

Request for Proposals for Campaign on SCCTD Summer Riding Program in St. Clair County, Illinois

Partnership between Citizens for Modern Transit and St. Clair County Transit District

Citizens for Modern Transit (“CMT”) in partnership with the St. Clair County Transit District is seeking a consultant to assist in the creation of a comprehensive marketing campaign on the SCCTD Summer Riding Program in St. Clair County, IL to build and promote ridership on the MetroBikeLink System and connecting transit system. Key messaging will outline the benefits using the MetroBikeLink system and transit.

Work products will include creation of tagline and copy for the materials. The campaign will need to include two compatible ad designs as well as graphics for online use. User-ready files will be needed in various sizes as advertising campaign may include, but not be limited to, billboards, bus shelters, MetroLink platform windscreens, mileage tracking booklet, print, online and social media.

CMT will need all these files in pdf and jpeg formats. Other file types may be needed for printers as well.

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 April 19, 2021 at 4:00 p.m. local time to the following address:

SCCTD Summer Riding 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. One hard copy proposal and/or 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 than May 14, 2021.**

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.