**Project Scope**

**Environmental Scan for Data Driven Detroit**

**An affiliate of the Michigan Nonprofit Association**

**Background**

Data Driven Detroit (D3) was created in 2008 to fill a significant gap in neighborhood-level data in Detroit. The impetus for the entity was the need by the two founding investors, the Kresge and Skillman Foundations, to have reliable data to plan for and track the impact of their investments in the city and its neighborhoods.

Under the leadership of founding Director, Kurt Metzger, D3 quickly grew and in 2009 became a member of the National Neighborhood Indicators Program. Incubated within a local intermediary, City-Connect Detroit, from 2008-2012, D3 became an affiliate of the state-wide Michigan Nonprofit Association (MNA) in December 2012. With a current staff of 11 and annual revenues of $700,000, D3 is at a pivotal point in its organizational and program development as well as an impending leadership transition at the end of 2013.

**Environmental Scan**

D3was developed based on the recommendations provided in a “Due Diligence Investigation” conducted for the foundations in spring 2008 by the Metro Chicago Information Center, Case Western Reserve University and the Urban Institute. Given the significant changes in the data landscape in the ensuing years, MNA in partnership with the D3 Advisory Council is seeking an updated environmental scan to provide guidance for the leadership transition and further development of a sustainable business model within the MNA organization.

The scan has the following primary objectives:

* To review the overall data landscape, both nationally and locally.
* To identify the current and future role for D3 as a critical player in the city, region, and state, as well as an affiliate of Michigan Nonprofit Association.
* To seek input on products, services and modes of data delivery.
* To assess the organization’s current capacity including data, technology, expertise and competitive advantage.

*Included in these objectives is the need for a scan of national NNIP-partners to identify structure and business models that could be successful in the Detroit context.*

**Methods**

Information on the basic design is provided below. Other recommendations for the process are encouraged.

Review of Background Materials:

* 2008 Due Diligence Report
* 2011 Strategic Plan
* 2012 Due Diligence Review prior to MNA affiliation
* D3 Annual Reports
* NNIP Articles

Interviews with key stakeholders, including:

* MNA and D3 leadership as well as staff
* D3 Advisory Board members
* Key clients
* Data providers and users (including community members)
* Government, Foundations, Universities, Nonprofits

**Overall Product and Timeline**

* A written report, due 60 days after the contract is executed to include;
  + Summary of Key Findings
  + Overarching Themes
  + Recommendations
* An update on progress and initial insights at 30 days
* Researcher(s) be available to review recommendations with MNA and D3 Advisory Council

**Budget** $25,000-$35,000

**Proposal Requirements**

**In 5-7 pages:**

* Brief description of the design
* Project timeline
* Key personnel and organization’s capacity/qualifications to conduct the project. (3-5 pages)
* Identify the point person for communication
* Detailed budget, including time commitments of key staff

Questions directed electronically to:

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AND

Kelley Kuhn, VP and Chief Strategy Officer, MNA, kkuhn@mnaonline.org

Submit Materials electronically to

Kelley Kuhn

Vice President & Chief Strategy Officer

Michigan Nonprofit Association

[kkuhn@mnaonline.org](mailto:kkuhn@mnaonline.org)

**Overall Project Timeline**

RFP sent out by: October 12, 2013

Proposals received by: October 21, 2013

Discussion during D3 Advisory Committee Meeting: October 22, 2013

Project Begins: October 28, 2013

30 Day Check-In: December 6, 2013

Project Ends and Final Report Completed: January 18, 2014