



**Request for Proposal (RFP) to provide Communications, Marketing & Branding Consultant Services for the Downtown Detroit Partnership (DDP) I-375 Construction Mitigation Program**

**May 1, 2025**

**Schedule:**

May 1, 2025	RFP Released for Bidders
May 7, 2025	Bidder Q/A
May 22, 2025	RFP Packages Due to Downtown Detroit Partnership
May 27-29, 2025	Possible Interview of Firm's Project Team
May 30, 2025	Firm Selection
June 2025	Contract Finalization/Signatures & Project Kick Off

Downtown Detroit Partnership  
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## **Request for Proposal (RFP) to provide Communications, Marketing & Branding Consultant Services for the Downtown Detroit Partnership (DDP) I-375 Construction Mitigation Program**

The Downtown Detroit Partnership (DDP) is seeking proposals from qualified firms to develop and implement a Construction Mitigation Communications Plan that will minimize disruptions and maintain positive public engagement during the I-375 construction project.

DDP is requesting a comprehensive communications, branding, and marketing strategy with a cohesive narrative across multiple platforms, ensuring clarity and consistency in conveying construction impacts to the Downtown Detroit communities, stakeholders and community partners. Both physical and digital assets will be utilized to provide clear information on Downtown Detroit's accessibility, highlight businesses that will remain open, and ensure seamless access for commuters and visitors. These efforts aim to reach the widest possible audience, keeping the community informed and engaged throughout the construction process. Branding, storytelling, and communication will provide key opportunities to strengthen engagement with community partners, stakeholders and businesses impacted by the I-375 construction, utilizing diverse communication approaches ensuring broad community and stakeholder involvement.

### **Project Description:**

The Michigan Department of Transportation (MDOT) is leading a project to remove the I-375 freeway and replace it with a new at-grade surface road, reconnecting I-75 to Downtown Detroit and the Detroit Riverfront. Funded by Infrastructure for Rebuilding America (INFRA) grant and marketed by the U.S. Department of Transportation's as a Reconnecting Communities project, this initiative aims to restore connections between neighborhoods—including Lafayette Park, Eastern Market, and Downtown Detroit—that were historically divided and impacted by the original freeway's construction. *Construction is set to begin in late August 2025 and is expected to take 3 years.*

The Downtown Detroit Partnership (DDP) released its I-375 Peer Review Report, which includes design evaluation and collaboration, construction mitigation, and opportunity assessment sections. The DDP worked alongside the Michigan Department of Transportation (MDOT) and the City of Detroit over the past year to provide a balanced voice within the community and advocate for a truly reconnective design through the peer review and community feedback process.

The work of the Communications Plan will be broken down into four areas: Signage & Wayfinding; Public Engagement; Marketing; and Branding & Storytelling. Signage & Wayfinding and Public Engagement will play a key role in the project that provides a plan with clear, transparent and robust communication channels throughout construction to ensure that downtown is navigable for residents, visitors, and employees. Marketing will develop a strategy that puts forth a series of campaigns promoting the downtown businesses and ongoing programming and events. Branding & Storytelling will create a recognizable identity throughout the project. As part of the deliverables package, the Communications Plan will provide a plan for each area with a budget and implementation plan. DDP is looking to implement the plan to align with MDOT's construction schedule.

A bidder question and answer session will be held virtually Wednesday, May 7, 2025, at 10:00 AM. Please RSVP all members of your team who would like to attend to Elise Fields ([elise.fields@downtowndetroit.org](mailto:elise.fields@downtowndetroit.org)) for login information.

RFP submissions are due 3:00 PM EST on Thursday, May 22, 2025. Please email RFP submissions in PDF form to Elise Fields ([elise.fields@downtowndetroit.org](mailto:elise.fields@downtowndetroit.org)) and Isaac Douglas ([isaac.douglas@downtowndetroit.org](mailto:isaac.douglas@downtowndetroit.org)). Proposal packages and subsequent bids will not be opened in a public setting and will be considered confidential and proprietary to the DDP.

Possible interviews will be conducted May 27- May 29, 2025 with firms notified of selection between May 29 – June 5, 2025.

Please contact Elise Fields ([elise.fields@downtowndetroit.org](mailto:elise.fields@downtowndetroit.org)) and Isaac Douglas ([isaac.douglas@downtowndetroit.org](mailto:isaac.douglas@downtowndetroit.org)) with any questions.

## **Scope of Work**

The selected firm will be responsible for the following deliverables that include a budget and implementation plan. Construction is expected to begin late- August 2025/early-September 2025 and will be phased over three years. Phased timing and phased areas of construction should be considered as plans and budget are developed.

1. Signage & Wayfinding – Develop a comprehensive signage strategy for pedestrian, bicycle, and vehicular traffic.
  - Deliverables:
    - i. Design clear, easy-to-read directional and informational signs.
    - ii. Provide digital, physical, and printed wayfinding solutions.
    - iii. Integrate navigation tools, such as interactive maps on websites or apps, showing updated routes.
2. Public and Community Outreach – Develop a proactive communication strategy with local businesses, residents, and stakeholders that supplements and is coordinated with MDOT & the City of Detroit.
  - Deliverables:
    - i. Provide but not limited to social media, email newsletters, and a website plan.
3. Marketing – Promote downtown accessibility and encourage continued engagement with businesses and events during construction.
  - Deliverables:
    - i. Develop a series of campaigns to promote and engage the direct and metro-Detroit community with downtown during construction.
4. Branding & Storytelling – Build a cohesive visual identity for the construction mitigation campaign to maintain downtown’s image as accessible and vibrant – supporting small businesses, and community accessibility.
  - Deliverables:
    - i. Design a project logo, color scheme, and typography guidelines.
    - ii. Develop branded collateral such as brochures, social media graphics, and press materials.

- iii. Develop a compelling narrative to highlight and honor the past, present and future site's history and heritage throughout construction.
  - iv. Utilize various media formats, including videos, infographics, and blog posts.
5. Reporting & Measurement
- Deliverables:
    - i. Establish key performance indicators (KPIs) to measure the effectiveness of communication efforts.
    - ii. Provide regular reports on community sentiment, engagement metrics, and sign effectiveness.

### **Proposal Guidelines**

Proposals should include the following sections:

1. Company Background
  - Overview of the firm, including years in business and relevant experience.
  - Key team members and their roles.
2. Approach & Methodology
  - Describe how you will develop and implement the communications plan.
  - Outline your strategy for stakeholder engagement and message dissemination.
3. Deliverables & Timeline
  - Provide a detailed work plan with milestones and deadlines.
4. Budget & Pricing
  - Include a detailed cost breakdown for each component of the project.
  - List optional add-ons and estimated pricing.
5. Required Samples & Past Work
  - Three examples of past projects that were similar in scope.
  - At least one sample of signage and wayfinding work.
  - One sample of branding/logo development.
  - One example of storytelling or public engagement materials.

### **Selection Criteria**

Proposals will be evaluated based on:

- Demonstrated experience in construction mitigation communications.
- Quality of past work and relevance to the project's needs.
- Strategic approach and innovative ideas.
- Competitive pricing and value for investment.
- References from previous clients.

### **Submission Details**

RFP submissions are due at 3:00 PM EST on Thursday, May 22, 2025. Please email RFP submissions in PDF form to Elise Fields ([elise.fields@downtowndetroit.org](mailto:elise.fields@downtowndetroit.org)) and Isaac Douglas ([isaac.douglas@downtowndetroit.org](mailto:isaac.douglas@downtowndetroit.org)).

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**Additional Notes**

DDP reserves the right to accept or reject any proposal, negotiate terms, or request additional information before making a final selection.