



# **REQUEST FOR PROPOSALS**

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

### **Advanced Driver Assistance Systems (ADAS) Module**

**Proposals will be received  
until September 19, 2025  
5:00 pm**

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

**Federal  
Contractor**

# REQUEST FOR PROPOSALS (RFP):

<b>Opportunity Name</b>	<b>Advanced Driver Assisted Systems Market Assessment</b>
<b>Anticipated Budget</b>	Up to USD 75,000; Research Data Purchases up to \$25,000
<b>Contract Duration</b>	October – December 2025
<b>Direct Proposals to</b>	Bernard Swiecki, Vice President, Mobility & Research: <b><a href="mailto:Bernard.swiecki@detroitregionalpartnership.com">Bernard.swiecki@detroitregionalpartnership.com</a></b>
<b>Location</b>	Remote, Detroit Metro Region
<b>Key DRP Contacts</b>	Angela Ladetto, Senior Vice President, Business Intelligence and Strategy Bernard Swiecki, Vice President, Mobility and Research Justin Robinson, Chief Program Officer
<b>Timeline</b>	<p>A. <b>Request for proposals release date:</b> 9/3/2025</p> <p>B. <b>Deadline for submitting proposals:</b> 9/19/2025 by 5:00 pm EST</p> <p>C. <b>Delivery Method for submitting proposals:</b> E-mail proposals to <a href="mailto:bernard.swiecki@detroitregionalpartnership.com">bernard.swiecki@detroitregionalpartnership.com</a>. In email subject line, please include: "Proposal for Detroit Regional Partnership ADAS Module." Please submit your proposal in slide format. Proposals submitted in other forms will not be accepted.</p> <p>D. <b>Contract and Payment Schedule:</b> Once proposals are received, DRP will evaluate and select a vendor, develop a detailed contract proposal, and set contract terms, including a payment schedule. This is not an RFP for a retainer contract.</p> <p>E. <b>Notification of Award:</b> 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 Global Epicenter of Mobility (GEM) seeks assistance via this RFP to study the potential for Advanced Driver Assistance Systems (ADAS) to accelerate the transformation of the mobility sector in the Detroit Region. 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. This work is part of the Economic Development Administration's (EDA) Build Back Better Regional Challenge grant, addressing 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 leading advanced-mobility cluster. This grant will enable the region to remain at the forefront of advanced mobility 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 and regional competitiveness by fostering product & technology development and testing, talent development, and attracting public and private investment and quality jobs. The Detroit Region is composed of 11 counties: Genesee, Lapeer, Lenawee, Livingston, Macomb, Monroe, Oakland, Shiawassee, St. Clair, Washtenaw, and Wayne.

In addition to the anticipated budget listed above, **a total of \$25,000 is available to purchase forecasts or reports necessary to complete the project.** If necessary, these purchases would be made by DRP upon request of the selected project vendor, and all acquired content would remain the property of DRP.

## **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

The FMTS has provided the bulk of the mobility technology-related content for DRP's Road to 2030 initiative (<https://gemdetroitregion.com/the-road-to-2030/>), with a "module" featuring content on each of the technologies analyzed. In addition to the technologies included in the FMTS, DRP seeks to include a module focused on the opportunities for the Detroit Region that stem from development and production of ADAS. The output of the ADAS Module discussed in this RFP should therefore provide all of the information necessary to produce the data points and narrative content in the technology modules featured on the Road to 2030 website, as well as the additional items outlined in this RFP.

Forecasts are to be at the U.S. level, with Michigan and Detroit Region breakouts where possible. Proposals should specify the intended geographic scope level for each of the deliverables outlined below.

All deliverables should be delivered, and the project should be fully completed by December 19, 2025.

### **Deliverables**

- a. ADAS Background
  - i. Definition
  - ii. Key applications (Adaptive Cruise Control, Lane Keeping Assist, etc)
    1. Key components of each application
- b. Software
  - i. Dependence on key software specializations
    1. Artificial Intelligence (AI)
    2. Cybersecurity

3. Any additional relevant software specializations
- c. Growth Forecasts (through 2032 or later)
  - i. Volume growth of each ADAS application
    1. Total
    2. In each applicable mobility sector
      - a. Light Vehicles
      - b. Medium and Heavy-Duty Vehicles
      - c. Off-highway
      - d. Maritime
      - e. Aerospace (including EVTOL craft)
      - f. First Mile/Last Mile (commercial drones)
  - ii. Mobility sector penetration rates
    1. Per mobility sector (as listed above) for each applicable ADAS application
- d. Detroit Region Perspective
  - i. Identify key global and Detroit Region ADAS technology providers
  - ii. Identify key Detroit Region ADAS-related opportunities
  - iii. Discuss opportunities to apply ADAS-related regional capabilities outside of the mobility industry
- e. Summary
  - i. Key findings
    1. Summary of all content specified above
  - ii. Future outlook
    1. Global level
    2. Detroit Region level

## **Final Report**

- a. All content to be produced in Microsoft PowerPoint slide format.

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 DRP team of findings;
  2. Weekly check-ins with relevant DRP staff members;
  3. Content deliverables specified in this RFP and final contract details
- Anticipated Project Timeline
    - RFP issued: 9/3/25
    - Proposals due: by 5 p.m. on 9/19/25
    - Vendor selected: on or before 10/10/25
    - Project kickoff: on or before 10/20/25
    - Interim deliverable (draft of all sections): 11/14/25
    - Final project due: 12/19/25

### **Additional Factors:**

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

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

## **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 DRP
6. Timeline
7. Budget
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 DRP 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 DRP: 15 points maximum**

DRP 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 DRP 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, DRP 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.

## Evaluation Scoring

Past performance & experience	<b>20</b>
Description of deliverables	<b>20</b>
Staffing and working with DRP	<b>15</b>

Timeline	<b>20</b>
Total Cost/Cost Effectiveness/Risk	<b>25</b>
<b>Total Points</b>	<b>100</b>

**Please do not add any additional attachments.**

## **SECTION 4: REQUIRED DOCUMENTS**

**Bidder's Signature Sheet:** Please complete this form and return 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: \_\_\_\_\_

Contact Representative E-mail Address: \_\_\_\_\_

Type of Organization: ☐ Public School      ☐ 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 DRP, or an administrative employee of DRP?

☐ 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 the Detroit Regional Partnership. 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:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

\_\_\_\_\_



## RISK ASSESSMENT QUESTIONNAIRE

<p>In accordance with Office of Management and Budget (OMB) Title 2 CFR Part 200.331 DRP, is responsible for evaluating its contractors for risk.</p> <p>Please provide responses to the questions that follow:</p>	<p>Name of Contractor and Contractor Representative completing this questionnaire:</p>	(DRP to complete this column)			
		FEDERAL AWARDING AGENCY			
		GRANT			
		CFDA#			
		RISK ASSESSMENT			
		Comment	Low	Med	High
<p>1. Prior to receiving funding from DRP, had your organization received a federal grant (directly or indirectly) within the past five years?</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p> <p>If yes, when? _____</p> <p>Description of grant:</p>					
<p>2. Has your organization previously been required to submit to a compliance audit or Single Audit as required by OMB A-133, Title 2 CFR Part 200 or the cognizant agency?</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p> <p>If yes, provide the single audit. This attachment does not apply to maximum page count.</p> <p>Was the award determined to be a major federal program in the audit?</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p>					
<p>3. Were there any findings resulting from the single audit?</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p>					
<p>4. Does the individual (or team of individuals) with primary responsibility for grant-related financial activities have prior experience with federal grants?</p> <p><input type="checkbox"/> Yes   <input type="checkbox"/> No</p> <p>If yes, describe.</p>					
<p>5. Does your organization have written policies and procedures related to internal controls and oversight? <input type="checkbox"/> Yes   <input type="checkbox"/> No</p>					
<p>6. Has your organization had new or substantial changes to its operating structure/systems or has new personnel? <input type="checkbox"/> Yes   <input type="checkbox"/> No</p>					

**OVERALL RATING BASED ON SCORING (1 TO 4 = "LOW", 5 TO 8 = "MEDIUM", OVER 9 = "HIGH")**

## Section 5: General Terms and Conditions

### **Selection of Service Provider**

DRP will comply with all federal and state mandates governing contractor selection including federal guidelines 2 CFR 200. Due to the potential funding source for DRP, 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)**

DRP 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**

DRP 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 the Chief Executive Officer of Detroit Regional Partnership, within five business days of awarding a bid. If the DRP vendor has not been notified prior to DRP's receipt of protest, the notification will be held pending resolution of the protest.

DRP 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 it to DRP. 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 DRP 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. DRP 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 DRP to do so.

### **Right to Reject**

DRP 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**

DRP 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**

DRP 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 required programming 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**

The Detroit Regional Partnership 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, DRP may contract with one or with multiple organizations to provide the deliverables as outlined in this Request for Proposal.

**Contract Requirements**

DRP 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 DRP. It should be understood by the Vendor(s) that this means that DRP 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.