



Request for Proposals
for
Citizens for Modern Transit
For
CMT Employer Transit Programs Marketing Materials
Federal Project CMAQ-5456-612

Citizens for Modern Transit (“CMT”) is seeking a consultant to assist CMT in the creation of a comprehensive marketing package outlining all of CMT’s employer based transit programs including Guaranteed Ride Home Program, Try and Ride Program, Zimride, and Ten Toe Express to build and promote ridership on the transit system. Key messaging will outline the benefits of using transit for employers and for the commuters for the work/education commute.

Work products will include creation of tagline and copy for the materials, one cohesive marketing package outlining all the programs that CMT administers, individual program information sheets, one print ad and web graphics for each of the programs. Proposal must include creation of a brand standard for all pieces. CMT will need all these files in pdf and jpeg formats. Other file types may be needed for printers as well.

A detailed budget breakdown for each task/item listed above will need to be included with the proposal.

CMT encourages disadvantaged, small, women-owned, and/or minority business participation.

Proposals are due on October 2, 2017 at 4:00 p.m. local time to the following address:

“DRIVE Program”
Employer Transit Programs
c/o Kimberly Cella
Executive Director
Citizens for Modern Transit
911 Washington, Ste. 200
St. Louis, MO 63101

Late proposals will be returned unopened. Three (3) printed copies and one electronic copy via email (kcella@cmt-stl.org) from a firm principal committing the proposal for a minimum of ninety (90) days. **Faxed proposals or proposals submitted with an inadequate number of copies will not be accepted. Work product designs will need to be completed no later November 30, 2017.**

All proposals submitted in response to a CMT request for proposal (RFP) will initially be evaluated using the following criteria (each weighted equally):

1. Qualifications of person/firm conducting the work
2. Proposal Quality
3. Product samples – samples provided and/or on firm website need to be relevant to work being asked to be completed.

Once the proposals are narrowed down to the top candidates using these criteria, the final selection will be determined with consideration to price and the above criteria. The proposal providing the best value to the project will be selected.

CMT will award the work to the responsible firm whose proposal is most advantageous to the project, with price and other factors considered. CMT reserves the right to reject any proposals deemed non-responsive to the RFP. CMT reserves the right to reject all proposals if the competitive process is not met and may reissue the RFP with or without changes.

CMT will post any supplemental information as necessary on the CMT website:
www.cmt-stl.org.

Please visit our website periodically to check for any additional information.