



Request for Proposals
for
Graphic Design to Citizens for Modern Transit
Federal Project CMAQ-5456(611)

Citizens for Modern Transit (“CMT”) is seeking a graphic design consultant to assist CMT with a spring advertising campaign on CMT’s Try & Ride Program, a program to entice new riders to the transit system with complimentary tickets, personalized route from home to work, and tips and tricks on how to ride. This will be the second year of this program in St. Louis.

Work products will need to incorporate the current “Try & Ride; What a Great Ridea” tagline, and will include creation and development of one bus shelter ad design, poster, two mailers, two print advertisements, Try & Ride registration piece, and web graphics.

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. Proposers must include the DBE Participation Form or its equivalent in the proposal, even if the DBE participation is zero (0).

Proposals are due on Jan. 20, 2015, at 4:00 p.m. local time to the following address:

“Transit Rider Initiative Program”
c/o Kimberly Cella
Executive Director
Citizens for Modern Transit
911 Washington, Ste. 200
St. Louis, MO 63101

Late proposals will be returned unopened. Three (3) printed copies and one electronic copy via email (kcella@cmt-stl.org) from a firm principal committing the proposal for a minimum of ninety (90) days. **Faxed proposals or proposals submitted with an inadequate number of copies will not be accepted. Work product designs will need to be completed no later than March 1, 2015.**

CMT will post any supplemental information as necessary on the CMT website:
www.cmt-stl.org.

Please visit our website periodically to check for any additional information.