

Request for Proposal (RFP): Detroit Region Mobility Ecosystem Analysis

1. Introduction and Background

Southeast Michigan Grants Coalition's Global Epicenter of Mobility (GEM Central/GEM), a signature program of the Detroit Regional Partnership, is issuing this Request for Proposal (RFP) to solicit qualified consultants or firms to conduct an ecosystem analysis of mobility agencies/programs and events/convenings within the Detroit Region. By coordinating an in-depth information gathering effort, GEM Central seeks to accelerate insights to inform its ongoing and future work but also to extend these findings to participating mobility partners to support their respective programming and enhance coordination amongst one another. We envision this as an annual activity operated by GEM Central aimed at strengthening our own work and our convening role within the market.

GEM Central operates four distinctive pillars of work – 1) the development of data and insights to frame future mobility growth opportunities for the Detroit Region, 2) strengthen the connected tissue and collaboration of mobility stakeholders through strategic convening, 3) advance awareness of our region's position as the global epicenter of mobility through unique and effective storytelling, and 4) expand the circle communities and individuals that can engage and benefit from the region's changing and expanding mobility ecosystem.

2. Project Objectives

This project will provide GEM Central with knowledge that enables internal planning and external collaboration. Optimize convenings, storytelling, community engagement, and data insights. The work will aid in understanding the ecosystem players and fill gaps in information sharing throughout the region.

- Inform ongoing and new programming of GEM Central tied to our pillars of convening, data and insights, community engagement, and regional storytelling.
- Support increased awareness and collaboration amongst critical mobility partners, programs and conveners, as well as bring better information forward to help guide and shape their respective and collective work.
- Gather and package key data on strategic mobility partners, programs and convenings so that GEM Central can better connect the broader Southeast Michigan ecosystem with these opportunities through our website, chat bot, social media and other platforms.
- Provide a tool or methodology to support the evaluation, development and execution of more successful mobility convenings.

3. Scope of Work

The consultant will perform the following tasks. GEM Central will supply baseline information (existing stakeholder lists, existing event calendar, social-network analysis findings, etc.) to streamline efforts.

- Stakeholder Identification: Finalize the list of mobility organizations and partners for engagement in the ecosystem analysis. The selected contractor will be provided a pre-identified list; we then ask them to expand it based on their own recommendations from market knowledge, research and referrals. We envision dividing the list into two categories – Tier 1 and Tier 2 targets, to help limit the effort required and reduce the overall cost and time to implement the ecosystem analysis. In total we estimate the number of stakeholders as 50 for engagement, with a 50/50 split between Tier 1 and Tier 2 targets.
 - Tier 1: High-priority partners for more in-depth engagement and information collection – a member of the GEM team may participate in these engagements.
 - Tier 2: Secondary partners where we might leverage less active engagement strategies as well as a lower volume of information gathered.
- Convening & Event Identification: Develop a list of convenings and events for additional data collection and analysis. We would seek collection of data on events/convenings from those the tier 1 & 2 partners are convening but also prioritizing as attendees, as well as a broader internet scan of historical events over the 24-month and then future looking out over the next 12-month. An event or convening is defined as gatherings with a mobility focus, open invite, and meaningful regional relevance but we would seek the support of the selected vendor to refine this definition prior to conducting the analysis.
- Engagement Methodology, Data to be Collected, and Tools: Develop the methodology and tools required to engage and gather the requested information from targeted mobility stakeholders, as well as convenings and events. Work with the GEM Central team to determine the categories, depth and format for the content to be collected.
- Data Collection: Manage all active outreach and engagement with the target mobility stakeholders, to collect the agreed upon data. GEM Central may choose to join a portion of the engagements but would commit to determining which as part of the development of methodology.
- Data Delivery: We are seeking several different outputs from the engagement and data collections process:
 - A profile for each respective mobility stakeholder that captures all respective data, laid out in an attractive, easy to read format – potentially both as a Word document and PPT, but we would rely on the chosen consultant to help us make this determination. We anticipate there would be a different profile for both the Tier 1 and Tier 2 targets, as the depth of information for each will likely vary.
 - Event & Convening Inventory: A comprehensive inventory of identified convenings as well as a profile for each. Example stakeholder convenings for inclusion in the analysis might include - events, webinars, workshops, summits, expert panels, etc. The type of information gathered on each might include the convening type and purpose, audience, cadence, partners, and outcomes.
- Analyst & Recommendations:
 - Mobility Stakeholders: Prepare an analysis and presentation that summarizes the findings across all mobility stakeholders, seeking to identify trends, gaps, unmet needs, collaboration opportunities and so on. We would expect to work with the consultants during the content methodology phase, to identify the type of insights that could be delivered as part of this analysis.

- Events & Convenings: Mobility topics of focus, formats/types of events, calendar activity heatmap, audiences served, and other relevant takeaways and recommendations that can inform ecosystem and GEM Central program and convenings. We would expect to work with the consultants during the content methodology phase, to identify the type of insights that could be delivered as part of this analysis.
- Presentations & Facilitation: The selected vendor would conduct up to 5 convenings with the mobility stakeholders to review the findings of the data collection and analysis, facilitate discussions around said data and analysis, and provide strategic recommendations as to how the mobility stakeholders might utilize the findings to inform the respective and collective work.
- Teaming with GEM Central: Propose your recommendations for keeping GEM Central informed and engaged in this scope of work, including check-ins, progress reports, phasing of deliverables, and any external partner communications.

4. Deliverables

Ongoing Use and Potential Refresh:

While this RFP covers a one-time ecosystem analysis and convening assessment, the Southeast Michigan Grants Coalition anticipates the need for future updates to maintain the relevance of the findings.

As such, proposers should structure work products in a format that can be edited, refreshed, and expanded. A potential follow-up refresh or update may occur in **Q3 of 2026**, pending available funding and internal prioritization. We ask for all deliverables by

<u>Deliverable</u>	<u>Format</u>
Contract including Project Timeline	Word/PDF
Draft of Tier 1 Findings and Status Report (Draft of partner profile directory, event inventory, key insights)	Excel + PPT Presentation to GEM Central
Stakeholder & Convening List	Excel
Data Collection Methodology	Word/PPT
Data Delivery: Partner Profiles & Event Profiles	Word/Excel
Convening Inventory Calendar	Excel
Analysis Report + Recommendations	Word/PPT
Event Evaluation Methodology	Excel/Word
Final Presentation & Facilitation Session	PPT Presentation to GEM Central & other key stakeholders

5. Proposal Guidelines

Proposals should include:

- Executive summary
- Description of the proposer's qualifications and relevant experience, including the specific individuals that would be engaged in this project and their respective roles
- Approach and methodology
- Proposed timeline and work plan
- Budget breakdown (using appendix)
- At least two references or case studies from similar projects

Deadline for submission: August 29, 2025

Submission method: Email

Point of contact:

Vittoria Valenti-Amodeo

Vittoria.Valenti-Amodeo@DetroitRegionalPartnership.com

6. Evaluation Criteria

Proposals will be evaluated based on:

- 25% Relevance of experience and qualifications
- 25% Quality and feasibility of approach and methodology
- 20% Clarity of communication and alignment with project goals
- 15% Cost-effectiveness
- 15% Commitment to stakeholder engagement

7. Budget and Pricing

Proposers should provide a detailed cost estimate that includes:

- Professional fees (hourly or flat rate)
- Travel or reimbursable expenses (if applicable)
- Subcontractor or research partner fees (if applicable)
- Optional or value-added services

Budget Guidance:

The Southeast Michigan Grants Coalition anticipates that a reasonable total project cost for the scope described is \$74,000, depending on approach, staffing, and depth of analysis. Please utilize Appendix Budget Template Worksheet.

Proposals may exceed or fall below this based on the proposer's recommended methodology, data collection approach, and proposed deliverables. Proposers are encouraged to clearly explain how their proposed approach aligns with project goals and supports long-term value to GEM Central.

Note on Future Work:

This RFP does not include funding for ongoing work beyond the project period. However, the Coalition may consider issuing a follow-up scope in **late 2026** for a refresh of this analysis. Proposers may optionally include brief comments or cost estimates for this potential Phase 2, which will not factor into current scoring but may inform future planning.

8. Terms and Conditions

The selected proposer will enter into a contract with Southeast Michigan Grants Coalition. All data and materials generated will be the property of Southeast Michigan Grants Coalition. This RFP does not obligate the organization to award a contract or pay any costs incurred in proposal preparation

9. Timeline

<u>Milestone</u>	<u>Date</u>
RFP Issued	August 12, 2025
Proposer Questions	August 20, 2025
Question Responses	August 22, 2025
Proposal Submission Deadline	August 29, 2025
Down Selection & Interviews	September 2-12
Selection Notification	September 17
Project Start	October 6, 2025
Mid-point Deliverable Review	November 19, 2025
Final Deliverables Due	January 16, 2026

10. Contact Information

Please direct all questions and submissions to:

Vittoria Valenti-Amodeo

Director, Program Management

Vittoria.Valenti-Amodeo@DetroitRegionalPartnership.com

(313) 407-6832

Appendix: Budget Template Worksheet for Vendor Proposals

Please complete the table below to provide a detailed budget breakdown for your proposed approach.

<u>Budget Category</u>	<u>Estimated Cost (USD)</u>
Stakeholder Engagement & Data Collection	\$_____
Analysis & Synthesis	\$_____
Work Product Development	\$_____
Project Management & Communication	\$_____
Travel/Other Expenses	\$_____
Total Proposed Cost	\$_____

(INTERNAL USE ONLY) Appendix C: Scoring Rubric for Proposal Evaluation

The following rubric will guide the proposal evaluation process. Each criterion will be scored on a 1–5 scale:

Criteria	Weight	Score (1-5)
Relevant Experience and Qualifications	25%	—
Quality and Feasibility of Methodology	25%	—
Clarity and Alignment with Project Goals	20%	—
Cost-Effectiveness	15%	—
Commitment to Stakeholder Engagement	15%	—

Scoring Key:

- 1 – Poor
- 2 – Fair
- 3 – Satisfactory
- 4 – Good
- 5 – Excellent