



2021 Ford HBC-You Mobility Challenge

REQUEST FOR PROPOSALS

10/23/2020

INTRODUCTION

The Ford HBC-You Mobility Challenge is a grant-making initiative designed to empower students, alumni, faculty and administrators at HBCUs to develop campus- or community-based projects that address, in creative, innovative ways, a tangible, unmet need surrounding the theme, **Making Lives Better: *Changing the Way We Move Through Smart Mobility.***

Proposals will compete to win a grant from Ford Motor Company Fund to support implementation of the proposed projects – **up to \$25,000 for 1st Place and up to \$10,000 for one runner up.** Proposals must, at a minimum:

1. **Describe an innovative approach to making lives better through smart mobility**
2. **Seek to address an urgent, unmet mobility need on an HBCU campus and/or its surrounding community**
3. **Describe the tangible project outcome**
4. **Be activated through an Historically Black College and University (HBCU)**

All respondents to this RFP must be Section 501(c)(3) organizations which are classified as public charities under Section 509(a)(1) or (2) of the Internal Revenue Code (Code) or political subdivisions. This RFP does not commit Ford Motor Company Fund or Ford Motor Company, to accept proposals or contracts for service or pay the cost incurred in the preparation of a response to this RFP.

Students, student organizations and alumni responding to this RFP on behalf of their college or university must work with their college or university to gain their agreement to apply for, and serve as, the fiduciary organization for this grant. The college or university fiscal officer must be notified of the submission. Responding colleges and universities must meet the IRS requirements listed above.

PROGRAM SPECIFICS

1. Ford HBC-You Mobility Challenge is a special initiative of Ford Motor Company Fund. Its purpose is to challenge students, alumni, faculty and administrators to design innovative mobility-based projects that address critical campus or community needs consistent with charitable purposes as described in Section 501(c)(3) of the Code.
2. Respondents will work with their campus and/or surrounding community to create innovative proposals that address a mobility need on campus or in the surrounding community. Proposals must address the theme of the Challenge— **Making Lives Better: *Changing the Way We Move Through Smart Mobility*** —in some way. The winning proposal will receive a one-time, grant of up to \$25,000

from Ford Motor Company Fund for its implementation. A Runner-Up proposal will receive a grant of up to \$10,000.

3. **The theme, Making Lives Better: *Changing the Way We Move Through Smart Mobility*:** In this challenge, proposals may address ways people, resources and entities supply, support, sustain and move in and around their campus and/or its surrounding community for the purpose of creating healthy, livable communities that are poised to thrive in a global economy.
4. **Note: The project must be consistent with charitable purposes as described in section 501(c)(3) of the Code.** Given this initiative is supported by Ford Motor Company Fund dollars, any proposed project must be consistent with a charitable purpose described in Section 501(c)(3) of the Code.
5. Ford HBC-You Mobility Challenge will be managed by Ford Motor Company Fund as a competitive challenge grant program. Proposals will be judged by the criteria listed in this RFP, and a winning and a runner-up proposal will be funded. Submitted proposals are the property of Ford Motor Company Fund.
6. Ford Motor Company Fund will enter into a standard Grant Agreement with the winning grant recipients. The winning grant recipients must apply for funding through Ford's online grant system. Funds will be made available in 4-6 weeks after the application is completed per documented Ford Fund processes.
7. Participants' Personally Identifiable Information (PII) collected is subject to the Privacy Statement located on www.fgb.life. By participating in the Ford HBC-You Mobility Challenge, you expressly agree to the terms of the Privacy Statement.

CRITERIA

Project proposals must meet the following criteria for consideration:

1. **The project must implement an innovative approach to making lives better through smart mobility.** As the non-profit arm of a mobility company, Ford Motor Company Fund understands the role it plays in providing access to services that address basic needs, economic growth and quality of life. Through this mobility challenge, we want to encourage and support HBCUs that create and implement sustainable solutions to improve the lives of individuals within their communities.

Ideas may include creating ride share apps, replacing old models of transportation, developing autonomous vehicles, using data science and analytics to anticipate customer wants and needs, etc.
2. **The project must seek to address an urgent and unmet campus and/or community need in a tangible way.** Ford HBC-You Mobility Challenge is **not** looking for research studies or reports. Successful proposals will describe a current challenge/issue affecting the HBCU campus and/or its community and present a smart mobility solution that makes a meaningful improvement in those spaces. While research/study can and should be a part of any project, meaningful and demonstrable action is required.
3. **The project must identify a tangible outcome.** The winning proposal will thoroughly and specifically identify the measurable and/or tangible outcomes that will be accomplished upon project completion.

4. **The project may involve the participation of a community-based organization as a partner.** The term "community-based organization" is not used as a legal term, but rather to describe any organization that plays a role in the life of the local community (e.g. schools, social service agencies, businesses, government entities).
5. **Project Resources and Strategies.** Additional consideration will be given to proposals that:
 - Leverage additional campus and/or community resources, monetary or human, to support the proposed project
 - Leverage Ford Motor Company Fund dollars efficiently to extend the life of the project
 - Create initiatives that can be sustained after Ford Motor Company Fund money has been incorporated into the project
6. **Communication and Publicity.** Proposals should include a brief section addressing how the respondent will communicate and/or publicize the project through various outlets (e.g. press release, web, local television and print, video, social media, etc.)
7. **Budget.** For budgeting purposes, proposals should assume a **one-time** grant of up to \$25,000 for the winning proposal and up to \$10,000 for the runner up from Ford Motor Company Fund. Additional financial resources brought to the project should be clearly identified and described.

TIMELINE

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| ▪ November 1, 2020 | 2021 HBC-You Mobility Challenge launches
<i>(RFP and proposal template available at www.fgb.life)</i> |
| ▪ March 31, 2021 | Last day to submit proposals
<i>(Proposals can be submitted November 1, 2020 - March 31, 2021)</i> |
| ▪ April 1 - 16, 2021 | Proposals review |
| ▪ April 19 - 30, 2021 | Finalists selected; Proposal presentations |
| ▪ May 2021 | Selection of Winner and Runner up; winners' public announcements |
| ▪ Fall 2021 – Summer 2022 | Winner and Runner up projects implementation |

Proposals must be received on or before **5 p.m. EST on Wednesday, March 31, 2021**. **Proposals received after the deadline will not be considered.**

The exact timing of the winners' announcement events and project implementation period will be negotiated with Ford Motor Company Fund on an individual project basis.

JUDGING PROCESS

Round 1: Open Competition

The process of soliciting proposals will be a standard "Request for Proposal" (RFP). This RFP provides all the requirements of the HBC-You Mobility Challenge and specifies the proposal format and issues to be addressed. **Respondents should utilize the proposal template provided on www.fgb.life.**

Round 2: Finalists Selection

- Representatives from Ford Motor Company Fund Proposal Review Team will review and score each proposal based on a prepared RFP scoring criteria. **Scoring is based on how well proposals meet the criteria outlined in this RFP.**
- Proposals are then ranked per their averaged score and the top three proposals will move on to the final round of the competition.

Round 3 (Final Round): Presentations

- The top three averaged scores will be asked to present their proposal in person when a representative from the Proposal Review Team visits their respective HCBU at an agreed upon date and time. ***NOTE: It may be necessary for presentations to be conducted virtually due to COVID-19 restrictions/conditions in place at the time***
- The Proposal Review Team will reconvene to discuss the presentation results and determine the HBC-You Mobility Challenge 1st-Place and Runner-Up winners. **The decision of the Proposal Review Team will be final.**
- The 1st-Place and Runner-Up proposals will be presented with their award from Ford Motor Company Fund and will then have a set amount of time within which to implement their project, to be negotiated with Ford Motor Company Fund.

QUESTIONS

All questions regarding the Ford HBC-You Mobility Challenge should be directed to info@fgb.life.

SUBMISSION TERMS AND CONDITIONS

Once submitted, an entry cannot be deleted, canceled or modified by registrant.

By submitting an Entry, you warrant and represent that it: (a) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (b) that you have obtained permission from a person whose name or likeness is used in the Entry (including acceptance of these official rules); and (c) that publication of the Entry via various media including Web posting, will not infringe on the rights of any third party rights. Any such entrant will indemnify and hold harmless, Sponsor from any claims to the contrary.

Any element(s) appearing in a video or photo, including without limitation stills, clip art, supers, music (lyrics and/or melody) or other materials must be the contestant's own original work, created and performed by the

contestant, or be in the public domain. Use of any copyrighted elements or other materials that are not the contestant's own original work, or not in the public domain, will result in disqualification.

Ford Motor Company reserves the right to reject and disqualify any entry that it deems, in its sole discretion, to violate any of these content-related requirements or for any reason for its sole discretion. If the content of the semi-finalist proposal does not meet the requirements listed above, it will not be considered.

Submitting an entry constitutes agreeing to the terms of these Terms and Conditions and all decisions of Sponsor and/or its designee, which are final and binding in all respects. Sponsor is not responsible for incorrect, inaccurate or incomplete entry information or for entries which are garbled, damaged, incompletely received, otherwise defective or lost due to any reason, all of which will be voided.

Once submitted, all proposal content becomes the sole property of Ford Motor Company and can/will be used to promote company programs and services without further compensation or permission.

Submission of a proposal signifies that the applicant has read and agrees to the Terms and Conditions listed above.