

January 9, 2020

Dear Consultant:

Citizens for Modern Transit (CMT) is requesting the services of a consulting public relations 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 4 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, 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, January 24, 2020 at **Citizens for Modern Transit, 911 Washington, Ste. 200, St. Louis, MO 63101 and at kcella@cmt-stl.org**. Please provide 4 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:	March 2020-December 2021
Approximate Construction Cost:	N/A
DBE Goal Determination	10%
Consultant Services Required:	<p>CMT is seeking a Public Relations consultant responsible for planning, executing and promoting the events and messaging items for events below in partnership with the Citizens for Modern Transit staff.</p> <p>Work products will include press releases, website updates, execution of events, and outreach programs on the following topics related to transit:</p> <ul style="list-style-type: none"> • MetroBus Revision Education and Programming • Transit Benefit Programming • Community Wide Education Campaigns • Workforce Development and Transit Access • Social Media Challenges <p>Consultant will also be responsible for tracking all media hits/clippings and will provide a quarterly and annual media reports including earned media amounts, reach, and frequency.</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</i> <i>kcella@cmt-stl.org/www.cmt-stl.org/info@cmt-stl.org</i></p>
Deadline:	<i>4 p.m., January 24, 2020</i>

Submit

Proposal should not exceed 4 pages total. A page is defined as 8-1/2 by 11 inches and printed on one side. 4 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.

Citizens for Modern Transit

911 Washington, Ste. 200, 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

The St. Louis region continues to be rated a marginal non-attainment area for purposes of clean air standards by the Environmental Protection Agency. One of the leading causes of this air pollution problem is single-occupancy vehicle commuting in the St. Louis region. Public transit is an effective way to reduce air pollution. Yet, according to the US Census, only 2.6 percent commuters use transit. In addition, ridership on the St. Louis transit system has been on a decline (more than 14% over last three years). Redirecting a portion of this population toward the use of public transit would improve the area's air quality. In addition, increasing public transit ridership provides opportunities to redevelop underutilized parts of the region, provides environmentally friendly alternatives to vehicular traffic, and helps create and sustain livable communities.

CMT is undertaking a two-year education campaign, which will include transit benefit programming, education on transit options, community campaigns on workforce development and transit access. CMT is seeking a firm to assist with these efforts in planning, executing and promoting these events and messaging items.

The programs would include Social marketing; email outreach; promotional events; transit advertising, website promotions, and outreach will all be used to connect with City and County residents. The goal would be to reach the target market at least three to six times over the time period – moving them into action.