

November 25, 2024

Dear Consultant:

Citizens for Modern Transit (CMT) is requesting the services of a qualified web development 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. 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, December 20, 2024 at **Citizens for Modern Transit, 701 Market, Ste. 275, St. Louis, MO 63101 and at [kcella@cmt-stl.org](mailto:kcella@cmt-stl.org)**. Please provide 2 hard copies and email the proposal to the email address above.

Sincerely,

A handwritten signature in black ink, reading "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(619)
Location:	St. Louis Region
Proposed Improvement:	Building Transit Ridership
Length:	<b>March 30, 2025</b>
Approximate Construction Cost:	N/A
DBE Goal Determination	0%
Consultant Services Required:	<p>Citizens for Modern Transit (“CMT”) is seeking a web development consultant to assist CMT with the redesign of its website to improve its online outreach to change perceptions through transit education to increase transit ridership related to CMT’s education and incentive programs; including its Guaranteed Ride Home Program, Try &amp; Ride Program, and Commuter Incentives programming.</p> <p>Deliverables will include website redesign and navigation overhaul, improved online marketing tools and CRM integration, integration and improved access for CMT’s program and resources pages, and training of CMT staff to update content in the new design.</p> <p>CMT will need all deliverables no later than <b>March 30, 2025</b>.</p>
Other Comments:	
Contact:	<p><i>Kimberly Cella</i></p> <p><i>Citizens for Modern Transit</i></p> <p><i>701 Market, Ste. 275, St. Louis, Mo 63101</i></p> <p><i>kcella@cmt-stl.org/www.cmt-stl.org/info@cmt-stl.org</i></p>
Deadline:	<i>4 p.m, December 20, 2024</i>
Submit	
<p><u>2</u> 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.</p>	

*Citizens for Modern Transit*

701 Market, Ste. 275, 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):*

- *Qualifications of person/firm conducting the work*
- *Proposal Quality*
- *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**

- **Website Redesign:** Create a modern, user-friendly, visually engaging, website that improves online outreach and education to boost transit ridership.
- **CRM Integration:** Integrate CMT's CRM system to manage program and event participants, communications, and engagement.
- **Marketing Tools:** Incorporate tools for email marketing, social media integration and analytics.
- **Ongoing Website Maintenance:** Security maintenance, performance optimization, and technical support and compliance.

**Project Deliverables:**

- Website redesign and navigation overhaul to improve ease of access to CMT online resources and program information.
- Improved online marketing tools, website analytics , and CRM integration and automation functionality.
- Integration of CMT's Program pages into redesigned site and improved access to those pages and educational resources.
- Training CMT staff to update content in the new design.

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.

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Request for Proposals for Website Redesign to Improve Online Outreach

Addendum 1

Federal Aid No.: CMAQ-5456(619)

St. Louis Region

Building Transit Ridership

**Questions Addendum**

**What CRM are you currently using and will need to be integrated into the site?**

- Citizens for Modern Transit (CMT) currently uses CiviCRM with WordPress

**Are there other integrations on the site that will need to connect as well?**

- In addition to CiviCRM integrations, the CMT website also uses Gravity Forms.

**Will the content be transferred as is or will you need assistance in refining the content?**

- Content will be transferred as is or CMT will provide any content necessary for the redesign and navigation overhaul.

**Where is the site hosted and do you plan on continuing to host there?**

- CMT's website is hosted through Linode/Akamai. Any changes to current configurations will be evaluated on the best value to the project.

**Do you have a brand or current style guide for the redesign?**

- CMT has a style guide which will be provided to the firm selected for the project.

**What is the anticipated budget for the project?**

- A formal budget has not been established. Proposals will be evaluated based on the criteria listed in the RFP to determine the one that offers the best value to the project.

**Do you already have analytics set up and active on the site today?**

- The CMT website currently utilizes Google Analytics.

**What automation and functionality are you looking for?**

- CMT has a variety of transit ridership programming and campaigns throughout the year that require participant registration and integration of information into CMT's CRM to aid in online outreach efforts.

**Is there a specific government portal we should be monitoring for any addendums related to this RFP?  
We are currently monitoring this portal for any updates**

- Any additional information related to this RFP will be posted on the CMT website at [www.CMT-STL.ORG](http://www.CMT-STL.ORG)

**Have any additional documents been released for this RFP, or is the original RFP the only document available?**

- The original RFP was updated with a new deliverables due date of March 30, 2025.
- This Addendum #1 is the only document available in addition to the RFP

**The RFP mentions that we need to submit two hard copies and also submit via email. Is it possible to choose just one mode of submission, and would that still be considered a responsive submission?**

- Proposers must follow the submission guidelines as outlined in the RFP.

**Is the timeline for this project flexible?**

- The original RFP has been updated with a new deliverables due date of March 30, 2025.