October 30, 2026

Dear Consultant:

Citizens for Modern Transit (CMT) in partnership with the St. Clair County Transit District 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. We encourage DBE and WBE firms to submit proposals.

We request all proposals be received by 4 pm, November 20, 2026, 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,

Kimberly M. Cella
Chief Executive Officer

Attachment

Building Ridership on Transit	
	Illinois 2024
Location:	St. Clair County, Ill
Proposed Improvement:	Building Ridership on Transit
Length:	January 15, 2027
Approximate Construction Cost:	*N/A*
DBE Goal Determination	*0%*
Consultant Services Required:	Citizens for Modern Transit ("CMT") and the St. Clair County Transit District are seeking a graphic design consultant to assist CMT with the SCCTD Flyer program in St. Clair County, IL to build and promote ridership on the Microtransit system and connecting transit system. Work products will include an updated service tagline, Flyer logo, program copy, program poster, transit ad, postcard mailer, two print advertisements tweaked to various sizes, and web graphics for the Flyer website page. CMT will need all these files in pdf, png, and jpeg formats no later than January 15, 2027. Other file types may be needed for printers as well.
Other Comments:	
Contact:	*Kimberly Cella* *Citizens for Modern Transit* *701 Market, Ste. 275, St. Louis, MO 63101* *kcella@cmt-stl.org/www.cmt-stl.org*
Deadline:	*4 p.m. November 20, 2026*
Submit Proposal should not exceed 4 pages total. A page is defined as 8-1/2 by 11 inches and printed on one side. 2 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

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.

CMT's goal is to create assets that are entirely unique, legally secure, and perfectly aligned with our brand values. Because we prioritize human creativity and strict adherence to modern copyright laws, this RFP includes **explicit limitations and reporting requirements regarding the use of Generative Artificial Intelligence (AI) tools.** All work must be the original creation of the agency or appropriately licensed from verified stock libraries (with full documentation provided).

Scope of Services

Citizens for Modern Transit ("CMT") and the St. Clair County Transit District are seeking a graphic design consultant to assist CMT with the SCCTD microtransit Flyer service in St. Clair County, IL to build and promote ridership on microtransit system and connecting transit system. The current Flyer service includes four Mobility on Demand (MOD) zones in St. Clair County, Ill.

Work products will include:

1. Updated program tagline
2. Flyer Logo
3. Program poster
4. Transit Ad
5. Postcard mailer
6. Two print ads, tweaked to various sizes
7. 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. All products will need to be completed by January 15, 2027.

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.