

# REQUEST FOR QUALIFICATIONS/PROPOSALS: PUBLIC RELATIONS AND MEDIA SERVICES

October 15, 2024

Detroit/Wayne County Port Authority  
130 E. Atwater Street  
Detroit, MI 48226  
313-259-5091



## **I. INTRODUCTION**

The Detroit Wayne County Port Authority (the “Port Authority”) is a public corporation established under Public Act 639 of 1978, governed by a five-member Board of Directors, whose members are appointed by the City of Detroit, Wayne County and the State of Michigan. The Port Authority’s mission is to advance maritime trade, develop port infrastructure, host Great Lakes cruise ships, promote environmental stewardship along the riverfront and deliver prosperity and economic benefit to our citizens and businesses, among other things. Recently, the Port Authority completed a Decarbonization and Air Quality Improvement Plan for the entire Port of Detroit, with a goal of reaching net-zero carbon emissions by the year 2040, as well as reducing harmful emissions from port activity. The Port Authority also works to educate residents about employment opportunities in maritime, freight, cargo, environmental, and sustainability industries. Through this Request for Qualifications and Proposals (“RFQ/P”) the Port Authority invites proposals from professional public relations services individuals and firms to help define and improve the Port Authority’s public image, increase awareness of its initiatives, expand its outreach with the community, and implement key initiatives through print, online and other media sources. Firms with experience are invited to respond to this RFQ/P.

## **II. SCOPE OF SERVICES**

The selected firm must be capable of providing the following range of services:

- Developing and implementing a comprehensive public relations strategy.
- Creating press releases, media kits, and other promotional materials.
- Managing online media communications.
- Reviewing the current website content, developing improved content and a plan for regular updates.
- Building and maintaining relationships with local, regional, and national media outlets.
- Managing crisis communications and media inquiries.
- Organizing press events and media briefings.
- Conducting media training for Port Authority staff as needed.
- Monitoring and analyzing media coverage and public sentiment.
- Providing regular reports on PR activities and outcomes.

## **III. QUALIFICATIONS**

Interested firms must demonstrate:

- Proven experience in providing public relations services for entities similar in size and scope of the Port Authority. Experience with maritime, freight, transportation, sustainability or infrastructure sectors is desired.
- A track record of successful media campaigns and client satisfaction.
- Strong relationships with local and national media outlets and journalists.
- Ability to work collaboratively with Port Authority staff and stakeholders.

## **IV. REGISTRATION, QUESTIONS AND ANSWERS**

- A. **Registration.** Firms interested in participating in this RFQ/P process should send an email to: [mschrupp@portdetroit.com](mailto:mschrupp@portdetroit.com), with “RFQ/P Public Relations and Media Services” in the regarding line. Please include:
- Firm Name
  - Contact Person
  - Email and Cell Phone
- Registered firms will receive email addenda and responses to questions submitted.
- B. **Questions and Answers.** Questions regarding this RFQ/P may be submitted no later than 5pm October 31, 2024. Answers along with questions (but not the identity of the questioner) will be emailed to registered firms and posted on the Port Authority website by 5pm November 1, 2024.

## V. SUBMISSION REQUIREMENTS

All respondents must submit their proposals electronically to [mschrupp@portdetroit.com](mailto:mschrupp@portdetroit.com), including the following:

A. Firm Introduction and Cover Letter:

1. Identify key staff for the project.
2. Include a statement that the proposal is valid for ninety (90) days.
3. Be signed by an official authorized to bind the firm.

B. Experience and Expertise. Describe and include examples of the firm’s capability and experience performing all of the services described in the Section II. Scope and Services, above.

C. Key Staff Resumes:

1. Provide resumes of key staff assigned to the Port Authority, highlighting relevant experience.

D. Pricing Options:

1. Include detailed pricing proposals and options based on various levels of service for the services outlined in Section II. Scope of Services, covering hourly rates, retainer fees, and any additional costs.
2. Provide information on billing practices and payment terms.

E. References:

1. Provide contact information for at least three references from similar clients, able to speak to the firm’s work and effectiveness.

F. Potential Conflicts of Interest:

1. Identify any entities represented by the firm that may conflict with the Port Authority’s interests, particularly those in trucking, railroads, and related industries.

## **VI. EVALUATION CRITERIA**

Submissions will be evaluated based on the following criteria:

1. Demonstrated experience and success with the Section II. Scope of Services described above.
2. Qualifications and expertise of key staff.
3. Cost-effectiveness and clarity of pricing options.
4. Quality and relevance of references.
5. Absence of conflicts of interest.

## **VII. SUBMISSION INSTRUCTIONS**

All proposals must be submitted electronically to [mschrupp@portdetroit.com](mailto:mschrupp@portdetroit.com) by Wednesday, November 13, 2024, by 4pm. Late submissions will not be considered.

## **VIII. SCHEDULE AND DEADLINES**

- **RFQ Issued:** October 15, 2024
- **Deadline for Questions:** October 31, 2024, 4pm
- **Q&A posted:** November 1, 2024, 5pm
- **Proposal Submission Deadline:** November 13, 2024, 4pm
- **Interviews with Finalists:** November 19-21, 2024
- **Board Approval:** December 5, 2024
- **Dates subject to change.**

## **VII. ADDITIONAL INFORMATION**

The Port Authority reserves the right to request additional information, conduct interviews, and negotiate terms before final selection. This RFQ/P does not constitute a commitment to award a contract.

## **VIII. DISCLAIMERS**

The Port Authority reserves the right to reject any or all submissions and waive any informality in the submission process. All submitted materials become the property of the Port Authority and may be subject to public disclosure. The Port Authority is not liable for any costs incurred in responding to this RFQ/P.

## **IX. NO CONTACT DURING RFQ/P PERIOD**

Potential respondents must not communicate with Board Members or employees of the Port Authority during this RFQ/P period until an award is made. Violations may result in disqualification.

The Port Authority appreciates your interest in providing services and your efforts in submitting a proposal.

Respectfully,

Mark Schrupp  
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