



METROPOLITAN COUNCIL

Notice of Request for Proposals (RFP) for

2025 Car Free MSP Campaign

Contract Number 25P089

The Metropolitan Council is soliciting proposals for consultant services to promote sustainable transportation options and encourage individuals in the Minneapolis-St. Paul region to explore care-free commuting for the 2025 Car Free MSP campaign. The 2025 Car Free MSP campaign will build on the success of the 2024 initiative. This refreshed campaign will leverage existing assets while incorporating new, engaging content to increase brand awareness, drive audience engagement, and secure pledges from individuals to try alternative commuting methods. The anticipated schedule for this procurement is as follows:

Issue Date Thursday, May 8, 2025

Pre-Proposal Meeting Tuesday, May 13, 2025, at 2:30 PM

Question Due Date Wednesday, May 21, 2025, at 2:00 PM

Proposal Due Date Thursday, June 5, 2025, at 12:00 PM

Award Date Summer 2025

For the purposes of this contract, the Council has established a **15%** goal for Disadvantaged Business Enterprise (DBE) participation. DBE firms can be found in the MNUCP DBE Directory.

Please contact RFP Administrator for the RFP documents. Ensure the email subject Line reads **"Request RFP 25P089"** for prompt processing.

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

John Phu
RFP Administrator
John.phu@metc.state.mn.us