

Request for Proposals for Graphic Design to Citizens for Modern Transit for the Ten Toe Express® Program

Federal Project CMAQ - 5456(615)

Citizens for Modern Transit ("CMT") is seeking a graphic design consultant to assist CMT with the campaign for CMT's Ten Toe Express® Program to promote ridership on the transit system. The goal will be to increase participation in the program by active older adults in the St. Louis region.

Work products will include creation of one direct mail piece, one billboard design, and two print advertisements tweaked to various sizes, one logo update, and web graphics. CMT will need all these files in pdf, png, and jpeg formats. Other file types may be needed for printers as well. CMT will provide copy.

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 December 4, 2019 at 4:00 p.m. local time to the following address:

2020 Ten Toe Express Program
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 February 12, 2020. 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.