

July 2, 2025

Dear Consultant:

Citizens for Modern Transit (CMT) is requesting the services of a graphics design 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, 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, July 21, 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 that reads "Kimberly M. Cella". The signature is written in a cursive, flowing style.

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:	August, 2025
Approximate Construction Cost:	N/A
DBE Goal Determination	0%
Consultant Services Required:	<p>Citizens for Modern Transit (“CMT”) is seeking a graphic design consultant to assist CMT with a Fall campaign with a local sporting team to promote transit to build ridership on the transit system and introduce new riders to the system. The goal will be to incentivize community support and ridership on transit through a program targeting opportunities to give transit a try.</p> <ul style="list-style-type: none"> • Tagline • Billboard • Sticker design • Web banner • Transit ads • Digital and web graphics • 1 print ad • 1 Flier <p>CMT will need all these files in pdf, png, and jpeg formats no later than August 20, 2025. Other file types may be needed for printers as well. CMT will provide copy.</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., July 21, 2025</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 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

Citizens for Modern Transit (“CMT”) is seeking a graphic design consultant to assist CMT with a Fall campaign with a local sporting team to promote transit to build ridership on the transit system and introduce new riders to the system. The goal will be to incentivize community support and ridership on transit through a program targeting opportunities to give transit a try.

- Tagline
- Billboard
- Sticker design
- Web banner
- Transit ads
- Digital and web graphics
- 1 print ad
- 1 Flier

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.