

November 4, 2019



Dear Consultant:

Citizens for Modern Transit (CMT) in partnership with the St. Clair County Transit District 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.



We request all proposals be received by 4 pm, November 18, 2019 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 4 hard copies and email the proposal to the email address above.

Sincerely,

Kimberly M. Cella  
Executive Director

Attachment

IL CMAQ project – Driving Transit Ridership through Programming and Education	
Federal Aid No.:	20-1003-14565
Location:	St. Clair County, IL
Proposed Improvement:	Increase in Ridership on the St. Louis transit system
Length:	January 2020 – September 2021
Approximate Construction Cost:	N/A
DBE Goal Determination	15 percent
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 and the St. Clair County Transit District.</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"> <li>• Try and Ride Program</li> <li>• Introduction of new tools to increase transit ridership</li> <li>• Community-wide education campaigns</li> <li>• Workforce Development-Job Access through Transit</li> <li>• Social Media Challenges</li> </ul> <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>911 Washington, Ste. 200, St. Louis, Mo 63101 <a href="mailto:kcella@cmt-stl.org">kcella@cmt-stl.org</a>/<a href="http://www.cmt-stl.org">www.cmt-stl.org</a>/<a href="mailto:info@cmt-stl.org">info@cmt-stl.org</a></p>
Deadline:	4 p.m., November 18, 2019
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. 4</p>	

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.	
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*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.*

## **Scope of Services**

CMT in partnership with St. Clair County Transit District is undertaking a two-year education campaign, which will include launch of new programming, partnership collaboration and rider/community engagement. 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 St. Clair County residents and employers. The goal would be to reach the target market at least three to six times over the time period – moving them into action.