



December 5, 2011

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 letter of interest to no more than 4 pages. This letter 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, 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](http://www.modot.gov), in order to be counted as participation towards an established DBE Goal. We encourage DBE firms to submit letters of interest as prime consultants for any project they feel can be managed by their firm.

It is required that your firm's Statement of Qualification (RSMo 8.285 through 8.291) and an Affidavit of Compliance with the federal work authorization program along with a copy of your firm's E-Verify Memorandum of Understanding (15 CSR 60-15.020) be submitted with your firm's Letter of Interest.

We request all letters be received by 4 pm, December 30, 2011 at **Citizens for Modern Transit, 911 Washington, Ste. 200, St. Louis, MO 63101.**

Sincerely,

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

Kimberly M. Cella  
Executive Director

Attachment

St. Louis Transit Action Program- Citizens for Modern Transit	
Federal Aid No.:	CMAQ-5401(639)
Location:	St. Louis Region
Proposed Improvement:	Increase in Ridership on the St. Louis transit system
Length:	3 years
Approximate Construction Cost:	N/A
DBE Goal Determination	10%
Consultant Services Required:	<p>Responsible for all media buys, handling education campaigns, message development and communications.</p> <p>Work products will include Media buy plans for spring and fall education campaigns in 2012 and 2013, execution of media buys, press releases, newsletters, and outreach programs on the following topics related to transit:</p> <ul style="list-style-type: none"> <li>• Guaranteed Ride Home, 2012 – November, 2014</li> <li>• Walkable Communities, 2012 – November, 2014</li> <li>• Employer driven transit benefits and focus, 2012 – Dec., 2013</li> <li>• Health based incentive programs 2012 –November, 2014</li> <li>• Social Media challenges – entire contract period</li> <li>• and Smart Card Education 2012-2013.</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>  <i>Citizens for Modern Transit</i>  <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., December 30, 2011</i>
Submit	<ul style="list-style-type: none"> <li>• Letter of interest should not exceed 4 pages total. A page is defined as 8-1/2 by 11 inches and printed on one side. <u>6</u> copies of the letter interest should be received at the address and by the time specified.</li> </ul>

Pursuant to the Brooks Act for Consultant Selection – the following criteria will be the basis for selection. Additional criteria can be added with the approval of Central Office Design

Experience and Technical Competence -	40 Max Points
Capacity and Capability -	30 Max Points
Past Record of Performance -	30 Max Points

## Scope of Services

CMT is undertaking a three-year education campaign, which will build on the very successful campaign theme of, “*Transit – some of ride it, all of us need it.*” from the Spring 2010. Transit incentives will be offered to move more drivers into the transit-user population.

Currently, there is no other program in the St. Louis region that directly targets residents at their home and workplaces to use public transit. CMT has the ability to both make this connection with commuters and track the results related to this population. Given access to a successful educational program, St. Louisans will take transit if the appropriate opportunities, information, and incentives are part of the package. For example, very few commuters know that MetroLink, in combination with MetroBus, offers competitive travel time when compared with their car. In addition, transit use helps significantly reduce carbon dioxide emissions in the area. The proposed Program addresses this disparity by providing tools to induce more commuters to switch from SOV travel to public transit over a three-year period. Such incentives/tools will include but not be limited to:

- Smart card installation and education
- Health based incentive programs
- Guaranteed Ride Home
- Living near MetroLink/Walkable Communities
- Employer-driven transit benefit programs
- Social Marketing outreach including web redevelopment/Facebook/Twitter and other venues.

CMT is seeking a Public Relations consultant for a three-year period which will be responsible for all media buys, handling education campaigns, message development and communications.

Work products will include Media buy plans for spring and fall education campaigns in 2012 and 2013, execution of media buys, press releases, newsletters, and outreach programs on the following topics related to transit:

- Guaranteed Ride Home, 2012 – November, 2014
- Walkable Communities, 2012 – November, 2014
- Employer driven transit benefits and focus, 2012 – Dec., 2013
- Health based incentive programs 2012 –November, 2014
- Social Media challenges – entire contract period
- and Smart Card Education 2012-2013.

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.