

Request for Proposals for 2024 Ten Toe Express® Creative

Partnership between Citizens for Modern Transit and St. Clair County Transit District

Citizens for Modern Transit (“CMT”) in partnership with the St. Clair County Transit District is seeking a graphic design firm/individual to assist CMT with the 2024 CMT Ten Toe Express campaign to promote ridership on the transit system. The goal will be to increase ridership on the system during the spring and fall session.

Work products will include a Ten Toe Express registration mailer, transit ads, 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.

CMT encourages disadvantaged, small, women-owned, and/or minority business participation.

Proposals are due on December 20, 2023 at 4:00 p.m. local time to the following address:

kcella@cmt-stl.org

Late proposals will be returned unopened. One electronic copy via email (kcella@cmt-stl.org) from a firm principal committing the proposal for a minimum of ninety (90) days is required. **Faxed proposals will not be accepted. Work product will need to be completed no later than Feb. 1, 2024.**

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.*
4. *Cost*

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

Work products will include:

1. Ten Toe Registration Mailer (print and download version)
2. Two versions of a transit ad,
3. Two print advertisements tweaked to various sizes,
4. 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 in the proposal.