

Lehigh Valley Regional Planning Commission On-Call Graphic Design Services Request for Qualifications Questions and Responses 5/15/2026

Strategic / Scope Questions

1. How involved do you expect the selected firm(s) to be in communications strategy versus visual execution?

RFQ references:

- campaigns
- public understanding
- stakeholder engagement
- communications effectiveness.

Response: We expect the focus to be on visual execution, with very limited effort on communications strategy. Your proposal should address the RFQ items. If your firm has expertise in other areas such as communications strategies, that can also be included in your proposal.

2. Are you looking primarily for production support that follows an existing direction, or for firms that can proactively recommend communication strategies and campaign concepts?

Response: We are looking primarily for production support that follows an existing direction.

3. How much of the messaging/content development is handled internally versus expected from the agency partner?

Response: The vast majority of the messaging/content development will be handled internally by LVPC.

4. Will selected firms be expected to participate in stakeholder engagement planning or public outreach initiatives?

Response: The selected firms will support stakeholder engagement planning or public outreach initiatives through graphic design services but will not be directly involved or engaged with interfacing with the public and

external parties for stakeholder engagement planning or public outreach initiatives.

5. Are there upcoming regional initiatives, transportation plans, housing studies, or public campaigns that will require heavier communications support over the next 12–24 months?

Response: There will be a series of upcoming regional initiatives, reports, studies and public campaigns over the next 12 – 24 months.

Website / Digital Questions

The RFQ references:

- interactive dashboards
- web visuals
- digital content
- web-ready ADA-compliant materials
- website layout and UI elements

6. Beyond graphic design support, do you anticipate needing website design, UX/UI, CMS support, or front-end development services during the contract term?

Response: We anticipate potentially needing website design services.

7. Are interactive dashboards currently developed in-house, or would outside firms be expected to support visualization and implementation?

Response: Interactive dashboards are currently developed in-house, but we would look to outside firms to support visualizations and implementation?

8. What CMS or web platforms does LVPC currently use?

Response: Currently we are on drag and drop CMS, but we will be transitioning to WordPress.

9. Are there anticipated website redesigns, microsites, or digital engagement tools planned during the contract period?

Response: Yes.

10. Would selected firms be expected to support accessibility remediation or ADA audits for digital content?

Response: Yes. Also, it is expected that the selected firms will deliver ADA accessible content.

Workflow / Operational Questions

11. Approximately how many on-call assignments do you anticipate annually per selected firm?

Response: We can anticipate at least three annually.

12. Will work be distributed evenly among awarded firms, or assigned based on specialty, capacity, or project fit?

Response: Work will be assigned at the discretion of LVPC, in part based on a firm's specialty, capacity, and fit with a project.

13. What is the typical turnaround expectation for urgent or rapid-response assignments?

Response: This would depend on the type of the assignment. In general terms, the expectation would be for within one week.

14. Is there an estimated annual budget range or anticipated hourly volume associated with these on-call services?

Response: No.

15. Who will be the primary point(s) of contact for creative direction and approvals?

Response: This information will be provided to the firms selected by LVPC.

16. What does the review/approval process typically look like for reports, campaigns, and public-facing materials?

Response: Two rounds of edits are normal with final approval coming from Communications and Leadership at LVPC.

17. Are there periods of the year when workload spikes significantly?

Response: No.

18. Is there an estimated annual budget range or anticipated hourly volume associated with these on-call services?

Response: No.

19. Will the selected partner have direct access to LVPC brand guidelines, templates, fonts, and any existing design files?

Response: The selected firms will be provided with LVPC brand guidelines, templates, fonts, and selected existing design files.

20. Are there preferred platforms or systems used for collaboration, file sharing, and project management?

Response: Dropbox would be the preferred platform for file sharing and collaboration with large files. Email is used for smaller files.

21. Will LVPC typically provide finalized content and data for future projects?

Response: Yes.

22. Are there specific accessibility standards, beyond ADA compliance, that LVPC prioritizes for digital and print materials?

Response: Foreign language accessibility; and other potential federal and Pennsylvania requirements as they become applicable.

Website / Digital Questions

23. Is there an estimated annual budget range for on-call graphic design services?

Response: No.

24. Is there an estimated annual budget range or anticipated hourly volume associated with these on-call services?

Response: No.

25. Are task orders typically fixed-scope or hourly not-to-exceed engagements?

Response: Task orders would be a combination fixed scope with a defined budget, and not to exceed engagements.

26. Will there be opportunities to renegotiate rates during optional extension periods?

Response: Yes.

27. Are there anticipated minimum or maximum task order values?

Response: No. We want rates locked in annually and the rates can be discussed at annually.

Creative / Brand Questions

28. Is there an existing LVPC brand standards guide available for review?

Response: LVPC brand standards will be provided to the selected firms.

29. How much flexibility do selected firms have in evolving or extending the existing visual identity for campaigns and sub-brands?

Response: The selected firms will not have a role in evolving or extending the existing visual identity of the LVPC brand, however for individual campaigns and sub-brands we will work with the firms on design flexibility.

30. Are there examples of past publications or campaigns that LVPC considers especially successful?

Response: Two examples of recent successful work include: the 2025 LVPC Annual Report and the 2027-2030 Transportation Improvement Program, both available on the lvpc.org homepage.

31. What are the most common challenges your team encounters when communicating technical planning information to the public?

Response: Our technical planning information, such as reports, are typically read by a wide-range of parties. A challenge is ensuring that our planning information addresses technical, legal, and contractual requirements, while being accessible to different audiences.

Content / Data Visualization Questions

32. What types of source materials are typically provided to designers (raw data, GIS maps, reports, charts, drafts, etc.)?

Response: GIS maps, drafts and charts are typically provided to designers.

33. Does LVPC currently have internal GIS/data visualization resources, or would firms occasionally support map and data visualization development?

Response: LVPC current has internal GIS/data visualization resources. The selected firms would support data visualization development.

34. What tools are currently used for dashboards and data storytelling?

Response: Currently, with web site we use ArcGIS to host dashboards, interactive maps, and data storytelling app. However, in a future version of our web site we are considering adding the ability to use JavaScript frameworks/libraries to create dashboards, interactive maps, and data storytelling apps. For static graphs and maps we use JavaScript plus Illustrator to create static graphs and sometimes maps.

Team / Collaboration Questions

35. Will selected firms work directly with planners and technical staff, or primarily through the communications team?

Response: Primarily through the communications team. If there are questions or technical matters that need to be explained, the communications team can make the connection to the appropriate technical staff as necessary.

36. Are there preferred collaboration tools or project management platforms used by LVPC?

Response: See the response to question 20.

37. Would LVPC consider retaining firms with complementary specialties (e.g., branding, web, motion, data visualization), or are you primarily seeking full-service agencies?

Response: LVPC will consider retaining firms with complementary specialties.