

**NOTICE TO MARKETING FIRMS
GREATER PORTLAND TRANSIT DISTRICT [METRO]**

**MARKETING AND CREATIVE SERVICES
for
FARE INCREASE AND AUTOMATED FARE PAYMENT SYSTEM
RFP #2019-002**

Greater Portland Transit District (METRO) is accepting proposals for MARKETING AND CREATIVE SERVICES for FARE INCREASE AND AUTOMATED FARE PAYMENT SYSTEM until Thursday, **March 21, 2019**, at 1:30 p.m.

GENERAL SCOPE

Metro is soliciting proposals for marketing and creative services to assist with marketing and public education for two initiatives. In late summer of 2019, Metro plans to increase fares, in conjunction with implementation of a mobile fare payment system. Subsequent to that, in early 2020, Metro plans to implement a restructuring of fare types and expand automation to include smart card technology.

A full copy of the requirements and specifications can be obtained by registering with the Metro office. Firms must be registered in order to submit a proposal. To register, email lshaw@gpmetro.org or call 207-517-3020. Receipt of this document directly from Metro indicates registration. Should a firm receive this Request from a source other than METRO, please contact Metro to ensure that your firm is listed as a vendor for this RFP.

Metro receives funding from the Federal Transit Administration and as such is required to follow federal procurement regulations and to require its consultants and contractors to understand and adhere to those requirements. FTA requirements are conditions for this RFP and contract, and are included in the RFP document.

METRO encourages participation by small, women owned, minority, and disadvantaged businesses and supports non-discriminatory, equal-opportunity employment by its contractors.