

March 25, 2022

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 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.

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 proposals as prime consultants for this project they feel can be managed by their firm.

We request all proposals be received by 4 pm, April 29, 2022 at **Citizens for Modern Transit, 911 Washington, Ste. 200, St. Louis, MO 63101 and at [kcella@cmt-stl.org](mailto:kcella@cmt-stl.org)**. Please provide 4 hard copies and email the proposal to the email address above.

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

Building Ridership on Transit	
Federal Aid No.:	CMAQ-5456(618)
Location:	St. Louis Region
Proposed Improvement:	Increase in Ridership on the St. Louis transit system
Length:	May 2022 – March 2024
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"> <li>• Moving MetroBus Ridership through Placemaking</li> <li>• Fare Media Research and Education</li> <li>• Employer Transit Benefit Programming</li> <li>• Community Education and Outreach</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></p> <p><i>Citizens for Modern Transit</i></p> <p><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:	4 pm, April 29, 2022
Submit	
<p>Proposal should not exceed 4 pages total. A page is defined as 8-1/2 by 11 inches and printed on</p>	

one side. 4 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.	
--	--

*Citizens for Modern Transit*

911 Washington, Ste. 200, St. Louis, MO 63101 [www.cmt-stl.org](http://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

Public transit around the country continues to face declining ridership and revenues due to the upheaval of COVID-19. Even during these challenging times, public transit is delivering essential service and supporting millions of jobs and the economic health of communities in Missouri. The *2019 Economic Impact of Transit in Missouri* report stated that public transit has had more than a \$3.67 billion direct and indirect impact on the state and supported 29,000 jobs. However, the impact of the pandemic continues to batter these returns.

According to the EPA, greenhouse gas emissions from transportation accounted for about 28% of total U.S. greenhouse gas emissions, making it the second largest contributor of U.S. greenhouse gas emissions in 2012. St. Louis City and County invest hundreds of millions annually in operating the MetroLink, connecting MetroBus system and para-transit service in Missouri. However, now more than ever with the pandemic, ridership in St. Louis metropolitan area has seen a drastic decline over the last five years and dropping off the cliff in 2020, equating to more than 20 million rides on transit annually. Ridership is just beginning to tick back up.

CMT is undertaking a two-year education campaign, which will include transit benefit programming, education on transit options, community campaigns, placemaking and transit access. 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 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.