



INTERNATIONAL CITY/COUNTY
MANAGEMENT ASSOCIATION
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icma.org

REQUEST FOR PROPOSAL

Original Date Issued: Monday April 27, 2020, 5:00pm EST

Deadline for Questions: Friday May 11, 2020, 5:00pm EST

Closing Date: Friday June 26, 2020, 5:00pm EST

Anticipated Award Date: Friday July 3, 2020, 5:00pm EST

Reference: ICMA Washington, DC

Subject: **Request for Proposal No. ICMAHO/ICMA Website/2020**

The International City/County Management Association (ICMA) seeks proposals from eligible Respondents for professional services for ICMA in Washington, D.C. ICMA anticipates awarding one (1) single award a result of this solicitation. ICMA reserves the right to award more or fewer awards than anticipated above.

Technical questions concerning this solicitation should be directed to the ICMA UI/UX Manager, Andre Medina, at amedina@icma.org. All contractual questions relating to this solicitation must be submitted to Representative, Grants and Contracts Administration at workwithus@icma.org.

All communications must include the solicitation title, ICMAHO/ICMA Website/2020, 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 obligates 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 look forward to a mutually beneficial business relationship.

Sincerely,

Ellen S. Foreman, Director Brand Management, Marketing, and Outreach

PURPOSE

ICMA seeks a qualified service provider to implement an upgrade of a Drupal CMS from Drupal 7 to Drupal 8 (Includes but not limited to development and implementation) on behalf of ICMA in coordination with designated ICMA staff for ICMA's existing externally facing website, www.icma.org.

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 11,000 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 information 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.

ICMA's Dun and Bradstreet number is 072631831

SCOPE OF WORK

I. BACKGROUND

The current ICMA website is built using Drupal 7. With Drupal 7 reaching end of life on November 2021, ICMA must upgrade to Drupal 8 to continue using Drupal as a CMS while receiving security updates and community support.

Given the current bandwidth of the ICMA staff, commitments and the website recently launched in May 2017, the plan is to maintain the current content architecture, look and feel, and convert the website with the minimal effort required.

ICMA uses Drupal to integrate with the NetForum, an Association Management System, to utilize:

- Single sign-on to securely authenticate website access to content

- A custom job board used by employers to advertise their job vacancies to job seekers
- Personalization options such as selecting a favorite topic

ICMA uses Pantheon as it's website hosting provider.

II. **DELIVERABLES**

Deliverables for this project may include the following but not limited to:

- Server Setup & CMS Installation – Setup Pantheon servers for developers to build the website on Drupal 8, while continuing to host the current website on Drupal 7
- Module Installation - Install modules necessary to support the functionality of the website
- Theme Installation - Install theme and customize to match the existing look and feel
- NetForum Integration - Build functionality to connect NetForum and Drupal 8 such as SSO and Job Center
- Job Center - Port existing Drupal 7 Job Center to Drupal 8
- Content Type Build - Build templates for content types such as articles, job ads, events, webforms, etc
- Content Listing Build - Build templates for content listings such as job center, topics, news, events, etc
- Landing Page Build - Build template for landing pages such as homepage, job center, topics, PM Magazine, etc
- Search Build - Build template for local search and configure search settings
- Taxonomy Build - Build taxonomy vocabulary for topics, job title, keywords
- Content Migration - Migrate content database, images and files while maintaining references to images and links within content items
- Menu Build - Build menu to match the existing way content is organized
- Analytics Setup - Configure Google Analytics to track website metrics
- SEO Setup - Optimize website for both local search engine visibility (using local search tools built into the CMS) and keeping public sites maximally visible to general Internet search engines like Google
- User Setup - Configure roles and permissions for both internal CMS users (ICMA staff) and external website visitors (ICMA members, PM Online subscribers)
- Workbench Setup - Configure content moderation process between internal CMS users and editors
- Social Integration - Configure internal webpages to support integration with social media platforms such as Facebook, Twitter, LinkedIn, etc.

SUBMISSION REQUIREMENTS

<p>Section 1: Company profile:</p>	<p>Please limit to no more than two pages. CV's or resumes will not count toward the page limit.</p> <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. Please provide a copy of your annual report and include information on company size, number of employees and annual revenue. 4. 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.
<p>Section 2: References:</p>	<p>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:</p> <ol style="list-style-type: none"> 5. At least three (3) examples of relevant work; 6. The contact information should include the contact name, phone number, e-mail address, and website address. References will be contacted as part of the evaluation process.
<p>Section 3: Approach:</p>	<ol style="list-style-type: none"> 1. The proposal should contain the cost for Base Bid 2. Proposal shall include firm's years of experience related to Drupal support, principals, resume of all principals to be involved in the project and their roles and responsibilities for the proposed project. 3. Proposal shall provide the approach suggested and timeline for completion of this project including tasks/activities required of ICMA staff. 4. The respondents shall provide a list of comparable websites, designed by the firm. Include the website address, company/agency contact, address, telephone number. These companies/agencies will be contacted for references.
<p>Section 4: Pricing:</p>	<p>ICMA will consider a proposal that is either a transaction level, fixed-fee, level of effort rate subject to a maximum not to exceed fee or other arrangement fair and favorable to ICMA.</p> <p>If proposing a transaction fee arrangement, provide your proposed transaction fee for each of the transaction types anticipated under this scope of work.</p> <p>For other than transaction fee arrangement, please describe your pricing method and why this would be advantageous to ICMA.</p>

	Please be advised that ICMA is cost-conscious about procuring outside services.
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TYPE OF CONTRACT TO BE AWARDED

TBD

CONTRACT TERM AND DELIVERY DATES

ICMA expects this scope of work to be completed within 12 months. 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. 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

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. Package no more than 20 pages excluding CV's or resumes and required forms
3. Completed and signed required forms

Packages must be submitted electronically to Representative, Grants and Contracts Administration at workwithus@icma.org with a subject line noting the RFP title and number found on page one of this solicitation. No phone calls please.

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

APPENDICES (REQUIRED FORMS)

W-9

New Vendor Form

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 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.

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.