

June 9, 2021

Dear Consultant:

Citizens for Modern Transit (CMT) is requesting the services of a graphics design firm to perform the described professional services for the project included on the attached list. If your firm would like to be considered for these consulting services, you may express your interest by responding to the appropriate office, which is indicated on the attachments. Limit your proposal to no more than 2 pages. This proposal should include any information which might help us in the selection process, such as the persons or team you would assign to each project, the backgrounds of those individuals, your budget, and other projects your company has recently completed or are now active.

DBE firms must be listed in the MRCC DBE Directory located on MoDOT's website at [www.modot.gov](http://www.modot.gov), in order to be counted as participation towards an established DBE Goal. We encourage DBE firms to submit proposals as prime consultants for this project they feel can be managed by their firm.

We request all proposals be received by 4 pm, June 28, 2021 at **Citizens for Modern Transit, 911 Washington, Ste. 200, St. Louis, MO 63101 and at [kcella@cmt-stl.org](mailto:kcella@cmt-stl.org)**. Please provide 2 hard copies and email the proposal to the email address above.

Sincerely,

Kimberly M. Cella  
Executive Director

Attachment

Moving the Right Way Ridership Program	
Federal Aid No.:	CMAQ-5456(617)
Location:	St. Louis Region
Proposed Improvement:	Increase in Ridership on the St. Louis transit system
Length:	July 2021
Approximate Construction Cost:	N/A
DBE Goal Determination	0%
Consultant Services Required:	<p>Citizens for Modern Transit ("CMT") is seeking a graphic design consultant to assist CMT with CMT's Fall Ten Toe Express campaign: <i>Board &amp; Explore; Adventure Awaits</i> education program to promote ridership on the transit system. The goal will be to increase ridership on the system during the fall months.</p> <p>Work products will include Ten Toe Express registration mailer, transit ads, and two print advertisements tweaked to various sizes, 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.</p>
Other Comments:	
Contact:	<p><i>Kimberly Cella</i></p> <p><i>Citizens for Modern Transit</i></p> <p><i>911 Washington, Ste. 200, St. Louis, Mo 63101 kcella@cmt-stl.org/www.cmt-stl.org/info@cmt-stl.org</i></p>
Deadline:	<i>4 p.m., June 28, 2021</i>
Submit	
<p>Proposal should not exceed 4 pages total. A page is defined as 8-1/2 by 11 inches and printed on one side. <u>2</u> copies of the proposal should be received at the address and by the time specified. Also an email copy must be received by</p>	

deadline as well.	
-------------------	--

*Citizens for Modern Transit*

911 Washington, Ste. 200, St. Louis, MO 63101 [www.cmt-stl.org](http://www.cmt-stl.org) 314.231.7272

The following criteria will be the basis for selection.

*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.*

Fig 136.6.7

June 2021

**Scope of Services**

Citizens for Modern Transit (“CMT”) is seeking a graphic design consultant to assist CMT with the Fall Ten Toe Express campaign linking transit and walking: *Board & Explore; Adventure Awaits* education program to promote ridership on the transit system. The goal will be to increase ridership on the system during the fall months.

Work products will include:

1. Ten Toe Registration Mailer (print and download version)

2. Two versions of a transit ads,
3. Two print advertisements tweaked to various sizes,
4. 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.

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.