



METROPOLITAN COUNCIL
Notice of Request for Proposal (RFP) for
Regional Travel Demand Management
Program Naming & Branding
Contract Number 25P120

The Metropolitan Council is seeking a consultant to develop a new, compelling and cohesive brand identity focused on shifting travel behaviors toward more efficient, sustainable, and healthy transportation choices. This new brand supports educating and serving the public and supporting regional clients located in the Twin Cities metropolitan area.

Issue Date	6/23/25
Proposal Due Date	7/21/25 at 12pm CST
Award Date	September 2025

Please Contact RFP administrator for the RFP documents.

Questions concerning the content of the RFP documents may be directed to:

Adam Vandertie
RFP Administrator
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