

MICHIGAN MOBILITY FUNDING PLATFORM (MMFP) FY2025 ADMINISTRATOR IDENTIFICATION

PROGRAM OVERVIEW

The Michigan Mobility Funding Platform Small Business Initiative ("Initiative") created by The Michigan Office of Future Mobility and Electrification (OFME) -- part of the Michigan Economic Development Corporation (MEDC) -- seeks to provide an aggregate of \$3.5 million in grant funds and administrative fees to one or more qualified grant administrators ("Grant Administrator") to provide and administer grants of up to \$350,000 each to eligible businesses for eligible expenses in response to the COVID-19 crisis. The Initiative desires to meet the needs of Michigan small businesses by supporting their operating costs for deployments/projects in Michigan.

Initiative grants will be split between two unique pillars: test site grants (ranging \$50,000 - \$150,000) and real-world deployment grants (ranging \$100,000 - \$400,000). Test site grants can be deployed to mobility projects partnering with one of nine pre-approved closed test sites in the state and real-world deployment grants are defined as being any project in a public space and partnering with municipalities and/or state agencies.

In total, the Grant Administrator will oversee approximately 15-20 grant recipients ("Sub-Awardees").

[\(Full Program Guide\)](#)

ADMINISTRATOR REQUIREMENTS

- A minimum of 5 years' experience administering grant funds on behalf of a state government agency, or state economic development organization.
- A minimum of 5 years of experience in technical program management working with mobility & transportation technology (hardware and software) startups and/or small businesses to test and deploy new technologies.
- A minimum of 5 years' experience managing programs in compliance with federal requirements.

APPLICANT INFORMATION	
Entity Information	
Applicant Entity Name	
Entity Representative Name	
Entity Representative Title (CEO, President, Director)	
Email	
Phone	
Entity Address	
Entity Address 2	
Entity City	
Entity State	
Entity Zip Code	
Entity County	
Entity UEI # https://sam.gov/content/home	
Staff Assigned to MMFP Grant Management	
Primary Staff Name	
Primary Staff Title	
Primary Staff Email	
Primary Staff Phone	
List any other staff who will be supporting on this project:	

ESTIMATED COST
Provide an estimate of direct administrative cost (i.e. payroll, salary, hourly rate of employees assigned to project, etc.) required to implement the Initiative (indirect costs will not be allowed):

APPLICANT CAPACITY AND CONFLICT OF INTEREST		
Describe your entity’s capacity to manage the Initiative as outlined in the Program Guide. Additionally, outline your entity’s experience working with small businesses and/or related funding programs.		
Does your entity currently administer MMFP funds on behalf of the MEDC and/or assisted with the administration of MMFP funds in the last 5 years?		
YES	NO	N/A
If YES, describe:		
Will any person who is an employee, agent, consultant, officer, elected or appointed official of the entity obtain a financial, or other interest in or a tangible personal benefit from any MMFP assisted activity?		
YES	NO	N/A
If YES, describe:		

ASSURANCES

The Applicant agrees to adhere to State and Federal rules, regulations and all applicable policies, procedures and reporting requirements related to administering this program. In agreeing to this, the entity will ensure that all entities involved in completing the proposed project will also adhere to rules and regulations during grant administration.

All parties certify that the information in this application is the most accurate available based on current information and knowledge.

The Applicant certifies to the best of its knowledge and belief that the information provided herein is true, complete, and accurate. The Applicant is aware that the provisions of false, fictitious, or fraudulent information, or the omission of any material fact, may subject it to criminal, civil, or administrative consequences including but not limited to violations of U.S. Code Title 18, Sections 2, 1001, 1343 and Title 31, Section 3729-3730 and 3801-3812.

The Applicant affirms that it is not included on the governmentwide exclusions list in the System for Award Management as being debarred and suspended.

AUTHORIZED SIGNATOR

Authorized Signatory		
Signature		Date:
Name and Title		
Phone #:	Email Address:	

The Authorized Signatory, hereby certifies, represents, and warrants it has authority to sign and submit this Application on behalf of the Applicant.

Program Guide

Program Vision

Mobility Public Private Partnership and Programming via the Michigan Mobility Funding Platform (MMFP). These MMFP grants will be split between two unique pillars: test site grants (ranging \$50,000 - \$150,000 per grant) and real-world deployment grants (ranging \$100,000 - \$400,000 per grant). Test site grants can be deployed to mobility projects partnering with one of nine pre-approved closed test sites in the state and real-world deployment grants are defined as being any project in a public space and partnering with municipalities and/or state agencies.

Based on this design there will be an estimate of 15 – 20 total beneficiaries.

How Funds Will Be Awarded / Deployed

Grants deployed via MMFP are awarded after a standardized application, review, and selection process. This process includes standard application, internal review to ensure projects meet minimum qualifications, external reviews by a minimum of 10 industry experts including scoring in 6 categories and open-ended feedback, and finally, a final selection committee comprised of members of MEDC, LEO, and MDOT.

A contractor will be selected via application process to act as a fiduciary partner and oversee program management and administration of grants.

- Total FRF \$3,500,000
- Program management (sub-recipient), estimated \$525,000 (~15%)
- Grants OFME will deploy \$2,975,000 (estimated) to beneficiaries

Qualified Class Defined

“Eligible Small Business” means a business concern or other organization that: has no more than 500 employees

or, if applicable, the size standard in number of employees established by the Administrator of the Small Business Administration for the industry in which the business concern or organization operates, **and** is a small business concern as defined in section 3 of the Small Business Act at 15 U.S.C. § 632(a)(1): “independently owned and operated and which is not dominant in its field of operation.” **and**, in either case, has been Disproportionately Impacted by COVID-19.

The business is located or operating in one of the following geographic areas:

- 2020 CDFI Investment Tract
- 2020 Qualified Census Tract
- Rural Michigan counties, as defined by the Michigan Office of Rural Development (fka the Michigan Office of Rural Prosperity) in 2023

- A qualified Historically Underutilized Business Zone (aka HUBZone), as defined by the Small Business Administration
- A Michigan county where *at least* 40% of households fall below the ALICE Threshold
- The business can demonstrate a disproportionate negative economic impact as a result of COVID-19.

Qualified Projects & Expenses

Qualified Expenses

- Operating costs
- No more than 7% for qualified travel expenses
- No capital expenditures
- No construction
 - Construction is defined as anything over \$2000

Qualified Projects

Test site grants will be deployed to mobility and transportation innovation projects partnering with one of nine pre-approved closed test sites in the state and real-world deployment grants are defined as being any project in a public space and partnering with municipalities and/or state agencies. These projects will have ties to challenges exacerbated by the COVID-19 pandemic including but not limited to:

- The intersection of healthcare access and transportation
- Food deserts in both urban and rural areas
- First and last mile transportation
 - Gaps in traditional transportation services such as transit
- Access to other essential services
- Freight, logistics and supply chain challenges

Program Goals

Through the Michigan Mobility Funding Platform, MEDC/OFME will partner with municipalities and independent mobility test sites to support small businesses disproportionately impacted by the COVID-19 pandemic.

The program will:

- Support small businesses disproportionately impacted by COVID-19
- Cultivate a more inclusive, accessible and integrated (small business and mobility and transportation technology innovation) entrepreneurial ecosystem
- Increase the number of businesses served through new and scaled programming, technical assistance, and support services
- Increase awareness of Michigan's mobility innovation small business ecosystem; assist small businesses in navigating to and through local, regional and statewide business support resources
- Expand the geographic reach of network partners into underserved and rural areas
- Raise the national profile of Michigan's mobility and transportation technology innovation small business ecosystem

Desired Outcomes

Michigan Mobility Funding Platform and sub-recipient will be required to report on a quarterly basis both financial obligations and expenses as well as key performance indicators. These key performance indicators may include:

- Total Number of businesses served
- Number of businesses served by program activities
- Number of businesses served for the first time by network services/referrals
- Number of Minority-Owned Businesses served
- New partnership starts
- Loans, venture, angel or other financial investments obtained ("facilitated industry investment")
- Jobs retained /created
- Company growth including but not limited to increased revenue / facilitated revenue
- And other factors as determined by the OFME