

REQUEST FOR PROPOSAL (RFP) INCLUSIVE DESIGN TRAINING PROGRAM

DESIGN CORE
460 W. BALTIMORE
DETROIT, MI 48202

Jan 16, 2020

1. SUMMARY AND BACKGROUND:

About the Organization

Design Core Detroit's mission is to establish Detroit as a recognized and valued world-class resource for creative talent by strengthening design-driven businesses. In addition to providing traditional business support services to design businesses, Design Core works to grow the market for Detroit design and works to position Detroit design as having unique value. Design Core is a department within College for Creative Studies. As the steward of Detroit's UNESCO City of Design designation, Design Core also serves as the convener and backbone organization for the Detroit City of Design initiative.

CCS is a nonprofit, private college that strives to provide students with the tools needed for successful careers in the dynamic and growing creative industries. Founded in 1906 as the Detroit Society of Arts and Crafts, the College is a major supplier of talent to numerous industries, such as transportation, film and animation, advertising and communications, consumer electronics, athletic apparel, and many more. Its graduates are exhibiting artists and teachers, design problem solvers and innovators, as well as creative leaders in business.

Design Core serves design-driven industries that specialize in design or utilize design as a central discipline of their business strategy. As the steward of Detroit's UNESCO City of Design designation, Design Core serves as the convener and backbone organization for the Detroit City of Design initiative.

About the project

As part of its strategic plan, Design Core aims to create a more meaningful framework for Detroit City of Design initiative through the development of the Detroit City of Design Research Lab. A partnership between College For Creative Studies and Design Core Detroit, the City of Design Research Lab is a cohort-based learning model that brings people together to improve our lives through inclusive design practices, which leads to goods, services, and systems that make everyone

feel valued. The lab will include an inclusive design training program, ongoing events and design jams that build empathy and understanding around key topics, and competitive design research grants to fund inclusive design inquiries.

The purpose of this Request for Proposals (RFP) is to solicit bids from various creative firms/facilitators to manage a participatory design process to develop the inclusive design training program that is informed by best practices and input from local stakeholders.

2. PROPOSAL GUIDELINES:

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted through February 14, 2020. Any proposals received after this date and time will not be reviewed. All proposals must be signed by an official agent or representative of the company submitting the proposal.

Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by Design Core and will include scope, budget, schedule, and other necessary items pertaining to the project.

Design Core expects work to begin on or about March 2, 2020.

3. PROJECT DESCRIPTION:

Design Core is seeking a firm to conduct research and facilitate a series of workshops, interviews, and public engagements to develop an inclusive design training program. The finished product must enable Design Core to hire an instructor and implement the program for a diverse cohort of both professional designers and nondesigners.

The finished deliverables must document the participatory design process and lay out the proposed methodology and framework in a simple and easy-to-understand

but visually compelling manner that can be easily disseminated among a wide network of stakeholders and partners.

To leverage existing resources, Design Core will share the following with the Bidder:

- A draft overview of the Detroit City of Design Lab
- The Detroit City of Design Action Plan
- A one-year monitoring report that highlights activities of current Detroit City of Design partners.

4. PROJECT SCOPE:

The selected firm(s) will be asked to complete the following:

- Develop a **Comparative analysis** of inclusive design and similar courses/trainings
- Conduct and synthesize **interviews** with experts on inclusive design, meaningful engagement and collaboration
- Host **Focus Groups** to get input from education, business, city, and community stakeholders
- Develop **framework, methodology, and governance** recommendations for inclusive design training program and design jams
- Create **tools and materials** for training, mini version of training, and design jams
- Document own **inclusive design process**

TIMELINE FOR DELIVERABLES

Planning – March 2020

Workshops – March - April 2020

Public Engagement – March - April 2020

Draft One - June 2020

Final Draft - August 2020

5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

An information session to answer proposal questions will take place in the offices of Design Core, 460 W. Baltimore, Detroit MI 48202 on **Wednesday, January 29, 2020 at 2:30 pm**. Conference call number will be available for out-of-town firms. Please contact Ellie Schneider at eschneider@designcore.org to request the conference call

number and to indicate your interest in bidding. The information session is not mandatory, but only those that indicate their interest in bidding, will receive access to any written answers submitted to questions regarding the RFP.

Each bidder must submit an electronic copy of their proposal as a PDF to eschneider@designcore.org by February 14, 2020 at 5pm.

Bidders selected for additional interviews will be notified prior to February 19, 2020. Interviews for finalists will take place the week of February 24, 2020. If additional information or clarification is needed to determine finalists, the designated point of contact for the bidder will be notified in writing by Ellie Schneider.

The selection decision for the winning bidder will be made no later than February 28, 2020.

Upon notification, the contract negotiation with the winning bidder will begin immediately, with the anticipated execution of the contract no later than March 6, 2020.

Post-selection, proposal feedback will be given by request only.

6. RFP PROPOSAL REQUIREMENTS

Bidders should submit a response to this RFP that contains the following elements:

- A lump sum bid for this scope of work, with the total broken down by each major set of deliverables. If travel is anticipated, please indicate the number of trips and estimated cost of each trip.
- A list of relevant unit prices from which to base change orders. This may include hourly rates for key members of the team or other discrete costs that the bidder may use to estimate the cost of a change to the scope of work.

Please utilize the following proposal format for your submission.

- **Description of firm/team** and concise description of relevant experience and capabilities that your team will bring to the project.
- **Description of your proposed approach** for delivering the scope of work outlined in this RFP, including timeline, key milestones and tasks. Please provide enough detail for Design Core to understand your methodology for a

project of this type. We recognize that some activities may require further discussion and agreement between Design Core and Bidder.

- **Three examples of your work** that directly relate to this project, with at least two references that we may contact (including contact information).
- **List of key project personnel**, subcontractors or other team members, a brief description of their relevant experience and expertise, and their specific roles on this project. Please designate a point of contact that Design Core may communicate with regarding the RFP submission.
- **A lump sum bid** for this scope of work with sufficient detail as indicated previously.

Please limit your written response to the items listed above to no more than 5 pages of content, not including a cover sheet. If you would like to show examples of your work product related to the experience and capabilities cited in your proposal, you may include those as separate attachments or hyperlinks within your proposal.

7. PROPOSAL EVALUATION CRITERIA

Design Core will evaluate all proposals based on the following criteria:

- **Organizational Experience:** Bidders will be evaluated on their experience as it pertains to the scope of this project.
 - Experience leading participatory design projects
 - Comfort working with a wide range of stakeholders
 - Ability to work closely in collaboration with Design Core time and other consultants involved in the Detroit City of Design initiative.
 - Experience facilitating conversations and distilling takeaways
- **Previous work:** Bidders will be evaluated on examples of their work
 - Visually compelling design that communicates content in a simple and easy-to-understand manner
 - Thorough documentation of participatory design process
 - Consistency of design across all materials and quality of deliverables
- **Cost:** Design Core will award the most competitive *and* responsive bid as it determines at its sole discretion.

Each bidder must submit an electronic copy of their proposal as a PDF to eschneider@designcore.org by February 14 at 5pm.