

December 17, 2015

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, 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 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, Jan. 15, 2016 at **Citizens for Modern Transit, 911 Washington, Ste. 200, St. Louis, MO 63101.**

Sincerely,

Kimberly M. Cella
Executive Director

Attachment

Driving Change Through Transit Ridership Program	
Federal Aid No.:	CMAQ-5456(612)
Location:	St. Louis Region
Proposed Improvement:	Increase in Ridership on the St. Louis transit system
Length:	Feb. 2016- Nov. 2017
Approximate Construction Cost:	N/A
DBE Goal Determination	0%
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"> • Launch of Zimride • Try & Ride Program • Community Wide Education Campaigns like <i>Test Drive Transit for Change</i> • Education programs on the link between transit and jobs • 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> kcella@cmt-stl.org/www.cmt-stl.org/info@cmt-stl.org</p>
Deadline:	<i>4 p.m., Jan. 15, 2016</i>

Submit

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. 4 copies of the letter interest should be received at the address and by the time specified.

Citizens for Modern Transit

911 Washington, Ste. 200, St. Louis, MO 63101 www.cmt-stl.org 314.231.7272

Pursuant to the Brooks Act for Consultant Selection – the following criteria will be the basis for selection.

Experience and Technical Competence - 40 Max Points

Capacity and Capability - 30 Max Points

Past Record of Performance - 30 Max Points

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. According to St. Louis Trends, a Statistical Snapshot of the St. Louis Region, more than 76 percent of the workforce is driving alone to work. Currently MetroBus weekday ridership is at 94,644 and MetroLink weekday ridership at 47,833.

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 campaign, which will launch the Zimride program as a new tool to expand transit ridership in the St. Louis market.

In addition, the program will include launch of an expanded Try & Ride program for educational trips, Guaranteed Ride Home work, community wide media campaigns, linking transit and job centers, and social media. CMT is seeking a firm to assist with these efforts in planning, executing and promoting these events and messaging items.

Research has shown that it takes a significantly longer period of time to get someone to try transit and use it than to lose a customer. The goal of this program will be to gain riders in areas that now have good service with the help of the new technology based program of Zimride and expanded Try & Ride. New communication channels such as interactive website, Facebook, and Twitter will be used to reiterate the messaging and provide easy access to transit information.

The program 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.

Work products will include press releases, website updates, execution of events, and outreach programs on the following topics related to transit:

- Zimride
- Try & Ride Program
- Community Wide Education Campaigns like *Test Drive Transit for Change*
- Education programs on the link between transit and jobs
- Social Media Challenges

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.