

CONNECT 313

COMMUNICATIONS & MARKETING SERVICES REQUEST FOR PROPOSALS

OVERVIEW

Connect 313 is a city-wide, data-driven digital inclusion strategy that brings countless organizations together with the bold goal to make Detroit a national model for digital inclusion and ensure all Detroiters can access the digital world and the opportunity it brings.

The mission of Connect 313 is to put in place by 2024 the means for all Detroiters to have access to appropriate devices, internet connections, technical support, and digital resources for improved learning, employment, and wellbeing.

To achieve its mission, Connect 313 focuses on operationalizing the ecosystem by engaging in policy advocacy efforts, organizing the community governance model to administer The Connect 313 Fund, and championing a robust data operation.

Learn more about Connect 313 by visiting our [About Us](#) page.

PROJECT DESCRIPTION

As Connect 313 builds its operations to support the goals of its stakeholders, communications and marketing support are needed to ensure messaging is consistent, accurate, and engaging.

Connect 313 is seeking proposals from qualified individuals or firms to provide marketing and communications services for the operation. Connect 313 seeks a communications and marketing contractor to inform and execute Connect 313's communications and marketing plan. This partner will be responsible for identifying and executing opportunities to amplify the work of Connect 313 through its multi-media platforms, including its website and social media. The qualified partner will also produce Connect 313 specific content, including storytelling and informational style videos. The communications and marketing partner will also participate on the communications and marketing team for more extensive campaigns, working with other entities such as the Rocket Community Fund Creative Team and United Way for Southeastern Michigan Marketing Department.

CONTRACTOR ELIGIBILITY

Proposals will be accepted from individuals, organizations (for-profit or non-profit), or other collaborative arrangements that:

1. Are qualified to conduct business in the State of Michigan and the City of Detroit.
2. Are in a corporation or a limited liability corporation (LLC) in good standing with the Secretary of State.

Proposers shall have substantial experience with the following:

- Providing professional, effective communication services
- Producing quality graphic design and copywriting
- Devising, implementing, and coordinating marketing campaigns and promotions
- Developing, implementing, monitoring, and adjusting media strategies while working within a modest budget to promote programs, events, and facilities
- Coordinating with multiple parties to meet deadlines

SCOPE OF SERVICES

- Develop an overall marketing plan that positions Connect 313 as an authority on digital inclusion.
- Develop strategic marketing communications and brand support to assist Connect 313 in promoting initiatives, events, and programs.
- Build and maintain Connect 313's current digital presence (including the website and any social media sites maintained by Connect 313).
- Production of storytelling and communication materials (produce, write, edit, and proof copy).

PROPOSAL INSTRUCTIONS

PROPOSAL SUBMISSION AND DUE DATE

Proposers shall submit proposals electronically to info@connect313.org by 5:00 p.m. on February 4, 2022. Inquiries regarding this RFP may be submitted to info@connect313.org no later than February 4, 2022, by 3:00 p.m.

PROPOSAL CONTENT

Proposals shall include, at a minimum, the following items:

- **Cover Letter.** A one-page cover letter containing:
 - the name of the person(s) authorized to represent the Proposer in negotiating and signing any agreement which may result from the proposal;
 - Entity name and address;
 - Phone, website, and email address
- **Staffing.** Name and qualifications of the individuals who will provide the requested services and a current résumé for each, including a description of qualifications, skills, and responsibilities.

- Approach/Work Plan. Describe how the Proposer approaches marketing and communications projects. How do you assist clients in using existing resources and leveraging the work you provide for them?
- Experience/Work Samples. Provide previous work examples that demonstrate how you meet the experience requirements listed in the Qualifications and Experience sections of this RFP. In addition, submit three projects undertaken in the past three years (preferably for non-profit) that involved services similar to the services listed in the Scope of Services of this RFP. For each example, provide the following information:
 - The scope and goals of the project and how success was measured.
 - A description of your role in the project and, if applicable, a description of the work of other contractors.
 - Identify individuals you identified under “Staffing” and who worked on the project and describe their role.
 - Provide a reference for the project – client’s name, title, email address, and telephone number.
 - If applicable, attach relevant work samples or a visual representation of the work (for example, a URL for a website, a printed screenshot, etc.).
- Cost/Budget. Provide hourly rates or other fee structures for the services listed in the Scope of Services, of this RFP.
- Capacity. Explain Proposer’s workload capacity and level of experience commensurate with the level of service required by Connect 313.
- Sub-consultants. A list of the tasks, responsibilities, and qualifications of any sub-consultants proposed to be used on a routine basis.
- Nondiscrimination. Written affirmation that the firm has a policy of nondiscrimination in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation, marital status, or other protected class, and has a drug-free workplace policy.
- Local Resources. Describe your proposed use of local businesses and markets in and around Detroit. Include the steps you have taken in the past to support local businesses and promote community involvement, as well as the steps you would take if selected for this project.

PROPOSAL EVALUATION

MINIMUM QUALIFICATIONS

Connect 313 will review proposals received to determine whether or not each Proposer meets the following minimum qualifications:

- Ability to provide the marketing and communications services work needed to the standards required by the Connect 313.
- Has the financial resources for the performance of the desired marketing and communication services, or the ability to obtain such resources.

EVALUATION CRITERIA

Proposals meeting the above minimum qualifications will be evaluated by Connect 313 using the following criteria:

	Maximum Points
1) Specialized experience in the type of work to be performed, specifically including work in a Connect 313 of similar size and geographic location.	(50)
2) Qualifications and experience of the staff assigned by Proposer to perform these services.	(40)
3) Quality of proposed approach/work plan.	(20)
4) Quality of work samples.	(20)
5) Familiarity with digital inclusion and supporting non-profits.	(30)
6) Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis.	(40)
7) Overall cost of the contract.	(20)
8) Interview (if conducted)	(_)
Total Maximum Points	220

Proposers with marketing experience within the Detroit area may have special consideration. Interviews may be requested prior to final selection. Award will be made to the highest-ranked Proposer according to the evaluation criteria. If contract negotiations are unsuccessful with the highest-ranked Proposer, then Connect 313 reserves the right to enter into negotiations with the next highest-ranked Proposer.

CONTRACT

The Connect 313 desires to enter into a professional services agreement, which includes all necessary marketing and communications services, whether or not the services are specifically outlined in this RFP. The selected Proposer will be expected to sign a written agreement, which will incorporate this RFP and the awardee's proposal. Negotiations shall be limited to terms Connect 313 chooses to negotiate, at Connect 313's sole discretion. The Connect 313 anticipates payment for services on an hourly basis. However, Connect 313 will also consider alternative proposals. The Connect 313 reserves the right to negotiate a compensation package that is fair and reasonable to Connect 313, as determined solely by Connect 313. It is anticipated that Connect 313 will enter into a one (1) year agreement, which thereafter may be extended upon written consent of both parties for an additional one (1) year term.