

Request for Proposals for Graphic Design for the Try & Ride Program in Illinois

Grant Number 20-1003-14565

The St. Clair County Transit District (SCCTD)/Citizens for Modern Transit (CMT) is requesting the services of a graphic design firm to perform the described professional services for the project below. 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 below. 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, the budget, and other projects your company has recently completed or are now active. The goal will be to increase participation in the program and ridership on the Illinois portion of the transit system.

Work products will include creation a tag line and collateral pieces including one direct mail piece, one billboard design, two versions of transit ads and two print advertisements tweaked to various sizes, and web graphics. CMT will need all these files in pdf, png, and jpeg formats. Other file types may be needed for printers as well. CMT will provide copy.

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 August 20, 2021 at 4:00 p.m. local time to the following address:

2021 Illinois Try and Ride
Citizens for Modern Transit
c/o Kimberly Cella
Executive Director
Citizens for Modern Transit
911 Washington, Ste. 200
St. Louis, MO 63101

Late proposals will be returned unopened. Two (2) printed copies and 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 Sept. 17, 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.