

October 10, 2023

Dear Consultant:

Citizens for Modern Transit (CMT) is requesting proposals from qualified firms 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. 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, 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, October 30, 2023 at **Citizens for Modern Transit, 701 Market, Ste. 275, St. Louis, MO 63101** and at kcella@cmt-stl.org. Please provide 2 hard copies and email the proposal to the email address above.

Sincerely,

A handwritten signature in black ink, reading "Kimberly M. Cella". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Kimberly M. Cella
Executive Director

Attachment

Building Ridership on Transit	
Federal Aid No.:	CMAQ-5456(619)
Location:	St. Louis Region
Proposed Improvement:	Increase in Ridership on the St. Louis Transit System
Length:	January 12, 2024 (product deliverables) January 2024 – January 2025 (administrative services)
Approximate Construction Cost:	<i>N/A</i>
DBE Goal Determination	<i>0%</i>
Consultant Services Required:	<p>Citizens for Modern Transit (“CMT”) is seeking proposals from qualified firms to provide a web-based commute alternative incentive platform service for CMT and partners, including academic institutions and employers across St. Louis City, St. Louis County, and St. Clair County.</p> <p>CMT plans to bring back former transit riders and move single occupancy vehicle (SOV) commuters to new users of public transit by re-launching the “Save Your Commute” program that rewards commuters for using alternative modes of transportation. This program is designed to reduce emissions caused, primarily by, solo driving and intended to amplify positive behavioral change in potential transit users. The primary method where customers engage with the program would be through a mobile app or through an online portal.</p> <p>CMT plans to launch a pilot “Save Your Commute” program designed to reduce solo vehicle trips through the implementation of rideshare (vanpool and carpool) programs and transit rewards and incentives that encourage the use of taking transit, walking, biking and other similar solo passenger trip reduction strategies.</p> <p>A hosted and CMT-branded website and application solution is needed to support this effort with multi-user capability for other institutions and organizations to boost alternative transportation trips. The hosted website and application should be designed to provide a user-friendly portal for individuals to track alternative commute behavior, automatically gather data on vehicle miles saved, emission reductions achieved through alternative modes taken and facilitate the administration and implementation of commuter rewards and challenges to encourage commuters to use non-SOV modes.</p> <p>CMT will need deliverables no later than January 12, 2024. Administrative services to be provided from January 2024 – January 2025.</p>

Other Comments:	
Contact:	<i>Kimberly Cella</i> <i>Citizens for Modern Transit</i> <i>701 Market, Ste. 275, St. Louis, Mo 63101</i> <i>kcella@cmt-stl.org/www.cmt-stl.org/info@cmt-stl.org</i>
Deadline:	<i>4 p.m, October 30, 2023</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. 2 copies of the proposal should be received at the address and by the time specified. Also an email copy must be received by deadline as well.</p>	

Citizens for Modern Transit

701 Market, Ste. 275, St. Louis, MO 63101 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.

Scope of Services

Contractor will provide CMT a web-based commuter management solutions software/app that will assist St. Louis City, St. Louis County, and St. Clair County residents in choosing alternative modes of transportation that include taking transit, walking, biking, carpooling and others, as opposed to solo driving. A complementary online tool (app-based and/or desktop version) to be deployed, promote, track, incentivize and manage alternative commuting behavior.

The website/app solution must allow commuters to participate in an alternative commute tracking component (walking, biking, transit use), a ridesharing component or both. Required features must include a secure log-in for users and/or administrators; historical commute/trip profile capabilities; a dashboard providing daily/weekly/monthly commute data and other statistics; match criteria, search features and match preferences for rideshare users; and a built-in reward system functionality that includes sustainable incentives.

This Rider Incentive Platform must include the following:

- Integration into CMT's website, as well as multi-user functionality for implementation by other institutions/organizations in the region (universities, businesses, etc.).
 - A mobile-first rider interface meeting or exceeding current UX/UI Design Principles
 - Log in with other Social Media platforms and the ability to amplify CMT's program through current social media features.
 - Administrative functions that include different administrative structures and permissions in addition to platform training
 - Integration with CMT's current "Guaranteed Ride Home", "Try & Ride", and "Metro Monitor" programs.
- Web hosting
- Training and access, a how-to on how to use the platform
- Transportation Demand Management (TDM) Features must include:
 - A web-based, comprehensive, accurate, reliable and useful carpool/vanpool matches for area residents that have inter-county and intra-county commutes.
 - An app-based interface similar to the criteria previously mentioned (above).

Deliverables:

The proposed platform and service must include the following features:

- A mobile-first platform that integrates transportation information, multi-modal trip planner, transit maps and information into a single location with social media sign on.
- Multimodal trip planner
- Ride Matching ability (Vanpool and Carpool) that allows users to create their own rideshare groups of their choice based on commute route, time, desired # of passengers and, if possible, set up a digital wallet system to reimburse costs to others in the carpool/vanpool.
- A supporting tracking application for smart devices that can automatically capture alternatives modes of travel.
- A dashboard for users to easily track all activities.

- An additional component where riders can participate in challenges and win incentives and rewards.
- Contractor must supply CMT staff monthly reports (in CSV Excel format) on to-date progress.
- The contractor must provide CMT staff three (3) hard copies of each deliverable and one electronic version.

Other Features must include:

- Administrative – generate reports, manage users, launch incentive programs, messaging and outreach to users, and ability to do surveys.

Additional Services:

- Contractor will assist CMT to transfer data collected from the platform to CMT in a usable electronic format (easily usable format, such as .CSV format or Access database) within 30 days before the end of the contract term.

All products will need to be completed by January 12, 2024. Administrative services to be provided from January 2024 – January 2025.

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.