



# **GLOBAL EPICENTER OF MOBILITY**

REVOLUTIONIZING THE DETROIT REGION

## **Request for Proposal**

### **GEM Trusted Connector and Outreach Strategy Playbook Activation**

**August 25, 2025**

## **STATEMENT OF WORK (SOW)**

### **BACKGROUND**

Southeast Michigan Grants Coalition's Global Epicenter of Mobility (GEM), a signature program of the Detroit Regional Partnership (DRP), is issuing this Statement of Work (SOW) which outlines the scope and deliverables for a Trusted Connector (TC) Program and the activation of the GEM Strategy Playbook.

### **About the Global Epicenter of Mobility (GEM)**

Led by the DRP, GEM is designed to help build a prosperous 21st-century mobility sector. With \$52.2 million in grant funds from the U.S. Economic Development Administration, GEM is helping the Detroit region develop cutting-edge technology, create new quality jobs and careers, and prepare new sites for business.

GEM's vision is to accelerate economic growth by building on the region's unrivaled mobility assets. It aims to create a smart and secure advanced mobility industry, beginning with the transition to next-generation electric, autonomous, and fully connected vehicles. While grounded in automotive, GEM's work stretches into other industries as advanced mobility technology evolves to move people and goods in new ways.

GEM Central is one of the six projects funded through the GEM initiative. 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 connective 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 engaged and benefiting from the region's changing and expanding mobility ecosystem.

The Trusted Connector Program and GEM Playbook Activation are complementary strategies designed to foster community connectivity, activate the regional mobility ecosystem, and increase access to workforce, supplier, startup, industrial property, and testing and proving opportunities across the Detroit Region. These initiatives aim to engage under-connected stakeholders and build a strong pipeline of insight and participation.

The Trusted Connector Program is intended for individuals and organizations active in their communities and the mobility industry, uniquely positioned to guide others to resources and opportunities.

The Playbook Activation sessions are targeted at GEM coalition members and industry partners involved in engagement, outreach, or regional strategy.

The selected vendor is encouraged to propose creative and community-centered approaches to deliver the following scope and outcomes.

## **SCOPE OF WORK & DELIVERABLES**

### **Project Objectives**

This project is designed to support a stronger and more connected regional outreach infrastructure for GEM. The two complementary components aim to strengthen awareness, expand participation, and improve access to opportunity by ensuring outreach is aligned, responsive, and grounded in the needs of Southeast Michigan's communities and stakeholders. Specifically,

- Cultivating a dynamic and representative network of Trusted Connectors who can guide others to resources, opportunities, and programs.
- Enhancing coalition member capacity to conduct consistent, strategic outreach using the GEM Outreach Strategy Playbook.
- Increasing awareness of ecosystem assets and programs by sharing localized stories and insights.
- Creating a sustainable model of engagement that can evolve with the GEM ecosystem over time and/or serve as a best practice for the ecosystem.
- Providing GEM Central with actionable feedback and insights from community-facing engagement activities

### **Vendor Responsibilities**

The selected vendor will work closely with GEM Central over 12+ months (no more than 16 months) to design, implement, and evaluate the Trusted Connector Program and the Playbook Activation effort. This includes responsibilities such as recruitment, content development, facilitation, communication, data collection, and evaluation.

GEM Central will provide baseline materials (e.g., outreach strategy, prior stakeholder interviews, visual assets) and serve as a strategic thought partner throughout the process.

The scope of work includes:

- Design and deliver the full lifecycle of the Trusted Connector Program, including three immersive convenings and six quarterly engagement sessions.
- Develop a recruitment and selection strategy for 35–50 connectors representing geographic and demographic diversity across the Detroit Region's 11 counties (Wayne, Oakland, Macomb, Genesee, Monroe, Washtenaw, Lenawee, Livingston, Lapeer, Shiawassee, and St. Clair).
- Lead 3–4 activation sessions of the GEM Outreach Strategy Playbook, preparing participants to use Playbook tools in their own outreach and engagement. The Playbook is a resource designed to help coalition members and stakeholders engage

more effectively across the Detroit Region’s mobility ecosystem. It offers messaging guidance, outreach frameworks, and field-tested insights drawn from stakeholder interviews, community-based feedback, and industry engagement. The Playbook supports consistent, community-responsive engagement efforts aligned with GEM’s broader regional strategy.

- Establish regular communications and engagement strategies (e.g., email touchpoints, virtual check-ins, surveys) to sustain involvement across the program lifecycle.
- Document engagement outcomes, stories, feedback, and opportunities, sharing usable insights with GEM Central through structured reports and summaries.
- Ensure that all outputs are visually accessible, editable, and align with GEM Central’s branding and storytelling priorities.

#### **4. Deliverables**

The vendor is expected to deliver high-quality, visually accessible materials throughout the project timeline. Deliverables should be submitted in editable formats (Word, Excel, PowerPoint) to support DRP’s internal updates, reusability, and potential inclusion in future strategy sessions or digital tools.

Each deliverable must be accompanied by a short narrative that explains its relevance, key insights, and how it supports the GEM Central flywheel of storytelling, data and insights, and convening/engagement. Deliverables include, but are not limited to:

- Final Engagement Roadmap with Timeline and Milestones:

This roadmap should outline planned activities, touchpoints, key convenings, communications strategy, and evaluation moments across the 15-month period. It should serve as the core project plan and be updated quarterly as needed. Format: editable Word document and visual timeline (PPT or PDF). Final Engagement Roadmap due within 2 weeks of project start date.

- Connector Kickoff Convening:

Design and deliver a launch event to build community, clarify expectations, and introduce the Trusted Connector concept. This event should be interactive and offer time for relationship-building. Provide agenda, facilitation guide, and post-event summary. Format: Word + Slides. Completed by December 31, 2025.

- Three Immersive Connector Convenings and Four Quarterly Engagement Sessions:

Develop and lead three high-touch sessions aligned with GEM pillars (Workforce, Supplier, Startups, Sites, and Testing/Proving) and four quarterly updates. Each session should foster connector trust, enable storytelling, and gather insights. Include session summaries, attendance data, and follow-up needs. Note: The kickoff convening is included.

- Monthly Engagement Strategy Execution:

Provide light-touch communication between major sessions, such as email updates, short surveys, and curated event invitations. Demonstrate how these touchpoints maintain momentum. Format: Calendar with links and draft emails or summaries.

- Playbook Activation Sessions (3–4 sessions):

Facilitate training or orientation sessions for stakeholders using the GEM Outreach Strategy Playbook. Include registration strategy, slide deck, annotated guide for facilitators, and session recordings if applicable. Each session should support real-time feedback and offer application examples. Completed by December 31, 2025.

- Post-Activation Summary Reports:

After each Playbook session, provide a short report including attendee info, key themes, questions raised, and areas of confusion or opportunity. This feedback loop will help GEM Central refine its coalition engagement strategy.

- Documentation of Partner & Connector Feedback and Stories:

Curate meaningful insights gathered through sessions, surveys, or informal feedback. Format these as story snapshots or brief write-ups that may be shared in future reports, blogs, or convenings.

- Midpoint and Final Report:

Each report should combine quantitative metrics (e.g., engagement rates, referral counts) with a narrative that captures community themes, outreach trends, and emergent needs. Include a reflection on connector impact and ecosystem reach. Format: Word + Visuals in PPT/Charts.

## **5. Proposal Guidelines**

Interested vendors should submit a proposal that includes the following components:

- Executive Summary: Overview of your firm, alignment with project goals, and proposed approach.
- Methodology: Description of how you will execute both program components and engage GEM stakeholders.

- Staffing Plan: Names, roles, and relevant qualifications of all team members involved.
- Work Plan: Timeline with key milestones, phases, and outputs over 18 months.
- Budget: Detailed and itemized budget aligned with scope and deliverables, including optional services if applicable.
- Experience: Two or more references or case studies demonstrating relevant experience in community engagement, mobility, or economic development.

## **6. Evaluation Criteria**

Proposals will be reviewed and scored using the following criteria. The total possible score is 110 points.

- Past performance and relevant experience (20 points)
- Clarity and feasibility of described deliverables (20 points)
- Team qualifications and staffing structure (10 points)
- Demonstrated ability to engage both industry and community (10 points)
- Familiarity with the mobility or economic development landscape (5 points)
- Quality and clarity of timeline (20 points)
- Cost-effectiveness and alignment with proposed scope (25 points)

## **7. Budget and Pricing**

The Southeast Michigan Grants Coalition anticipates that a reasonable total project cost for the scope described will fall within the range of \$120,000 - \$140,000 depending on approach, staffing, and other services, such as event logistics. Vendors should submit an 18-month itemized budget. The proposed cost should reflect all core components of work including planning, engagement, documentation, and facilitation. Budgets should be clearly aligned with your proposed approach and should identify any optional or value-added services. Vendors are encouraged to demonstrate cost-efficiency without compromising quality or depth of service.

## **8. Terms and Conditions**

This contract is funded through a federal grant and is subject to all applicable requirements under 2 CFR 200. All submitted deliverables will become the property of the Southeast Michigan Grants Coalition. Vendors must be in good standing and not listed under suspension or debarment on SAM.gov.

## **9. Timeline**

Issuance of RFP: August 25, 2025

Q&A Period Ends: September 2, 2025

Proposal Submission Deadline: September 10, 2025 (by 5:00 PM EDT)

Vendor Selection: September 17, 2025

Project Start: October 1, 2025

Program Completion: January 2027

## **10. Contact Information**

Submit proposals and inquiries to:

Jeannine Gant, Mobility Engagement Officer

Email: [jeannine.gant@detroitregionalpartnership.com](mailto:jeannine.gant@detroitregionalpartnership.com)