

March 13, 2025

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, 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 4, 2025 at **Citizens for Modern Transit, 701 Market, Ste. 275, St. Louis, MO 63101** and at 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, 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(621)
Location:	St. Louis Region
Proposed Improvement:	Building Ridership on Transit
Length:	May 2025 – February 2027
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"> • Transit Benefit Programming • Placemaking through Transit Stop Transformations • Transit Education Campaigns to Change Perceptions • Research and Data Collection • Community Education and Outreach <p>Consultant will also be responsible for tracking all media hits/clippings and will provide 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>701 Market, Ste. 275, St. Louis, Mo 63101</i> kcella@cmt-stl.org/www.cmt-stl.org/info@cmt-stl.org</p>
Deadline:	4 pm, April 4, 2025
Submit	
	<p>Proposal should not exceed 4 pages total. A page is defined as 8-1/2 by 11 inches and printed on one side. <u>2</u> copies of the proposal should be received at the address and by the time specified. Also an email copy</p>

must be received by deadline as well.	
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Citizens for Modern Transit

701 Market, Ste. 275, St. Louis, MO 63101 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.

Fig 136.6.7

March 2025

Scope of Services

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.

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

- Transit Benefit Programming
- Placemaking through Transit Stop Transformations
- Transit Education Campaigns to Change Perceptions
- Research and Data Collection
- Community Education and Outreach