CITY OF ALPHARETTA REQUEST FOR PROPOSALS (RFP)

RFP Number: 27-104

RFP Title: City-Wide Artificial Intelligence Assessment and Strategic Roadmap

RFP SCOPE OF WORK & PROPOSAL SUBMISSION

1. RFP Period of No Communication

The "No Communication" period starts on the issue date of this Request for Proposals (RFP) November 19, 2026 and lasts until the City Council meeting at which the contract award recommendation is considered (or until contract award, if Council approval is not required).

No person or company, their employees, representatives, agents, attorneys, etc. will contact the City's elected officials or any City staff concerning this RFP.

Contacting anyone other than the Procurement Agent named below for this RFP during this time will be reason to remove a proposal from consideration.

2. Procurement Agent, Single Point of Contact

Debora Westbrook is the designated Procurement Agent and the sole point of contact for this RFP on behalf of the City. Direct communication with any other City staff regarding this RFP prior to contract award by City Council is not permitted and may result in disqualification.

Questions: Proposers must submit all questions, requests for clarification, and comments concerning this RFP online through the Opportunity Q&A tab on the Bonfire project webpage no later than the posted Question Due Date. Questions or comments submitted by email, telephone, mail, or any other method will not be accepted or answered. Proposers are responsible for monitoring the Bonfire project webpage for responses, status updates, addenda, and the final award notice.

Link to Bonfire: https://cityofalpharetta.bonfirehub.com/

Debora can be reached at 678-297-6050 or dwestbrook@alpharetta.ga.us .

City of Alpharetta
2 Park Plaza
Alpharetta, GA 30009
Attn: Debora Westbrook, Procurement Agent

3. Please Note: To all current and previous City of Alpharetta vendors, contractors, and consultants.

Regardless of any previous relationship with our City, you must build out your proposal as requested in this RFP.

Do not neglect to provide requested information or details requested simply because you expect that we already know your work.

Your response to this procurement will be reviewed and evaluated solely on the information provided in your response.

4. RFP Schedule of Events

A. **Response Close Date, Deadline for Submissions: 10:00 AM, January 7, 2027.** We may change this date during the RFP process. We will post any change in a written addendum. Review web page for addenda.

B. Link to Bonfire Project Web Page: https://cityofalpharetta.bonfirehub.com/

C. This project web page has important dates and all project documents for this RFP.

D. No Pre-Proposal Meeting or Site-Visit will be held.

E. Enter all questions, comments, requests for information before the Questions Due Date using ✉ **Message – Opportunity Q&A** at the Bonfire project web page.

F. In each question, clearly note the RFP document and section that is in question.

G. We will share our responses to written questions received, any changes, or added information from the City by a written addendum publicly posted online with other procurement documents. Any assumed change that was not communicated through a publicly posted addendum does not qualify as a change to the project or procurement information.

H. It is your responsibility to check the project web page for any addenda, changed information, status updates, or other messages before finally uploading a proposal. You must respond using any updated information.

I. Public openings are not held for an RFP. Review the Bonfire project site after procurement deadline for the Record of Receipt to be posted with other project files. It will be posted after the City's administrative review has been completed.

5. Our Review of Proposals and Review Criteria:

A. The City will make investigations as we feel necessary to make sure of the your ability to provide the supplies or perform the work or services detailed in this RFP.

B. We will first review all proposals to be sure that each response includes the basic requirements and information.

C. The following items are scored Pass/Fail during administrative review. A proposal that fails any of them may be removed from further review.

   a. Submitted through Bonfire before the closing date and time.

   b. Includes all required sections: Required Forms completed correctly, Technical Proposals with all sections (*Cover Letter, Understanding, Methodology, and Overall Approach, Relevant Government Experience, References, and Demonstrated Results, Qualifications and Participation of the Proposed Team, Strength of Governance, Data, Security, and Responsible-AI Expertise*)

   c. Cost Proposal uploaded separately from the technical proposal, as directed.

   d. Cost proposal over budget will be disqualified.

   e. Questionnaire fully completed.

D. The Review Team will only receive correct proposals for further evaluation and scoring.

E. Proposals will be scored based on the evaluation criteria noted herein. We may consider accepted industry standards. We may compare all proposals to others received for price, quality of the response, quantity, contract terms, etc. We will use this review and scoring to decide the top-scoring proposal[s] and the best value for our City.

F. After Phase 1 scoring, the Review Team may do any of the following:

   a. invite one or more of the highest-scoring Proposers to a presentation and interview (Phase 2);
   b. ask any Proposer to supply more information; or
   c. hold discussions or negotiations or request a best and final offer.

Phase 1, Evaluation Criteria	**Maximum Points**
Understanding, Methodology, and Overall Approach	27
Relevant Government Experience, References, and Demonstrated Results	25
Qualifications and Participation of the Proposed Team	20
Strength Of Governance, Data, Security, and Responsible-AI Expertise	15
Cost Proposal and Overall Value (Proposal will be Disqualified if over budget)	10
Local Vendor Preference	3
Total Maximum point score	***100***

Phase 2, Highest Scoring Firms Only: Presentation/Interview Criteria	**Maximum Points**
Presentation / Interview	100
Technology Questionnaire Completion	Pass / Fail
Total Maximum point score	***100***

WHAT WE WANT TO DO

1. General Description

The City of Alpharetta, Georgia (the "City") seeks a qualified consulting partner (Proposer) to conduct a comprehensive City-wide artificial intelligence assessment and develop an

actionable two-year strategic roadmap. The City is looking for a partner that combines public-sector experience, strong judgment, practical technical knowledge, and the ability to engage effectively with elected officials, executive leadership, operational departments, and Information Technology.

The engagement should help the City determine how AI can responsibly improve process efficiency, workforce effectiveness, decision support, and citizen engagement while strengthening governance, security, data management, and public trust. The available budget is $125,000. Cost will be considered, but the City's primary objective is to select the firm that offers the strongest overall approach, experience, team, and fit.

The City has intentionally described desired outcomes rather than prescribing a detailed consulting method. Proposers are encouraged to propose the approach they believe will produce the greatest value, explain their distinctive strengths, and identify additional areas the City should consider.

2. Background

The City is located north of Atlanta and provides a broad range of municipal services through departments that rely on numerous applications, data repositories, and business processes. Operational, financial, public safety, asset, records, communication, and service-delivery information is distributed across systems and storage locations. The City wants to better understand how these resources can be governed, connected, and used to support responsible AI.

The City's AI work has progressed over several years:

Period	Activity
2024	Research and organizational learning focused on generative AI, municipal uses, risks, and the policy framework required for responsible adoption.
2024-2026	Development and review of an Acceptable Use of Artificial Intelligence Technology policy, with participation from Human Resources, department leadership, and a cross-department employee advisory committee.
2025	Formation of an internal working team to evaluate AI technologies, coordinate Copilot adoption, and build internal capability.
2025-2026	Testing, configuration, records-retention consideration, communications, recurring training, department engagement, and phased use of Copilot.
2026	City-wide availability of Copilot Chat for licensed users, targeted allocation of premium licenses, and early testing of Copilot agents within Information Technology.
Current	Evaluation of data governance needs and development of a City-wide strategy addressing departments, systems, data silos, security, workforce readiness, and future investment.

The City's Acceptable Use of Artificial Intelligence Technology policy is intended to encourage innovation while protecting City information and maintaining human accountability. It requires appropriate review and approval, restricts use of confidential or regulated information in unapproved services, requires review of public-facing AI content, and prohibits AI from making decisions or taking actions without appropriate human oversight.

The City has also encountered challenges common to early agent adoption. Interest in advanced use cases has developed faster than the governance and support model needed to scale them. Agent work can involve complex permissions, knowledge sources, integration, security testing, auditability, human review, support ownership, lifecycle management, and cost controls. The City has therefore maintained a controlled testing posture while it determines how agents should be requested, approved, tested, deployed, monitored, supported, and retired.

3. Engagement Objectives

The selected consultant will be expected to develop a well-supported view of the City's current position and recommend a realistic path forward. At a minimum, the engagement should address the following objectives:

- Assess the City's current AI strategy, governance, policies, adoption, workforce readiness, security posture, data environment, and operating model.
- Engage stakeholders across the organization, including Council members who wish to participate, department heads, application owners, and departmental power users.
- Review the City's major systems, the data they contain, where that data is located, how it is governed, and how siloed information affects reporting, service delivery, automation, and AI readiness.
- Identify and prioritize opportunities for AI to improve internal processes, employee effectiveness, decision-making, and citizen engagement, with specific attention to how AI procedures and applications can build efficiencies within each department, reduce costs, and enable City professionals to focus their expertise on higher-value, more productive work.
- Evaluate the governance and safeguards needed for AI use cases, Copilot agents, and automation, including human oversight, security, privacy, records, public accountability, support, and lifecycle management.
- Recommend the organizational capabilities, IT tool categories, staffing, skills, governance, and investments needed over the next two years.
- Provide a practical roadmap that recognizes municipal budget cycles, procurement lead times, public-records obligations, varying departmental readiness, and limited staff capacity.

These objectives are not intended to limit thoughtful alternatives. Proposers may recommend additional workstreams, methods, or deliverables when they explain how those additions would improve the outcome within the available budget.

4. Anticipated Scope of Work

The City expects the assessment to include the work described below. Proposers should explain how they would organize and perform the work and may combine, refine, or expand these activities based on their methodology and experience.

4.1 Stakeholder Discovery

Interview City Council members who wish to participate, the City Administrator or designee, department heads, and other executive stakeholders identified by the City.

Engage application owners, administrators, analysts, records and security personnel, and departmental power users who understand current systems, data, and workflows.

Identify departmental needs, recurring pain points, service demands, barriers, risks, and opportunities.

Synthesize cross-City themes while allowing for meaningful differences among departments.

4.2 Current-State Assessment

Review AI governance, acceptable-use requirements, adoption, training, support, risk ownership, procurement practices, and performance measurement.

Assess the City's use of Copilot and readiness to expand its value responsibly.

Evaluate organizational readiness, change needs, skill gaps, and the roles required to manage AI as an ongoing City capability.

Identify significant strengths, gaps, risks, and foundational needs.

4.3 Systems, Data, and Integration Review

Create or validate a useful inventory of major applications, data repositories, document stores, interfaces, and significant manual information exchanges.

Document information needed for strategic decisions, such as business and technical ownership, purpose, hosting or location, data sensitivity, retention, access, quality, integration, and vendor constraints.

Identify systems of record, duplicated or fragmented information, high-value unstructured content, manual re-entry, data-quality issues, access concerns, and cross-department reporting barriers.

Assess readiness for secure search, retrieval, analytics, integration, automation, and AI grounding.

Provide an understandable view of the current environment and recommend how data and systems should evolve to support responsible AI.

4.4 Use Cases and Opportunities

Consider internal productivity, knowledge retrieval, document work, analysis, process support, field operations, resident communications, service requests, accessibility, and other suitable municipal uses.

Evaluate leading opportunities based on value, feasibility, data readiness, risk, required human oversight, cost, change effort, sustainability, and ability to measure results, including expected departmental efficiency gains, cost savings or cost avoidance, and more productive use of professional staff capacity.

Distinguish near-term opportunities, foundational initiatives, longer-term investments, experiments, and uses that should not proceed without additional safeguards.

4.5 Governance, Security, and Responsible AI

Review security, privacy, confidentiality, identity and access, logging, data leakage, records retention, open records, accessibility, intellectual property, third-party risk, and incident-response considerations.

Recommend a practical risk-based process for reviewing, approving, monitoring, and periodically reconsidering AI uses.

Address accountability, accuracy, bias, transparency, public-facing content, consequential decisions, and appropriate human review.

Recommend a governance and lifecycle approach for agents and action-taking automation, including ownership, data and permission approval, testing, deployment, monitoring, change control, support, incident handling, and retirement.

Review the City's AI-related vendor questions and recommend improvements to procurement and contract due diligence.

4.6 Two-Year Strategy and Roadmap

Recommend priorities for the next 24 months.

Identify the IT capabilities and tool categories needed to improve the value and security of AI without unnecessarily limiting recommendations to a particular vendor or product.

Address governance, data, integration, security, identity, records, training, support, staffing, architecture, procurement, and priority use cases.

Identify dependencies, decision points, responsible roles, expected effort, estimated one-time and recurring cost ranges, staffing or skill needs, risks, and success measures.

Offer practical investment choices or scenarios that leadership can use for budgeting and prioritization.

5. Expected Deliverables

The City expects concise, decision-oriented deliverables. Proposers may propose their own deliverable structure, but the final work should provide the following outcomes:

- An executive summary of the City's current position, leading opportunities, significant risks, and recommended priorities.
- A current-state assessment covering governance, organization, workforce, technology, security, data, records, adoption, and support.
- A useful inventory and visual overview of major systems, data locations, ownership, integrations, silos, and AI-readiness considerations.

- A prioritized portfolio of department and enterprise use cases with a transparent basis for prioritization, clearly identifying anticipated efficiency gains, potential cost savings or avoidance, and opportunities to redirect professional expertise toward higher-value work.
- A recommended governance and operating model for AI, agents, and automation.
- A two-year strategic roadmap with sequencing, dependencies, decision gates, investment ranges, responsible roles, and measurable outcomes.
- A role-based training, adoption, and change-management approach.
- A final report and presentation suitable for executive and elected leadership.
- Editable working files, models, inventories, and other materials needed for the City to maintain and use the work after the engagement.

Proposers are encouraged to identify additional deliverables that reflect their strengths or experience and to explain why those deliverables would benefit the City.

6. Service Expectations

- Provide an experienced engagement lead and identify the personnel who will actually perform each major part of the work.
- Use a collaborative process that allows the City to validate findings and priorities before final recommendations are completed.
- Base findings on evidence and clearly distinguish confirmed facts, stakeholder perspectives, assumptions, and consultant judgment.
- Communicate urgent risks when discovered rather than deferring them to the final report.
- Provide practical recommendations appropriate for a municipal government and avoid sales-led or unnecessarily product-specific conclusions.
- Disclose partnerships, referral arrangements, reseller relationships, or other interests that could influence recommendations.
- Protect City information and obtain City approval before using any AI service with nonpublic City data.

7. Proposal Content

Proposers should organize their proposals to make their qualifications and proposed value easy to evaluate. The City is interested in the Proposer's own perspective and does not require a rigid page-by-page response format. Proposals should address:

- Understanding of the City's objectives, opportunities, and principal risks.
- The proposed assessment approach, project phases, stakeholder-engagement method, system and data discovery method, quality controls, and anticipated City participation.
- What differentiates the Proposer's approach and where the firm believes it can provide the greatest value.

- List similar government engagements, including scope, date, outcomes, client reference, and the proposed team members who performed the work.
- The proposed project team, including roles, relevant experience, availability, location, anticipated level of participation, and subcontractors.
- Examples or redacted samples of comparable assessments, roadmaps, governance frameworks, inventories, or executive presentations.
- A proposed schedule, major assumptions, dependencies, and risks.
- A fixed-fee proposal not to exceed $125,000, including fees, travel, expenses, assumptions, and any optional services. Optional work should be separately priced.
- Any commercial relationships or conflicts that may affect the independence of recommendations.
- How the Proposer will protect City information and whether AI will be used to deliver the engagement, including data handling and human-review controls.
- Any exceptions, alternatives, or additional ideas the Proposer believes would improve the engagement.

8. Budget, Contract, and Data Protection

- The available budget for the base engagement is $125,000.
- The City anticipates a fixed-fee agreement tied to meaningful milestones and accepted deliverables.
- All required fees and expenses should be included in the base proposal. Optional services should be clearly separated.
- The selected firm must comply with City security, confidentiality, records, accessibility, and contracting requirements.
- City confidential, regulated, security-sensitive, personnel, public-safety, or other nonpublic information may not be entered into public or unapproved AI services.
- The selected firm must disclose proposed use of AI in the engagement, including purpose, information used, retention, subprocessors, training restrictions, and human review.
- Final deliverables and working files will be provided in accessible, editable formats.

FOLLOW THIS OUTLINE

How We Want You to Construct Your Proposal

1. Using Bonfire to Submit Proposal

1.1. This is the link to Bonfire Project Web Page to get our documents and to upload your response: https://cityofalpharetta.bonfirehub.com/ Bonfire also offers many Technical Support topics to assist Proposers with Bonfire use.

1.2. We are accepting all proposals by online response only. You must upload completed proposals online before the closing date and time found in Project Details of the project web page for this RFP.

1.3. Don't send proposals by mail, fax, or email. We will not accept paper copy proposals. We will not accept any proposals after the closing time deadline has passed.

1.4. You have not completed your response simply by uploading proposal documents and information. You must successfully upload all the required documents, including filling out any questionnaires, price sheets, or data requests, and then you must click the submit button before the closing time.

1.5. You will receive an email confirmation receipt with a unique confirmation number shortly after you complete your proposal upload. This confirms that you have successfully turned in your proposal with all required information.

1.6. You can update your proposal at any time until the closing time.

1.7. All uploaded items and responses are Sealed and will only be visible by the City after the closing time has passed.

1.8. If the file is 'mandatory' or 'required', you won't be able to complete your proposal until you have met all requirements.

1.9. Uploading large documents may take more time, depending on the size of the file(s) and your Internet connection speed.

1.10. Pay attention to the type and number of files we have asked you to upload.

1.11. The largest upload file size is 1000 MB.

1.12. Don't embed any documents within your uploaded files. They won't be accessible or evaluated.

1.13. Minimum system requirements: Internet Explorer 11, Microsoft Edge, Google Chrome, or Mozilla Firefox. Java Script must be enabled.

2. Required Proposal Document Formats

❖ Each proposal must follow these document formats.

- Failure to follow these formats will reduce our review team's ability to evaluate and may result in a lower proposal score or in complete removal of a proposal from scoring.

- Format your document text using the following outline. Excluded from noted formatting are cover pages, section separators, company logos, photos, charts, and headers.
    - formatted to single space lines,
    - 10 to 12-point font size,
    - black font color, and
    - upload proposal documents in PDF format unless otherwise requested.
    - OK, but not necessary, to bookmark PDF files by sections included.

3. Proposal Submittal Instructions

What We Want You to Provide in Your Technical Proposal

- We have outlined information to be submitted in this technical portion of your response.
- The following are required sections for each proposal submitted in response to our request.
- For each section there are certain topics listed to be included within each section.
- Evaluation criteria maximum review points are provided with sections that will be scored.
- Each section must begin on a new page.
- Each proposal must be responsive to all requested information.
- Note and follow any direction concerning page number limits.

Cover Letter

Required but not scored.

Limited to two (2) page maximum.

A. Provide a brief company introduction and business profile.

B. Include the following information:

i. Brief business profile.

ii. Office Location.

iii. Number of years in business.

iv. Single point of contact for your proposal

- Name, including business title,
- mailing address,
- telephone number, cell phone number, and
- e-mail address.

Understanding, Methodology, and Overall Approach

30 Review Points

Limited to five (5) page maximum.

Response must follow instructions and supply information based on What We Want to Do, pages 3 – 9 of this document.

Relevant Government Experience, References, and Demonstrated Results

25 Review Points

Limited to six (6) page maximum.

Response must follow instructions and supply information based on What We Want to Do, pages 3 – 9 of this document.

Provide at least three (3) references from the last three years where your company provided services as detailed in this document:

- Provide contact name, phone number, and email address for each reference provided.

NOTE: We contact references to verify your ability to do the work. We also reserve the right to use any information or other references to decide your ability to perform the work in this RFP. Poor references from any source are grounds to disqualify a proposal.

Qualifications and Participation of the Proposed Team

20 Review Points

Limited to six (6) page maximum.

Response must follow instructions and supply information based on What We Want to Do, pages 3 – 9 of this document.

Strength of Governance, Data, Security, and Responsible-AI Expertise

15 Review Points

Limited to five (5) page maximum.

Response must follow instructions and supply information based on What We Want to Do, pages 3 – 9 of this document.

4. Cost Proposal

10 Review Points

Do not include Cost proposal with other Proposal documents.

- Submit Cost Proposal separately at indicated Requested Information at the project's Bonfire site.
- A fixed-fee proposal not to exceed $125,000, including fees, travel, expenses, assumptions, and any optional services. Optional work should be separately priced.
    - Response must follow instructions and supply information based on What We Want to Do, pages 3 – 9 of this document.

5. Optional Form

Local Vendor Preference application is not a required document. *3 review points*

→ Submit only if your firm is a registered and holds a current City of Alpharetta Business License.

Only if your company fits the requirements for a City of Alpharetta Local Vendor, provide the completed application along with all requested information, documents, and a copy of your current City of Alpharetta business license.

6. Required Forms:

- We have provided three required forms. You must complete these forms and return to us with every proposal.
- Below are the required forms for all proposals:
  - a) **IRS Form W-9**
  - b) **Bidder's Disclosures and Certifications**
  - c) **E-Verify** (Affidavit Verifying Contractor Participation in Federal Work Authorization Program)

    All the following must be on the E-verify affidavit.

    - Federal Work Authorization User Identification Number – this is only five to eight numbers.
      - ⊗ No A, B, C's.
      - ⊗ It's different from your Tax ID, Employer Identification, or Social Security Number.
      - ⊗ It won't have a combination of letters and numbers.
    - Date of Authorization – this is when you first signed up and got the E-verify number.
    - Name of Proposer – your company.
    - Name of Project – Same as RFP title.
    - Date, City, and State – when and where this form was signed.
    - Signature of Authorized Officer or Agent – to be signed.
    - Printed Name and Title of Authorized Officer or Agent – the person that signed the form.
    - Notarized with seal.

- ***E-Verify side note*:** Companies return this form to us incorrectly more often than anything else we request in our RFPs.
- State of Georgia law requires that we have this completed form before we can review a bid or bid.
- A form with errors doesn't fulfill this requirement.
- Top mistakes include:
  - Wrong number or missing information.
  - Not notarized.
  - Not signed.
  - Wrong form returned.

7. Questionnaire

We use a questionnaire to gather important information needed for legal requirements, your acknowledgements, our proposal review, or information needed for writing a contract.

You will fill out the questionnaire provided.

Questionnaire response types are as follows:

- Authorized signer.
  - For Corporations (President or Vice President) or
  - For LLCs (Member of the LLC) for contract execution in DocuSign: Name, corporate title ('Member' for LLC), email address.
  - Response Type: text entry.
- For Corporations only, Secretary or Assistant Secretary to attest to signing for contract execution in DocuSign:
  - Name, business title, email address, (if not a corporation, enter N/A).
  - Response Type: text entry.
- Contact for legal notices-needed for contracting:
  - Business name and mailing address, contact name.
  - Response Type: text entry.
- Unique Entity ID / identifier used at SAM.gov,
  - Response Type: alphanumeric entry.

- Note the Employee-Number Category for your company (all locations).
    - Select either 500 or more employees, 100 or more employees, or less than 100 employees.
- Acknowledge Addenda,
    - enter the number of addenda received: 0, 1, 2, etc.
- Acknowledge Insurance Requirement,
    - Response Type: Yes, No entry.