



REQUEST FOR PROPOSALS

Global Epicenter of Mobility Technology Talent Study

**Proposals will be received until
April 4, 2025
5:00 pm**

This RFP is also available at
www.semca.org
<https://gemdetroitregion.com/>

Federal Contractor

REQUEST FOR PROPOSALS (RFP):

Opportunity Name	Global Epicenter of Mobility (GEM) – Talent Study
Anticipated Budget	USD 200,000 – 400,000
Contract Duration	April – September 2025
Direct Proposals to	J.V. de la Fuente, Director of Regional Initiatives and Grant Compliance, Southeast Michigan Community Alliance (SEMCA): jv.delafuente@semca.org
Location	Remote, Detroit Metro Region
Key SEMCA & DRP Contacts	J.V. de la Fuente, Director of Regional Initiatives and Grant Compliance, Southeast Michigan Community Alliance (SEMCA) Bernard Swiecki, Vice President, Mobility and Research, Global Epicenter of Mobility (GEM) Angela Ladetto, Senior Vice President, Business Intelligence & Strategy
Timeline	<p>A. Request for proposals release date: 2/28/2025</p> <p>B. A bidder’s conference will be held to answer questions regarding this RFP at 2:00 PM EST on March 17, 2025. To participate, please request details via email to jv.delafuente@semca.org.</p> <p>C. Deadline for submitting proposals: 4/4/2025 by 5:00 pm EST</p> <p>D. Delivery Method for submitting proposals: E-mail proposals to jv.delafuente@semca.org. Please include the email subject line: “Proposal for Talent Study.” Please submit your proposal in slide format and in compliance with the Proposal Requirements section of the RFP. Proposals submitted in other forms will not be accepted.</p> <p>E. Contract and Payment Schedule: Once proposals are received, SEMCA will evaluate and select a vendor, develop a contract proposal, and set contract terms, including a payment schedule. This is not an RFP for a retainer contract.</p> <p>F. Notification of Award: It is expected that a decision to select the successful bidder will be made within three (3) weeks of the closing date of this RFP. Upon conclusion of final negotiations with the successful bidder(s), all offerors submitting proposals in response to this Request will be informed via e-mail of the decision.</p>

SECTION 1: BACKGROUND

The Southeast Michigan Community Alliance (SEMCA), as part of its efforts for the Global Epicenter of Mobility (GEM) seeks assistance via this RFP to study the talent in the region and workforce needs as the automotive industry transforms with future mobility advancements. This study should focus on talent retention, attraction, and development within the Advanced Mobility Industry Cluster in the Detroit region and serve as a regional roadmap to preparing the region for the workforce needs of the future mobility industry. This initiative is in response to advancements across all mobility sectors, including shifts in the automotive industry from ICE to advanced ICE and EV, as well as vehicle automation. Talent barriers will be identified to maximize opportunities in

our effort to transform the Advanced Mobility Industry Cluster. This work is part of the Economic Development Administration's (EDA) Build Back Better Regional Challenge grant, addressing equitable advanced mobility innovation planning for the greater Detroit region and Southeast Michigan.

DRP and its grant coalition will harness the region's automotive, engineering, design, and manufacturing strengths to build a sustainable and inclusive advanced-mobility cluster. This grant will enable the region to remain at the forefront of advanced mobility while promoting economic equity in every facet of industry cluster growth. The strategy includes addressing talent transformation, company support, proving and testing, site readiness, and intelligence, which propels progress toward a bright future for the advanced mobility industry and its residents.

For the purposes of this RFP, Advanced mobility encompasses the multidimensional movement of people and goods, along with the products, materials, processes, and technologies supporting it. It promotes social and economic connectivity, inclusivity, and regional competitiveness by fostering product & technology development and testing, talent development, and attracting public and private investment and quality jobs.

About SEMCA:

The Southeast Michigan Community Alliance (SEMCA) is a public non-profit corporation whose service area encompasses all of Monroe County and Wayne County, excluding the City of Detroit. SEMCA is a designated Michigan Works Agency that delivers and/or procures employment, education, and training services from public and private organizations throughout the region. SEMCA leads a coalition of 11 organizations to develop and implement the Talent Transformation initiative of GEM. This coalition covers 11 counties in Southeast Michigan. SEMCA works with employers, job seekers, service providers, governmental agencies, and other co-recipients in this region to deliver the goals of the GEM initiative.

SECTION 2: SCOPE OF WORK & DELIVERABLES

Recently, the DRP concluded a Future Mobility Technology Study (FMTS) with S&P Global Mobility. The study identified the seven advanced mobility technologies with the strongest mid-term (5 to 7 years) growth potential in the Detroit Region. These technologies include:

- Vehicle propulsion batteries
- Electric motors
- Power electronics systems
- Propulsion thermal efficiency systems
- Hydrogen fuel cell systems
- Software (including Software Defined Vehicles (SDV), cybersecurity, and Over-The-Air (OTA) update systems)
- Assembly automation technologies

In addition to the technologies analyzed in the FMTS, advanced Internal Combustion Engine (ICE) technologies present the Detroit Region with significant opportunities and should be included in the analysis. The Southeast Michigan Community Alliance (SEMCA) is undertaking a comprehensive Talent Study to evaluate the workforce landscape across the 11 county Detroit region: Genesee, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Shiawassee, St. Clair, Washtenaw, and Wayne. This study is designed to identify opportunities for job retention, attraction, upskilling and workforce development and, further positioning the region as the Global Epicenter of Mobility (GEM). The insights derived will directly influence the region's economic development strategy and support business attraction efforts, as Southeast Michigan competes to lead the future of mobility.

Under the BBBRC grant, SEMCA aims to assess workforce development needs in emerging mobility sectors, outside of light vehicle manufacturing, identifying how the region can reposition its talent pool to become a global leader in mobility technology. This RFP seeks a qualified organization to conduct the analysis to reflect emerging technologies and workforce trends.

The study's deliverables include a future talent needs assessment, Detroit Region mobility workforce assessment, a skills gap assessment, and a final report summarizing findings and providing recommendations. Additionally, the vendor will provide incremental updates and engage in regular check-ins with SEMCA staff.

Deliverables

1. Future Talent Needs Assessment

- a. For each of the technology areas (including the 7 FMTS technologies and advanced ICE)
 - i. Identify 20 to 25 high-demand occupations
 1. Provide SOC or ONET codes for each
 - ii. Identify the top 25 skills necessary for each occupation
 - iii. Identify minimum education level including any existing certifications or uncovering any new opportunities to develop new certifications
 - iv. Provide entry, median and experience wage levels
 - a. Provide benefits breakout, if possible
 - v. Provide distribution of occupations within the occupation set to understand where the most critical needs will be

2. Detroit Region Mobility Workforce Assessment

- a. Evaluate the Detroit Region's current workforce:
 - i. Identify those workers currently working in roles identified in Deliverable 1
 - a. Provide County-level estimate of where those workers currently work
 - b. Provide current education level
 - c. Provide socio-economic status, including
 - i. Race
 - ii. Age
 - iii. Gender
 - iv. Median Wage
 - ii. Assess the current workforce to identify the pool of workers that could easily be upskilled
 - i. Identify feeder roles where 40%, 60%, 80% skills overlap with the occupations identified in Deliverable 1.
 - ii. Provide existing job demand for feeder roles
 - iii. Provide County-level estimate of where those workers currently work
 - iii. Provide current education level
 - iv. Provide socio-economic status, including
 - i. Race
 - ii. Age
 - iii. Gender
 - iv. Income
 - v. Additional characteristics to be determined jointly

3. Skills Gap Assessment

- a. Conduct a skills gap analysis for those high-demand feeder roles determined from Deliverable 2
 - i. For each pool of identified workers that need upskilling what is the education/training pathway

- ii. What occupations will be undersupplied/oversupplied
- iii. Provide a set of recommendations based on the findings from Deliverable 1 and Deliverable 2 on how best to prepare our workforce

4. Final Report

- a. A final report summarizing key findings, including recommendations

The chosen vendor will also be responsible for delivering the following within the contract period:

1. Incremental delivery of research and data, as it becomes available, to inform the SEMCA team and GEM stakeholders of findings;
2. Weekly check-ins with relevant SEMCA staff members;
3. Written report covering the research scope identified above, including a literature search
4. Executive Summary of central themes and recommendations in PPT slide form

Additional Factors:

The vendor will be expected to work with the SEMCA team to develop a study that fits Phase II BBBRC grant deliverables.

Reports developed will be considered intellectual property and will be owned by SEMCA. Consultants must also commit to open communication with SEMCA about delivery dates, launch dates, and any contingency plans should delivery dates be adjusted.

Proposals should include a fee schedule organized by the main topic areas listed above, providing itemized pricing options where possible that could provide a menu of offerings. Responses should be organized by primary topic areas listed above.

SECTION 3: PROPOSAL REQUIREMENTS

Proposal Format:

For a proposal to receive consideration, the application included in this packet must be answered completely. Proposers should take care in following the format of the application. Proposals should be submitted in slide form consisting of no more than 15 slides. Use narrative and/or include attachments where requested. Proposals should be prepared as simply as possible and provide a concise description of the bidder's capabilities to produce deliverables. The proposal should be submitted as one (1) attachment and include the following:

1. Completed bidder's signature sheet (form included in RFP)
2. Executive summary
3. Experience and qualifications-include staffing information with bios/resumes of team directly supporting project
4. Description of vendor approach to deliverables, including
 - a. Overall project flow
 - b. Analyses performed
 - c. Anticipated visualizations
5. Staffing & working with SEMCA

6. Timeline
7. Budget- itemized and bundles pricing
8. Completed Risk Assessment questionnaire (form included in RFP)

Bid Review Process

The application is a preliminary mechanism used to determine the suitability of a vendor for funding. The review process involves:

- **Preliminary Screening**
To be considered for funding you must submit information in the proposal format. Based on your response, an evaluation team will determine whether further consideration of the proposal is warranted.
- **Follow-up / Fact Finding Documentation**
Upon analysis of your completed application and budget, you may be asked by SEMCA to submit additional information or details to the evaluation team or to participate in a call or web meeting to discuss your proposal.
- **Evaluation Process**
Proposals will be scored using a pre-determined scoring matrix by an evaluation committee.
- **Proposal Content and Evaluation**
Based on proposal submitted, your suitability to deliver service will be rated by cost as the primary selection criteria, unless the lowest quote proposal is less than responsive or unresponsive according to the additional consideration of the criteria listed below:
 - **Past performance & experience: 20 points maximum**
Please provide an organizational overview of experience, links to relevant products (past and present) and otherwise demonstrate the credentials and capacity to perform the desired work and achieve identified goals. Provide 3 references from past contracts of similar work. Please provide the same information for any individuals or businesses outside of your own organization that will be contracted for any portion of this project.
 - **Description of deliverables: 20 points maximum**
Provide a description of how your organization intends to fulfill the scope of work and deliverables associated with this project and other relevant services provided by your organization. Describe how your approach will meet the expectations identified in the previous sections. Indicate if any work will be contracted to other organizations.
 - **Staffing & working with SEMCA: 15 points maximum**
SEMCA expects the vendor to have professional staff presently in their employ who have credentials (education and/or experience) and capacity to perform the required services. Clarify what is expected of SEMCA staff and what is expected of the vendor for a successful partnership and describe management of the work to be completed. In addition, provide description of the firm, including professional qualifications of the principals involved in administering the project including names, titles, and role in the project plus their specific experience. Do not include the resumes and professional qualifications for individuals who will not be assigned to the project.

- **Timeline: 20 points maximum**

Provide a timeline for completion of deliverables. Bidders should provide a timeline of activity for deliverables following award of the contract. Provide a list of any assumptions made regarding the timeline.

- **Total Cost: 25 points maximum**

Since the basis of the award to vendors is a competitive process, SEMCA expects to fund the bidder who delivers the most cost-effective price at the best quality of service. Proposers must submit the expenses related to producing each of the items identified in the scope of work/deliverables.

Proposal Content and Evaluation Priority (additional points) will be given to minority businesses, women's business enterprises, and labor surplus area firms.

Evaluation Scoring

Past performance & experience	20
Description of deliverables	20
Staffing and working with SEMCA	15
Timeline	20
Total Cost/Cost Effectiveness/Risk	25
Total Points	100

Please do not add any additional attachments.

SECTION 4: REQUIRED DOCUMENTS

I. BIDDER'S SIGNATURE SHEET: Please complete this form and return it as the cover page of your proposal. This sheet does not contribute to the 15-page proposal limit.

Name of Organization: _____

Street Address, City, State, Zip: _____

Contact Representative and Title: _____

Contact Representative Phone Number: _____

Type of Organization: Public School organization Private Non-Profit Private For-Profit Community-Based organization Community College Other (specify): _____

Bidding under the name of: _____

Federal Employer Identification Number: _____

Which is (check one of the following):

Corporation, incorporated under the laws of the State of: _____

List all officers and stockholders:

Assumed Name (Register No.): _____

Individual Partnership

Is any owner, partner, stockholder or employee of the company or institution completing this Request for Proposal associated with or have a family member working with SEMCA, or an administrative employee of either?

Yes No

If yes, name of company member: _____

I certify that this proposal is a firm offer and that complete and accurate records justifying all expenditures, leaving a clear audit trail to point of origin will be maintained, subject to periodic audit by SEMCA. I further certify that I have read and understand the specifications within this application.

NOTE: This document must be signed by the individual who has signatory authority for the organization under whose sponsorship this proposal has been submitted, listed below:

Signature

Print Name

Date

If another individual is authorized to sign contracts as a result of this proposal, indicate:

II. RISK ASSESSMENT QUESTIONNAIRE: Please complete this form and return it with your proposal. This form does not contribute to the 15-page proposal limit.

As part of our procurement process for the consulting services outlined in the RFP, we request that you complete a Vendor Self-Assessment of Risks. This self-assessment is a crucial part of our due diligence process and helps ensure that our organization complies with applicable regulations, including those outlined in 2 CFR 200.

The purpose of this self-assessment is to evaluate the potential risks associated with your performance as a vendor, as well as to ensure that your company can meet the regulatory, financial, operational, and performance standards necessary to fulfill the contract requirements.

Instructions

1. Complete the Self-Assessment Form:

Please carefully review each of the risk categories listed below. For each category, provide a thorough response. If you believe that a particular risk does not apply to your company, please indicate so and provide an explanation. You may be asked to provide additional documentation (e.g., financial statements, certifications, references) to support your responses.

2. Risk Rating:

You are required to assess your company’s position in each of the following categories. For each risk category, please evaluate whether the risk is:

- Low – No or minimal concerns, well within your company’s capabilities.
- Medium – Some potential concerns, but manageable with appropriate action.
- High – Significant concerns or challenges that may affect your ability to perform under the contract.

3. Supporting Documentation:

Where applicable, please provide supporting documents that validate your responses. For example, you may be asked to provide financial reports, legal disclaimers, past performance reviews, or certifications.

Vendor Self-Assessment of Risks

Category 1: Compliance Risk

Risk Description: This category evaluates whether your company is in compliance with federal regulations, including 2 CFR 200 (Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards). This includes the proper handling of funds, adherence to procurement regulations, and other compliance obligations.

Self-Assessment

Do you have a history of compliance with federal regulations?

- Yes No

If yes, please provide a brief description of your compliance history.

Are you familiar with the federal procurement rules under **2 CFR 200**?

- Yes No

If yes, please describe your company's internal processes for ensuring compliance with these rules.

Risk Rating

Low Medium High

Category 2: Performance Risk

Risk Description: This category assesses your ability to meet performance expectations, timelines, and deliverables, including the quality and consistency of your work based on past experience.

Self-Assessment

Have you completed similar consulting projects successfully in the past?

Yes No

If yes, please provide examples or references from prior projects.

Do you have the necessary personnel and resources to perform the services described in the RFP?

Yes No

If no, please explain how you will ensure the availability of adequate resources.

Risk Rating

Low Medium High

Category 3: Financial Risk

Risk Description: This category evaluates your financial stability and ability to meet your obligations, including managing costs and staying within budget.

Self-Assessment

Do you have recent financial statements or audits that can be provided upon request?

Yes No

Are you able to manage project budgets and ensure that services are provided within agreed-upon costs?

Yes No

If you have had any past issues with cost overruns, please provide details.

Risk Rating

Low Medium High

Category 4: Legal and Contractual Risk

Risk Description: This category examines any potential legal risks, including ongoing or past disputes, contractual violations, or other issues that may affect your ability to perform as agreed.

Self-Assessment

Have you been involved in any legal disputes or contract terminations in the last 3 years?

- Yes No

If yes, please provide a brief summary of the disputes and how they were resolved.

Do you agree to indemnify our organization in the event of legal disputes related to the performance of the contract?

- Yes No

Risk Rating

- Low Medium High

Category 5: Operational Risk

Risk Description: This category evaluates your operational capacity, including staff availability, technology resources, and overall ability to meet project needs.

Self-Assessment

Do you have the internal operational capacity (staff, technology, etc.) to deliver the required services within the contract period?

- Yes No

If no, please explain how you plan to address this issue.

Will you subcontract any portion of the work?

- Yes No

If yes, please provide details about the subcontractors and their qualifications.

Risk Rating

- Low Medium High

Category 6: Regulatory Risk (Federal and State Compliance)

Risk Description: This category assesses your compliance with federal and state regulations, including your status in the **System for Award Management (SAM)**, and whether you are debarred, suspended, or excluded from receiving federal contracts.

Self-Assessment

Are you currently listed in the **SAM** as debarred or suspended from receiving federal contracts?

- Yes No

If yes, please provide details.

Do you understand and comply with federal procurement regulations (including **2 CFR 200**) when engaging in federal contracts?

- Yes No

Risk Rating

- Low Medium High

Section 5: General Terms and Conditions

Selection of Vendor

SEMCA will comply with all federal and state mandates governing contractor selection including federal guidelines 2 CFR 200. Due to the potential funding source for SEMCA, contractors are required to abide by the same standards and regulations (2 CFR 200).

To be considered for funding, contractors must have:

1. Adequate financial resources or the ability to obtain them;
2. The ability to meet program design specifications at a reasonable cost;
3. A satisfactory record of past performance; and
4. A satisfactory record of integrity, business ethics, and fiscal accountability.

System Awards Management Registration (SAM)

SEMCA will require the proposer selected to register under the federal government's System Award Management, accessible by visiting SAM.gov. This registration must be complete, and the organization must be searchable on the site prior to contract execution. A vendor identified on SAM.gov as debarred/suspended or another unfavorable status may be eliminated from consideration.

Protest Procedures

SEMCA shall follow appropriate protest procedures in the event the awarding of bids is questioned or challenged. These procedures are advertised here as part of the RFP process and will be available at any time upon written request.

An individual, company or organization not in agreement with the awarding of a bid shall submit a written protest to SEMCA within five business days of awarding a bid. If the vendor has not been notified prior to SEMCA'S receipt of protest, the notification will be held pending resolution of the protest.

SEMCA shall review the protest and respond to the protest in writing within 10 business days of its receipt. If the complainant is not satisfied with the response, they may appeal to SEMCA. If an agreement is still not reached, the complainant shall obtain, at their expense, an arbitrator that is acceptable to all parties. The appointed individual will evaluate all information and make the final decision.

Right to Refusal and Proposal Preparation Costs

This preliminary application does not commit SEMCA to award a contract, or to pay any costs incurred in the preparation of a proposal submitted in response to this request or to procure or contract services or supplies. This includes any demonstration and/or interviews that are part of the proposal process. SEMCA reserves the right to accept or reject any or all proposals in part or in their entirety if it is in the best interest of SEMCA to do so.

Right to Reject

SEMCA reserves the right to reject any and all bidders in response to this RFP in the event funding becomes unavailable or other unforeseeable circumstances occur. A contract with the successful vendor will be based upon the factors described in this RFP.

Right to Negotiate

SEMCA will require the proposer selected to participate in negotiations and to submit in writing any price, technical, or other revisions of their proposals as may result from negotiation.

Right to Request Additional Information

SEMCA reserves the right to request any additional information that might be deemed necessary.

System Design Costs

The successful bidder shall be responsible for all design, information gathering, and programming required to achieve a successful implementation. This cost must be included in the base bid.

Additional Charges

No additional charges, other than those listed in the proposed cost breakdown, shall be made. Prices quoted will include verification/coordination of order, all costs for shipping, delivery to all sites, unpacking, setup, installation, operation, testing, travel, cleanup and training.

Federal or State Sales, Excise, Or Use Taxes

Owner does not pay sales use tax. All other taxes, fees, permits and shipping costs, etc. shall be included.

Vendor Selection

SEMCA is seeking the services of an organization that is qualified and experienced in providing a comprehensive package of services. For maximum flexibility, continuity, and efficiency. SEMCA may contract with one or with multiple organizations to provide the deliverables as outlined in this Request for Proposal.

Federal Contractor

SEMCA is federal contractors obligated to take affirmative action to employ women, minorities, disabled individuals, and veterans. SEMCA is also required to inform those with whom it conducts business that they, too, may have such obligations. In addition, all proposals become public information after the award decision and may be open for public scrutiny, upon written request.

Contract Requirements

SEMCA considers this RFP legally binding and will require that this RFP and the resulting awarded vendor proposal and any amendments be included as addenda to any subsequent contracts or service agreements between the Vendor(s) and SEMCA. It should be understood by the Vendor(s) that this means that SEMCA expects the Vendor(s) to satisfy substantially all requirements and reports listed herein. Exceptions should be explicitly noted in the Vendor Proposals. Lack of exceptions will be considered acceptance of all the specifications as presented in this RFP.