

April 1, 2024



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, April 30, 2024 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,

Kimberly M. Cella
Executive Director

Attachment

IL CMAQ project – Driving Transit Ridership through Programming and Education	
Federal Aid No.:	CMAQ 24-1003-43112
Location:	St. Clair County, IL
Proposed Improvement:	Right Sizing Service and Education to Build Transit Ridership
Length:	May 2024 – February 2026
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"> • Expansion of Microtransit in St. Clair County • Transit Stop Transformations • Community education and incentive programming • Social Marketing outreach <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>701 Market, Ste. 275, St. Louis, Mo 63101 kcella@cmt-stl.org/www.cmt-stl.org/info@cmt-stl.org</p>
Deadline:	4 p.m., April 30, 2024
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></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

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

CMT in partnership with St. Clair County Transit District is undertaking a 20 month education campaign, which will including 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.