

**Request for Proposals
for
Graphic Design to Citizens for Modern Transit
For the 2016 CMT Great Race
CMAQ 5456-611**



Citizens for Modern Transit (“CMT”) is seeking a graphic design consultant to assist CMT with an advertising campaign on CMT’s 2016 Great Race and the benefits of public transportation in order to increase transit ridership on the system.

Work products will include creation and development of one cohesive look for one bus shelter ad design, one light rail windscreen design, onboard transit ads for bus and train (one of each), one mailer, tshirt design, one print ad in various sizes and web graphics.

A detailed budget breakdown for each task/item listed above will need to be included with proposal.

CMT encourages disadvantaged, small, women-owned, and/or minority business participation.

Proposals are due on February 5, 2016, at 4:00 p.m. local time to the following address:

“TRIP Program”
2016 GREAT RACE
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 February 28, 2016.**

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 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.