

**Request for Proposals
for
Missouri Public Transit Association
For
2026 MO Faces of Transit Campaign**

Missouri Public Transit Association (MPTA) is seeking a consultant to assist in the creation of a marketing package outlining the MPTA Faces of Transit campaign. Key messaging will outline the benefits of transit for MO residents and the economic impact on the state.

Work products will include creation of tagline, one cohesive marketing piece, online graphics, advertising template that can be changed depending on geographic area. MPTA will need all these files in pdf and jpeg formats. Other file types may be needed for printers as well. MPTA will provide copy and actual images of riders and their stories.

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

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

Proposals are due on October 10, 2025 at 4:00 p.m. local time to the following address:

MPTA
c/o Kimberly Cella
Executive Director
Missouri Public Transit Association
701 Market, Ste. 275
St. Louis, MO 63101

Late proposals will be returned unopened. Two (2) 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 November 24, 2025.**

All proposals submitted in response to a MPTA 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.

MPTA will award the work to the responsible firm proposal is most advantageous to the project, with price and other factors considered. MPTA reserves the right to reject any proposals deemed non-responsive to the RFP. MPTA reserves the right to reject all proposals if the competitive process is not met and may reissue the RFP with or without changes.