



CITY OF DETROIT

OFFICE OF CONTRACTING & PROCUREMENT

REQUEST FOR PROPOSAL

ARPA-MEDIA STRATEGY/DEVELOPMENT SERVICES

RFP NO. ARPA184055

Proposal Due Date: (11/20/23 3:00 PM)

QUESTION DEADLINE (EST): November 13, 2023 by 3:00pm est
Questions will NOT be entertained after the deadline date/time

Conference Type: Virtual Pre-proposal Conference

Participation Type: optional

Conference Date: November 9, 2023, at 10:00am est

Microsoft Teams meeting

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 242 470 774 264

Passcode: kFnBat

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Or call in (audio only)

[+1 469-998-6602,,935194237#](#) United States, Dallas

Phone Conference ID: 935 194 237#

[Find a local number](#) | [Reset PIN](#)

[Learn More](#) | [Meeting options](#)

The individual listed below is the bid contact.

Company **City of Detroit**
 Buyer **Kelly Trammel**
 Location **2 WOODWARD AVENUE**
STE 1100
DETROIT, MI 48226
UNITED STATES

Phone
 Fax
 E-mail **trammelk@detroitmi.gov**

When submitting your response, include the following information.

Your Company Name	
Company Site <i>(Optional)</i>	
Address	
Contact Details	
Response Valid Until <i>(Optional)</i>	

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1 Overview

1.1 General Information

Title **ARPA-MEDIA STRATEGY/DEVELOPMENT SERVICES**
 Synopsis **The City of Detroit Office of Contracting and Procurement (OCP) requests proposals from qualified firms to provide Media Strategist Services, Creative Support and Buying for ARPA planning, development, and media buying for the Detroit ARPA marketing campaign (video, outdoor boards, digital ads, newsletters, radio, tv, and print ads).**
 Buyer **Kelly Trammel** Outcome **Contract Purchase Agreement**
 E-Mail **trammelk@detroitmi.gov**
 Introduction

The City of Detroit has received funds from the United States Department of the Treasury (the "Treasury") pursuant to the Coronavirus State and Local Fiscal Recovery Fund under CFDA 21.027 ("ARPA Funds"), under Section 602 and 603 of Title VI the Social Security Act, as amended by Section 9901 of the American Rescue Plan Act of 2021 ("ARPA") (Subtitle M of Title IX of Public Law 117-2); and the City has allocated ARPA Funds to provide funding for appropriate and qualifying expenditures as allowed under the Treasury Guidance Interim Final Rule "Coronavirus State and Local Fiscal Recovery Funds" (86 Fed. Reg. 267878).

1.2 Schedule

Preview Date Open Date **10/19/23 12:30 PM**
 Close Date **11/20/23 3:00 PM** Award Date
 Time Zone **Eastern Standard Time**

1.3 Negotiation Controls

Response Visibility **Sealed**

Lines Settings

Rank Indicator **No indicator displayed**
 Ranking Method **Price only**

1.4 Terms

Agreement Start Date Agreement End Date
 Agreement Amount (USD)
 Payment Terms **Net 30** Freight Terms **Account of Seller**
 Shipping Method **Lowest Cost Carrier** FOB **Delivered**
 Negotiation Currency **USD (US Dollar)**
 Price Precision **2**

1.5 Attachments

File Name or URL	Type	Description
RFP 184055 Media Strategy Deve	File	
Attachment A - Respondent Ques	File	
Attachment B - Respondent Intr	File	
Attachment C - Pricing.xlsx	File	
Attachment D - Forms Affidavit	File	

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File Name or URL	Type	Description
Attachment E - Model Professio	File	

2 Requirements

**Response is required*

Please see attached RFP.

2.1 Section 1. Proposer's Attachments and Affidavits

- *1. Complete the attached form for Combined Certificates of Authority and upload to your response

Select one of the following:

- a. Uploaded (*Response attachments are optional*)
 b. Not Uploaded (*Response attachments are optional*)

Comments:

- *2. Bidder has read and complies with all provisions stated in the INSTRUCTIONS TO BIDDERS. Please check Yes or No.

Select one of the following:

- a. Yes
 b. No

Comments:

- *3. Below document is necessary for you to upload along with the proposal:
Reference Form

Select one of the following:

- a. Uploaded (*Response attachments are optional*)
 b. Not Uploaded (*Response attachments are optional*)

Comments:

4. For information regarding the City of Detroit's Equalization Credit Statement, please download and review the attachment.
-

Comments:

- *5. Will you be utilizing any Sub-Contractors?

Select one of the following:

- a. Yes (upload all required documents) (*Response attachments are optional*)
 b. No (*Response attachments are optional*)

Comments:

*6. Please use the below URL to complete the Income Tax and Account Receivables Clearance process:

<http://bit.ly/detroitclearances>

Select one of the following:

- a. Completed
- b. Not Completed

Comments:

7. Attention: Considering a Joint or Mentor Venture? Click the URL.

<https://app.smartsheet.com/b/form/2359d53ee4364f709cdda15913b530d6>

Comments:

3 Lines

Instructions
Complete Attachment C with an itemization of the services that correspond with the scope of work within the RFP. Enter the lump sum for the entire services within the negotiation line.

3.1 Line Information

Line	Estimated Quantity	Response Price	Line Amount	Response Minimum Release Amount
1-Media Strategist				

3.2 Line Details

3.2.1 Line 1 Media Strategist

To provide an alternate line, see appendix.

Category Name	920.34 Media Conversion Services	Alternate Line Provided	<input type="checkbox"/> Yes <input type="checkbox"/> No
Allow Alternate Lines	Yes	Estimated Total Amount	(USD)
Target Minimum Release Amount (USD)			
Start Price (USD)			

4 Appendix: Alternate Lines

4.1 Instructions for Alternate Lines

Alternate lines are allowed for some negotiation lines. For these lines, you can propose one or more alternatives by entering information for each alternate line in the format given below. Print and insert multiple copies as per your requirement.

4.2 Alternate Lines Template

Negotiation Line <i>(Number and description of the negotiation line for which you have an alternative)</i>	Example: 1-xxxxxx where xxxxxx is the line description of first negotiation line.
Alternate Line Number <i>(Enter only numbers in sequence starting with 1 for every alternate line)</i>	
Alternate Line Description	
Response Price <i>(For a negotiation line with cost factors, enter your line price in the cost factors table)</i>	
Response Minimum Release Amount	
Note to Buyer	

