, so visitors to ICMA can more easily access them on a single platform.

13. Attachment A, 1), c) iii) page 8 "ICMA will provide the platform to host the webinars..." The specific platform and efficient access to the platform to enter information, provide necessary updates, launch and manage practice and live webinars, convert recordings, etc. all affect the cost of delivery. These considerations outweigh who pays for the platform. Does this mean that ICMA will be independently paying for and registering the primary webinar platform (e.g. GoToWebinar, WebEx, Zoom, etc.)? If that is the intent, which platform will be used? (This will affect efficiency of transitioning.) What direct access will the ICMA Coaching Program Director have to input information, make timely updates, launch and manage the practice and live webinars, convert recordings, etc.?

We are exploring alternatives, including our current vendor for paid webinars, CommPartners. Nothing has been agreed on yet, so ICMA recommends proposing a delivery option, and an alternative where ICMA is absorbing the cost and maintenance of the platform.

The benefit of using an integrated platform with our current webinars is the ability for participants to have single sign-on with our database, to track their interests directly, and reduce staff time in importing and cleaning existing data from external platforms.

14. Attachment A, 1), d) vi) page 8 "...and others on results of webinars..." Does ICMA wish additional notices beyond the current set? If so, what's the scope of what ICMA has in mind?

This is similar to the existing summary sent to presenters and state partners. Under consideration is having that email come from coaching@icma.org and posting the results online for continuous access by partners, helping maintain program history when partner representatives move on.