

## REQUEST FOR PROPOSAL

RFP Release Date: April 3, 2019

Deadline for Questions: 5:00PM ET, April 17, 2019

Answers to Questions Posted: 5:00PM ET, April 24, 2019

Proposal Submission Deadline: 5:00PM ET, April 26, 2019

Anticipated Award Date: May 3, 2019

Subject: **ICMAHO/ Digital Products IDIQ/2019**

The International City/County Management Association (ICMA) is seeking proposals from eligible Respondents for professional services for ICMA in Washington, D.C. ICMA may award multiple awards as a result of this solicitation.

Technical questions concerning this solicitation should be directed to Norah Xiao, [nxiao@icma.org](mailto:nxiao@icma.org), with a copy to [workwithus@icma.org](mailto:workwithus@icma.org). All contractual questions relating to this solicitation must be submitted to Grants and Contracts Administration at [workwithus@icma.org](mailto:workwithus@icma.org).

All communications must include the solicitation title, **ICMAHO/ Digital Products IDIQ/2019** 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 Offeror or indirectly through a lobbyist or other person acting on the Offeror's behalf) in an attempt to influence this procurement: (1) may result in a Offeror being deemed a non-responsive Offeror, and (2) may result in the Offeror 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,

Norah Xiao, Head of Digital Products

**PURPOSE**

ICMA is changing the way that its development needs being met through the adoption of an enterprise IDIQ model. The IDIQ model (Indefinite Delivery, Indefinite Quantity) will allow ICMA to leverage a pre-approved list of vendors to fulfill digital products development needs. The maximum allotted number of vendors for this IDIQ is thirty (30).

**ABOUT ICMA**

ICMA advances professional local government worldwide. Our mission is to create excellence in local governance by developing and fostering professional management to build sustainable communities that improve people’s lives worldwide. ICMA provides member support; publications; data and information; peer and results-oriented assistance; and training and professional development to more than 11,000 ICMA, 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](http://www.icma.org).

ICMA’s Dun and Bradstreet number is 072631831.

**BACKGROUND**

ICMA is currently developing digital products to serve members, their organizations to accelerate innovation and improve every citizen’s life. As part of digital products development life cycle, we are in the needs of developing and improving the products as well as engaging customers to the products via marketing and sales.

The following modules are being utilized –respondents must be able to demonstrate proficiency in the chosen modules:

Module	Proficiency	Maximum allotted number of vendors
1. API development	Must be proficient in SQL Server, .NET, C#, and various API methods (JSON, SOAP, NetForum).	Six (6)
2. Graphic design	<ol style="list-style-type: none"> <li>Must demonstrate the experience and skillsets to work with Product team, create images that identify a product or convey a message in a digital format (raster or vector) with source files (.PSD, .AI), and develop graphics for product illustrations, logos, website, marketing/sales materials</li> <li>The online portfolio is required</li> </ol>	Three (3)

3. UX/UI design	<ol style="list-style-type: none"> <li>1. Must demonstrate the experience and skillsets to create customer centered digital products, e.g. web-based platform and mobile applications</li> <li>2. The online portfolio is required</li> </ol>	Three (3)
4. Web application development	<ol style="list-style-type: none"> <li>1. Must demonstrate the experience and skillsets in the coding, design and layout of a website according to a product’s specifications</li> <li>2. Must be proficient in HTML/XHTML, CSS, JavaScript; Server architecture;</li> <li>3. Must demonstrate experience with server-side frameworks such as python, ruby, php, Java, ASP, ASP.NET</li> <li>4. Must demonstrate experience with database systems such as SQL and Oracle</li> <li>5. Must demonstrate experience in Search Engine Optimization</li> </ol>	Six (6)
5. Data Science	<p>Must demonstrate the experience and skillsets in data cleaning up, data normalization, building predictive models and machine-learning algorithms, and presenting information using data visualization techniques</p> <ol style="list-style-type: none"> <li>1. Proficient in R, SQL and Python; familiarity with Scala, Java or C#</li> <li>2. Experience using business intelligence tools (e.g. Tableau) and data frameworks (e.g. Hadoop)</li> </ol>	Six (6)
6. Digital marketing	<p>Must demonstrate the successful experience in</p> <ol style="list-style-type: none"> <li>1. planning and executing digital marketing campaign to support products/features launch,</li> <li>2. produce value-based content marketing for customer awareness and sales lead generation, e.g. sales collateral, one-pager, blogs, videos, featured stories, etc.</li> </ol>	Six (6)

In addition to these modules’ specific proficiency, vendors must be proficient in communication, team collaboration, project management and commitment to high quality deliverables on time. All selected vendors must be willing to sign Non-Disclosure and Non-Compete Agreement.

**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. Submission Requirements Documentation
3. Completed and signed required forms

Packages must be submitted electronically to Norah Xiao, [nxiao@icma.org](mailto:nxiao@icma.org) with a copy to Representative, Grants and Contracts Administration at [workwithus@icma.org](mailto:workwithus@icma.org). Place “**ICMAHO/ Digital Products IDIQ/2019**” in the subject line.

Applications received after the closing date stated on the top of page 1 will be rejected. No phone calls please.

### **SUBMISSION REQUIREMENTS**

Section 1: Individual/ Company profile:	Please limit to no more than two pages. CV’s or resumes will not count toward the page limit. 1. Provide a description of your professional experience or your business 2. If applicable, provide the year established in the current business for the services requested in this request for proposal. 3. If applicable, 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.
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: 1. At least three (3) examples of relevant work; 2. 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.
Section 3: Work Samples	Where possible, please provide URLs for work that has been developed by you or your company  If the URLs are not available, an attachment of screenshots can be used for examples.
Section 4: Pricing:	Respondents must provide loaded labor rates for any labor category proposed to ICMA inclusive of fringe benefits and any indirect or overhead rates in the format below.  See Price Format below
Section 5: Why You?	Express why you or your company would be a good fit for ICMA.  Define why you or your company should be one of the finalists.
Required Forms	Completed and signed W-9  Completed and signed ICMA Vendor Form

### **Price Format to your chosen module(s)**

Module	Respondent's Itemized Labor Category	USD Loaded Hourly Rate
1. API development		
2. Graphic design		
3. UX/UI design		
4. Web application development		
5. Data Science		
6. Digital marketing		

**EVALUATION AND AWARD PROCESS**

Proposals will be evaluated based upon:

1. Individual/Company Profile (20%)
2. References (30%)
3. Work Samples (35%)
4. Pricing (5%)
5. Why You? (5%)

In order to qualify as an IDIQ holder, respondents must score a minimum number of points out of a total possible 100 points. Applications received without References will lose 30% of their points.

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.

Please note that if there are significant deficiencies regarding responsiveness to the requirements of this RFP, an offer may be deemed “non-responsive” and thereby disqualified from consideration. ICMA reserves the right to waive immaterial deficiencies at its discretion.

**TYPE OF CONTRACTS TO BE AWARDED**

ICMA anticipates issuing the successful Respondents – for each successful vendor who qualifies for the pool - a Master Services Agreement (MSA) to include the terms and conditions under which firm fixed price or level of effort Task Orders (TO) shall be awarded. Issuance of a Master Services Agreement shall not be construed to constitute authorization for any work anticipated by this solicitation. Work can only be authorized by issuance of a TO signed by an authorized ICMA representative and countersigned by the IDIQ holder authorized representative. The issuance of an MSA does not guarantee any maximum or minimum amount of work.

Work shall be bid by IDIQ holders who have successfully negotiated an MSA after ICMA releases a Request for Task Order Proposal (RFTOP) in which the Project Manager will provide a Business Requirements document to all IDIQ holders. There will be a questions period where each IDIQ holder can ask questions in order to provide an informed response to the RFTOP.

Each IDIQ holder will be able to supply a Task Order proposal with a defined Level of Effort which includes pricing and their suggested approach. The Project Manager will review each Task Order proposal

and determine which response represents best value to ICMA for that particular work. ICMA utilizes best value selection methodology which may or may not mean that selection is based on lowest price.

### **CONTRACT TERM AND DELIVERY DATES**

**Eligible respondents chosen for this pool will be validated to participate in bidding on business opportunities in their specific technical areas of digital products for the next three (3) year period ending XX/XX/YYYY.**

### **GENERAL CONDITIONS**

**Proposal Submission** - Late proposals will not be accepted. 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.

**Proprietary Information** - Careful consideration should be given before confidential information is submitted to ICMA as part of your proposal. Review should include whether it is critical for evaluating a proposal, and whether general, non-confidential information, may be adequate for review purposes. Information submitted to ICMA that the Respondent wishes to have treated as proprietary and confidential trade secret information should be identified and labeled "Confidential" or "Proprietary" on each page at the time of disclosure. This information should include a written request to except it from disclosure, including a written statement of the reasons why the information should be excepted. However, ICMA cannot guarantee the confidentiality of any information submitted.

**Contract Award** - ICMA will award multiple awards 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 two months from the proposal due date if 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 of 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.

United States law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. The Offeror under any award resulting from this RFQ must ensure compliance with these laws.