

Request for Proposal

MichAuto Automotive Industry Roadmap Report and Competitiveness Roundtable Series

Prepared: November 2025

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1.0 Schedule of Events

1.1	RFP Release Date	November 10, 2025
1.2	Deadline for Receipt of Written Inquiries	November 17, 2025

1.3	Written Responses Distributed	November 24, 2025
1.4	Proposal Due Date	December 1, 2025
1.5	Evaluation Period Deadline	December 15, 2025
1.6	Anticipated Contract Award	December 22, 2025

2.0 General Information

2.1 Purpose: MichAuto is requesting proposals for a statewide industry engagement project. The project is designed to stage a series of roundtable events (exact number TBD) throughout the state in 2026 to engage industry stakeholders and elected officials to solicit input for the creation of a Michigan automotive industry policy roadmap to better position Michigan and its signature industry for the future. The vendor will help inform selection of the various regions where each event will take place as well as the specific venue in each region. Vendor will also help secure participation of the roundtable participants, generate media coverage, provide PR support, and help solicit additional feedback from stakeholders following each roundtable. Additional mechanisms to solicit input for the final document/deliverable may also be recommended and considered. Following the conclusion of the roundtable series, the vendor will help MichAuto staff draft and finalize the policy roadmap document.

2.2 Background: MichAuto is Michigan's only automotive and mobility association, dedicated to promoting, retaining, and growing the state's signature industry. We serve as a platform for industry leaders and stakeholders to engage in advocacy, discuss industry priorities, attract and retain high-tech talent, and foster an innovation-driven environment for next-generation mobility developments.

For more on MichAuto, visit our website: <https://michauto.org/>

2.3 Contract Term: The contract resulting from this RFP will commence in December 2025 and will conclude upon the completion of the project and final delivery of the industry policy roadmap. The exact timeline will be based on the proposals received and the timelines identified and agreed upon by the vendor and the Foundation.

2.4 Method of Payment: Specific deliverables agreed upon in vendor agreement. All invoices for payment should be submitted to:

Detroit Regional Chamber Foundation
Attn: Drew Coleman
777 Woodward Ave, Ste 800
Detroit, MI 482226

OR

dcoleman@michauto.org

2.5 Written Inquiries: Written inquiries can be sent via e-mail to Paul Corbett, pcorbett@michauto.org, by the date specified in section 1.3. All written inquiries and their responses will be made available to all bidders upon their request.

3.0 Technical Specifications

Interested vendors should submit a proposal that includes the following:

- **Organizational Overview:** A brief summary of the organization, including experience in similar initiatives and/or with similar industry associations. Additionally, information on key personnel performing the work.
- **Employer and Statewide Connections:** Overview of partnerships with employers, Michigan elected officials, and regional leaders with emphasis on the automotive and mobility industry, geographic relationships, etc..
- **Impact & Success Stories:** Case studies or examples demonstrating the program's effectiveness.
- **Budget Proposal:** Estimated costs and funding allocation.
- **Timeline & Outcomes:** Proposed timeline and expected outcomes, including but not limited to:
 - Number of roundtables completed under the agreement
 - Number of participants in each roundtable
 - Cadence of events throughout agreement period
 - Scope of final report deliverable
 - Any other measurables as relevant to the proposed work

4.0 Vendor Information

4.1 Mandatory Requirements: The bidder must be a Chamber member in good standing or be willing to join the Chamber upon receiving notice of project award.

4.2 Vendor Organization: Describe your organizational structure and explain how your organization qualifies to be responsive to the requirements of this RFP.

4.3 Key Staff Qualification and Experience: Describe the qualifications and experience providing similar services or goods as required in this RFP for key staff who will be assigned to this project including the percentage of their time allocated to the project.

4.4 References: The bidder shall provide a minimum of three trade references including the names of persons who may be contacted, position of person, addresses, and phone numbers where similar products or services similar in scope to the requirements of the RFP have been provided.

5.0 Proposal Response Format

Proposals must be submitted by December 1, 2025, to Paul Corbett pcorbett@michauto.org.

5.1 General: One (1) electronic and/or one (1) hard copy of the proposal must be submitted by the due date listed in section 1.4 to the email and/or address from section 2.4 above. The proposal must be submitted in the format outlined in section 5.2. If the proposal is not submitted in the required format, the proposal will not be considered.

5.2 Technical Response: Proposals must respond to the RFP requirements in sections 3.0 and 4.0 of the RFP requirements by restating the number and text of the requirements in sequence and writing the response immediately after the requirement statement.

5.3 Cost Proposal: This should contain all costs that would be billed to the Chamber. If the method of payment in section 2.4 of the RFP is upon specific deliverables, detail out the costs for each item within the scope of work from section 3.1 of your technical response.

6.0 Method of Evaluation and Award

6.1 Evaluation Criteria: The Chamber's Compensation Committee (made up of Board of Director members and volunteers) will serve as the final evaluation team to review and select the proposal as recommended by Chamber staff. The criteria listed below will be used to evaluate proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of this RFP.

Evaluation Criteria	Points
4.1 Mandatory Requirements	Pass or Fail
3.0 Technical Specifications	40
4.0 Vendor Information	20
5.3 Cost Proposal	40
Maximum Total Points	100

6.2 Discussions and Best and Final Offers: The Chamber may, at its sole option, either accept an initial proposal by award of a contract or enter into discussions with bidder(s) whose proposals are deemed to be reasonably susceptible of being considered for award. After discussions are concluded a bidder may be allowed to submit a “best and final offer.”

7.0 Funding Contingency: The Chamber reserves the right to rescind, cancel, or suspend this agreement if funding is withdrawn by the Chamber’s primary funding sources for the services being provided by Vendor. Any such rescission, cancellation, or suspension shall be effective immediately upon Vendor’s receipt of written notice from the Chamber.