



## REQUEST FOR PROPOSAL

INTERNATIONAL CITY/COUNTY  
MANAGEMENT ASSOCIATION  
777 N Capitol St. NE, Ste. 500  
Washington, DC 20002-4201  
202.962.3680 | 202.962.3500 (f)  
icma.org

Original Date Issued: 4/2/2025

Deadline for Questions: 04/10/2025

Closing Date: 04/16/2025

Anticipated Award Date: 04/24/2025

Reference: 2025 ICMA Economic Mobility and Opportunity Technical Assistance

Subject: Request for Proposal for 2025 ICMA Economic Mobility and Opportunity (EMO) Technical Assistance

The International City/County Management Association (ICMA) seeks proposals from eligible Respondents to provide technical assistance for up to 50 local governments under ICMA's Economic Mobility and Opportunity Grant funded by the Gates Foundation. ICMA anticipates awarding one (1) or more awards as a result of this solicitation. ICMA reserves the right to award more or fewer awards than anticipated above.

**Questions concerning this solicitation should be directed to:**

[workwithus@icma.org](mailto:workwithus@icma.org)

**CC:**

Steve King, Senior Program Manager, ICMA at [sking@icma.org](mailto:sking@icma.org).

**Subject:** U09.001.00/EMO Technical Assistance/03.31.2025

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 looks forward to a mutually beneficial business relationship.

Sincerely,

Steve King, Senior Program Manager, ICMA

## **PURPOSE**

ICMA has received funding from the Gates Foundation to cultivate local government leadership around boosting upward economic mobility and opportunity (EMO) for up to 50 local governments.

The primary focus of this solicitation is to identify one or more consultants who will provide technical assistance for up to 50 local governments. The consultant and ICMA will help up to 50 local governments develop “resource roadmaps” that identify relevant opportunities for funding, strategic partnerships, and in-kind/other supports to advance their local economic mobility and opportunity priorities.

## **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](http://www.icma.org).

## **ABOUT ICMA's Economic Mobility and Opportunity (EMO) GRANT**

ICMA has been awarded a grant from the Gates Foundation to drive awareness and adoption among ICMA's membership and other local decision-makers of tools, resources, and strategies supporting economic mobility and opportunity in their communities. Among other strategies to accomplish this goal, this workstream aims to assess and identify local economic mobility and opportunity funding avenues through the creation and facilitation of resource roadmaps. This is to provide a long- and short-term strategy to obtain external funding and resources to support the upward mobility of local governments.

## **SCOPE OF WORK**

Consultants are expected to have deep subject matter expertise in EMO. In addition, consultants should be well versed in diverse funding streams along with strategies for stacking multiple funding streams to advance projects/initiatives prioritized by the local governments.

ICMA will connect the local governments to the consultant(s) when technical assistance is requested. Once the consultant(s) and local government are connected, the consultant(s) will lead the technical assistance and provide a report upon consultancy completion.

It is anticipated that each local government and respective consultant(s)' relationship will be unique and different depending on the needs of the local government. This may range from one in-person meeting to five (5) virtual meetings, a group the size of one city manager to several departments. Additional tools and resources are to be brought by the consultant.

### *Anticipated Deliverables*

1. **Custom Resource Roadmap Development.** The primary form of technical assistance desired is 1:1 intensive, short-term support on resource roadmapping for up to 50 local governments **completed no later than December 31, 2025.**
2. **In-Person and/or Virtual Training on Resource Roadmapping.** The development and execution of trainings and workshops to provide local governments with guidance on how to develop their own resource roadmaps and related topics. Opportunities are to be identified in conjunction with the consultant and ICMA staff.

### **SUBMISSION REQUIREMENTS**

Section 1. Company profile:	<ol style="list-style-type: none"><li>1. Provide a brief bio of each of the proposed key personnel</li><li>2. Please provide a brief description of your business including a list of your company's range of relevant services (1 page)</li></ol>
Section 2. Technical Assistance Experience:	<ol style="list-style-type: none"><li>1. Provide a brief overview of your experience providing technical assistance and resource roadmapping to local governments. (2 pages)</li><li>2. Provide a brief overview of your experience providing in-person or web-based training. (1 page)</li></ol>
Section 3. Detailed Project Plan:	<ol style="list-style-type: none"><li>1. Provide a detailed project plan and timeline that outlines key activities and deliverables with consultant and/or ICMA responsibilities clearly defined. (2-3 pages)</li></ol>
Section 4. Pricing:	<ol style="list-style-type: none"><li>1. Provide a detailed cost estimate for performing the outlined scope of work. (1-2 pages)</li></ol> <p>Please be advised that ICMA is cost-conscious about procuring outside services.</p>
Section 5. Required forms:	The following forms are required upon submission: <ol style="list-style-type: none"><li>1. ICMA W9: <a href="https://forms.icma.org/240425868576973">https://forms.icma.org/240425868576973</a></li><li>2. ICMA Vendor Application: <a href="https://forms.icma.org/240396639279067">https://forms.icma.org/240396639279067</a></li></ol>

### **TYPE OF CONTRACT TO BE AWARDED**

The type of contractual arrangement is TBD. However, it is anticipated that it will be a fixed price with payments per set of deliverables under a Deliverable-Payment Schedule. Payments will be issued via a complete, correct submitted invoice and approved by the ICMA Program Manager/Director.

### **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; all work must be submitted and finalized by no later than December 31, 2025.

### **EVALUATION AND AWARD PROCESS**

Offers will be evaluated based on the submitter's ability to match the qualifications outlined in this solicitation.

### *Evaluation Criteria*

1. Business Description and Range of Services (10%):
  - Clarity and comprehensiveness of the business description.
2. Experience in Providing Technical Assistance and Training Services (35%):
  - Demonstrated experience in providing technical assistance to local governments.
3. Project Plan and Timeline (40%):
  - Detailed project plan outlining key activities and deliverables.
  - Clear definition of consultant responsibilities.
  - Feasibility and practicality of the proposed timeline.
4. Cost Estimate (15%):
  - Detailed and transparent cost estimate for performing the outlined scope of work.

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. Digital package no more than 10 pages excluding bio(s) and required forms
3. Completed and signed required forms (Section 5)

#### **Submissions must be sent electronically to:**

[workwithus@icma.org](mailto:workwithus@icma.org)

CC:

Steve King, Senior Program Manager, ICMA at [sking@icma.org](mailto:sking@icma.org).

**Subject:** U09.001.00/EMO Technical Assistance/03.31.2025

**No phone calls, please.**

### **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 the 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 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 SDBs. 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.

**END OF RFP**