



VIRGINIA RAILWAY EXPRESS
A Better Way. A Better Life.

VIRGINIA RAILWAY EXPRESS

REQUEST FOR QUOTES (RFQ)

GRAPHIC DESIGN SERVICES

RFQ Issued: March 12, 2026

Questions Due: March 20, 2026, at 10:00 A.M. Eastern Time

Quotes Due: March 27, 2026, at 1:00 P.M. Eastern Time

Contact: Monica McKenzie, Purchasing/Contract Compliance Specialist
Virginia Railway Express, 1500 King Street, Suite 202, Alexandria, VA 22314

Main Office: (703) 684-1001 **Email:** procurement@vre.org

1. PURPOSE/BACKGROUND

A. INTRODUCTION

The Virginia Railway Express (VRE) is soliciting Quotes to establish a firm-fixed hourly rate Blanket Purchase Order with one (1) qualified and experienced Contractor to provide print and web graphic design services.

B. VRE BACKGROUND

1. VRE is a commuter rail service linking the District of Columbia and Northern Virginia. The Northern Virginia Transportation Commission (NVTC) and the Potomac and Rappahannock Transportation Commission (PRTC) are transportation districts established under Virginia law and jointly own this service. An Operations Board consisting of members from each of the jurisdictions within the VRE service area governs the development and operation of VRE and serves as an advisory board to the NVTC and PRTC governing boards. Use of the term VRE in this RFQ refers to NVTC and PRTC.
2. As a joint project of NVTC and PRTC, VRE will provide safe, cost effective, accessible, reliable, convenient, and comfortable commuter-oriented rail passenger service. VRE will contribute to the economic development of its member jurisdictions as an integral part of a balanced, intermodal regional transportation system.



2. INSTRUCTIONS FOR QUOTERS

A. SUBMISSION OF WRITTEN QUESTIONS

1. **Deadline:** All questions and requests for clarification regarding the meaning or interpretation of this RFQ and other solicitation documents, or any ambiguities, discrepancies, inconsistencies, or conflicts in or between any of the technical, pricing, or contractual provisions, must be submitted no later than the ***date and time specified on Page 1*** of this RFQ. Questions and clarifications requested after such time will not be answered unless VRE elects, in its sole discretion, to do so.
2. **Format for Questions:** Questions must be submitted in writing and include the related section number and title.
3. Questions must be submitted to VRE's contact in writing via electronic mail as listed on Page 1 of this RFQ. No questions or requests for additional information, clarification, or any other communication should be direct to any other individual.
4. No oral communication will be accepted. VRE will not be bound by any oral communications, or written interpretations or clarifications that are not set forth in an addendum to the RFQ.
5. Questions and responses will be posted on VRE's website at www.vre.org.
6. Any interpretation of the questions made by VRE will be responded to and distributed in the form of an addendum to the RFQ and will be available to all interested Quoters through VRE's website.

B. SUBMISSION OF QUOTE

1. Quotes must be submitted no later than the ***date and time specified on Page 1*** of this RFQ.
2. The Quote shall be submitted on **ATTACHMENT 1 - QUOTE FORM** provided by VRE.
3. Quotes shall be submitted via electronic mail to VRE's contact as listed on Page 1 of this RFQ.
4. The subject line of the electronic mail shall include the RFQ title.
5. Incomplete Quotes or Quotes received after the Quote closing date and time will not be considered by VRE.

C. AWARD

A Blanket Purchase Order will be awarded by VRE based on the lowest firm-fixed hourly rate quoted.

D. VRE POINT OF CONTACT (POC)

VRE's Marketing Communications & Engagement Manager will be the point of contact following award of a Purchase Order.



3. SCOPE OF WORK

A. MINIMUM QUALIFICATIONS

1. The Individuals / Contractor's employees performing graphic design and supporting copywriting services for this Blanket Purchase Order shall have earned, at a minimum, a bachelor's degree in Graphic Design, Communication Arts, Visual Communication, or a related field from an accredited institution of higher learning, or possess an equivalent combination of education, training, and professional experience, and shall have a minimum of ten (10) years of demonstrated experience delivering integrated design and copywriting services for both print and digital platforms, supported by a professional portfolio that reflects creativity, brand compliance, and the ability to produce high-quality results under tight deadlines.
2. VRE reserves the right to request resumes for the Contractor's key personnel to verify they meet the established minimum qualifications prior to award of a Purchase Order.

B. GENERAL REQUIREMENTS

1. The Contractor shall provide graphic design services with supporting copywriting on an as-needed basis through work requests initiated by VRE. Copywriting shall always be included to support, enhance, and align with the design, ensuring that both visual and written elements function as a unified deliverable.
2. Designs shall in general include brochures, flyers, pocket schedules, posters, folders, tickets, surveys, report documents, booklets, and web and social graphics in compliance with VRE's style guidelines, which will be provided to the Contractor upon award of a Purchase Order.
3. The selected Contractor shall be able to meet tight deadlines and must be able to respond to requests from VRE within twenty-four (24) hours to initiate a new project or work order for graphic design services with supporting copywriting.
4. VRE may ask for a set number of revisions on designs per work request.
5. All final designs shall be provided in the appropriate format(s) for the intended use, as agreed upon between VRE and the Contractor.
6. All packaged native Adobe design files, along with editable text and copy documents, shall be provided to VRE.
7. Print designs shall include bleeds, if applicable.
8. The Contractor shall design the following on an as-needed basis
 - a. Posters (Varied Sizes; 24" x 36"; 20" x 35.25"; 23" x 35.25"; 21.5" x 34"). See the following examples:





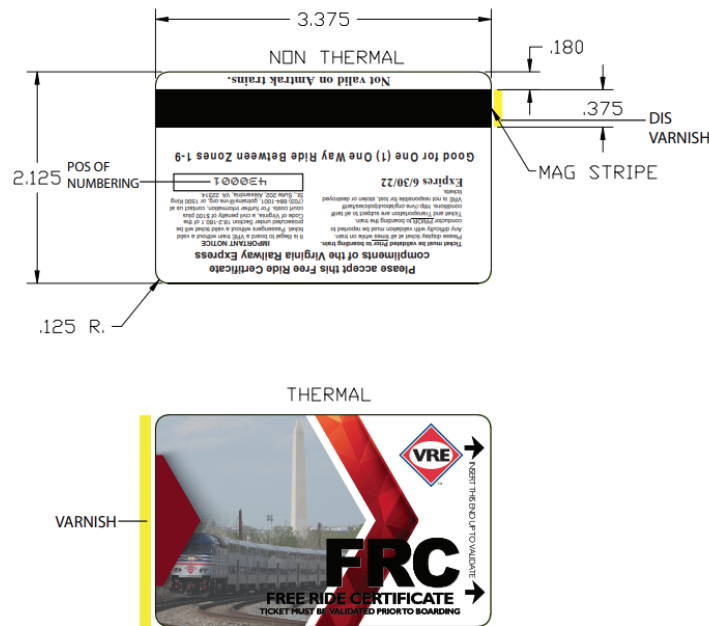
b. VRE Newsletter banners. See the following examples:



c. Flyers - Style 1 (1-Sided; 8.5" x 11") and Style 2 (2-Sided; 8.5" x 11"). See the following examples:



- d. Microsite Design Update: See <https://www.vip.vre.org/>
- e. Rack Cards (7" x 7" Flat / 3.5" x 7" Folded)
- f. Bi-Fold Brochures (2-Sided; 8" x 11" and 11" x 17")
- g. Tri-Fold Brochures (2-Sided; 8" x 11" and 11" x 17")
- h. Letterhead.
- i. Free Ride Certificate (FRC) Redesign. (3.375 x 2.125) See the following example:



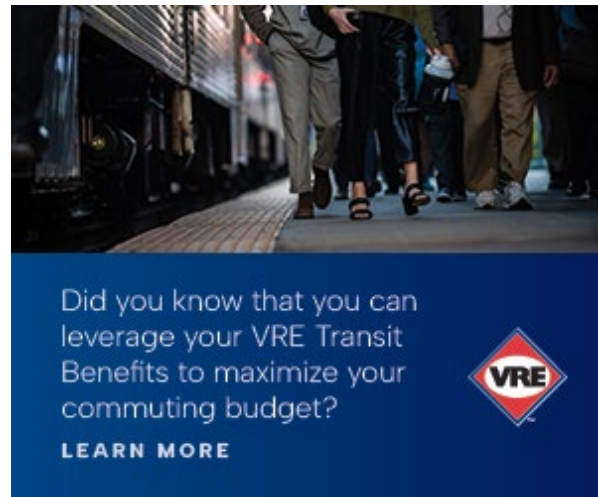
- j. Report Cover (11" x 8.5"). See the examples available at: [https://www.vre.org/assets/1/6/Virginia Railway Express 06 30 2025 Annual Comprehensive Financial Report - as issued.pdf](https://www.vre.org/assets/1/6/Virginia_Railway_Express_06_30_2025_Annual_Comprehensive_Financial_Report_-_as_issued.pdf)

Annual Comprehensive Financial Report – Redesign: chrome-
[https://www.vre.org/assets/1/6/Annual Comprehensive Financial Report 2023.pdf](https://www.vre.org/assets/1/6/Annual_Comprehensive_Financial_Report_2023.pdf)

Budget Layout Design:
[https://www.vre.org/assets/1/6/FY 2027 Budget Book.pdf](https://www.vre.org/assets/1/6/FY_2027_Budget_Book.pdf)



k. Social and Web Graphics (Varied Sizes). See the following examples:



l. Animation & GIF Design:

<https://www.instagram.com/p/CoFajbJPZ9h/>

<https://www.instagram.com/p/CmFlglUlwud/>

m. Additional design requests not identified in the list above, may be required by VRE.

C. DELIVERABLES

1. The VRE Marketing Communications & Engagement Manager shall initiate work requests via email and provide design parameters to the Contractor.
2. The Contractor shall submit all drafts, revisions and final designs electronically to VRE via a pre-approved file share platform.
3. The turn-around time is dependent on the size and scope of each request and shall be mutually agreed upon between VRE and the Contractor for each request.
4. The Contractor agrees that all work products produced for VRE under this Blanket Purchase Order, including designs, copyright, reports, drawings, studies, specifications, estimates, maps, computations, and other data shall become the property of VRE. VRE shall have the right to use the all hard copies or electronic files without restriction or limitation and without compensation to the Contractor other than that provided for by the Purchase Order. See Section No. 13 – Ownership of Work Products, Section 43 – Publications, Section 44 – Rights in Data, and Section 45 – Royalties of **ATTACHMENT 2 – VRE GENERAL PROVISIONS**.
5. The Contractor shall, at a minimum, submit all deliverables to VRE's Marketing Communications & Engagement Manager.



4. SPECIAL TERMS AND CONDITIONS

A. TERM

The Blanket Purchase Order shall be valid through June 30, 2026.

B. GENERAL PROVISIONS

The Contractor shall comply with **ATTACHMENT 2 – VRE GENERAL PROVISIONS**, as applicable to the Scope of Work.

C. QUOTE ACCEPTANCE PERIOD

The Quote and any modification thereof shall be binding upon the Quoter for ninety (90) consecutive calendar days following the Quote closing date. Any Quote in which the Quoter shortens the acceptance period shall be rejected, although the acceptance period may be extended by mutual agreement between VRE and the Quoter. At the end of the Quote acceptance period, the Quoter may withdraw its Quote by giving written notice to VRE.

D. SIGNATURES

All documents requiring a signature may be executed via handwritten (manual) stamped, electronic (portable document format), photocopied, digital or scanned signature. A signed copy of the documents transmitted by any of the means listed above shall be deemed to have the same legal effect as an original executed copy.

E. QUALITY ASSURANCE

Any work product which fails to meet the requirements of the Scope of Work and/or the requirements of the work request shall be subject to rejection and shall be revised, free of charge, by the Contractor, if so directed by VRE.

F. GENERAL AND ADMINISTRATIVE COSTS

The Contractor's firm-fixed hourly rate shall be fully loaded and shall constitute the exclusive billing rate authorized under this Purchase Order. The hourly rate shall include all general and administrative costs, overhead, and profit. No additional charges, markups, or fees shall be permitted.

G. SAFETY RULES AND SECURITY AT VRE'S RAILROAD FACILITIES

In the performance of this Purchase Order, the Contractor shall comply with VRE's Rules to Live By available at <https://www.vre.org/about/safety-and-security/contractors/>. In an emergency, the Contractor shall act at its discretion to prevent threatened damage, injury or loss.



5. INSURANCE

A. GENERAL REQUIREMENTS

1. The Contractor shall secure, pay the premiums for and keep in force until the expiration of the Purchase Order, and any renewal thereof, adequate insurance as identified in the "VRE Insurance Coverage Requirements" document. Items marked "X" are required to be provided. By signing and submitting a Quote under this solicitation, the Contractor certifies if issued a Purchase Order, the Contractor will have the insurance coverage identified and described below in the VRE Insurance Coverage Requirements at the time of the issuance of a Purchase Order.
2. All required insurance coverage must be acquired from insurers that are authorized to do business in the Commonwealth of Virginia, with a rating of "A-" or better and a financial size of "Class VII" or better in the latest edition of the A.M. Best Co. Guides.
3. The Contractor shall furnish VRE proof of compliance with these insurance requirements in the form of an original Certificate of Insurance signed by an authorized representative or agent of the insurance company(ies). The Certificates of Insurance must be furnished within three (3) calendar days of the request from VRE and before any work under the Purchase Order will be allowed to commence.
4. Failure to provide the Certificate(s) when required may be cause for VRE to issue a Purchase Order to the next responsive Contractor. However, in no event shall work be performed until the required Certificate(s) of Insurance have been furnished and approved by VRE.
5. If the Contractor is furnished a written notice of cancellation from the insurance carrier, the Contractor shall provide VRE a copy of the cancellation notice within thirty (30) calendar days of receipt of the notification.
6. In no event shall the failure by VRE to receive Certificates of Insurance required hereunder, or to receive them by the date(s) required hereunder, be construed as a waiver of the Contractor's obligation to obtain the required insurance coverages. Failure by VRE to demand any Certificate of Insurance or other evidence of full compliance with the insurance requirements set forth herein, or failure by VRE to identify a deficiency in the evidence provided, shall not be construed as a waiver of the obligation to procure or maintain the insurance required hereunder. The acceptance of shipments by VRE of any Certificate of Insurance does not constitute approval or agreement that the insurance requirements have been met or that the insurance policies identified in the Certificates of Insurance are in compliance with such requirements.



B. VRE INSURANCE COVERAGE REQUIREMENTS

“X” denotes that coverage is required. Applicability	Description	Coverage
X	1. Workers' Compensation and Employer's Liability	Limits as required by the Workers' Compensation Act of Virginia. Employers Liability - \$1,000,000
	Admitted in Virginia	YES
	All States Endorsement	Statutory
	USL&H Endorsement	Statutory
	Voluntary Compensation	Statutory
X	2. General Liability, which shall be Commercial General Liability endorsed as broad form to include the following minimum limits: <ul style="list-style-type: none"> • General Aggregate • Products & Completed Operations Aggregate • Personal & Advertising Injury • Each Occurrence 	<ul style="list-style-type: none"> \$2,000,000 \$2,000,000 \$1,000,000 \$1,000,000
X	Contractual Liability	
X	Personal Injury	
X	Independent Contractors	
	XCU Property Damage Exclusion Deleted	
	3. Automobile Liability (Coverage sufficient to cover all vehicles owned, used, or hired by the Contractor, its agents, representatives, or employees.) Minimum limits: <ul style="list-style-type: none"> • Combined Single Limit • Medical Expense Limit 	<ul style="list-style-type: none"> \$1,000,000 \$ 5,000
	4. Professional Errors and Omissions	\$1,000,000
	5. Builder's Risk	Purchase Order Value
	6. Installation Floater	Purchase Order Value
	7. Garage Liability	
	8. Garage Keeper's Legal Liability	
	9. Fire Legal Liability	
	10. Railroad Protective Liability Insurance. VRE shall be named as insured. The language shall read as follows: "Northern Virginia Transportation Commission and the Potomac and Rappahannock Transportation Commission, together known as the Virginia Railway Express."	\$5,000,000 per occurrence; \$10,000,000 aggregate
	11. Railroad Protective Liability Insurance. A second policy shall name the host railroad as insured. Furnish a copy of the policy to VRE, prior to entry on VRE property or any other railroad property upon which VRE operates.	\$5,000,000 per occurrence; \$10,000,000 aggregate
X	12. Pollution Liability.	Purchase Order Value
X	13. VRE shall be named as additional insured on the General Liability Policy. This coverage is primary to all other coverage VRE may possess. The language shall read as follows: "Northern Virginia Transportation Commission and the Potomac and Rappahannock Transportation Commission, together known as Virginia Railway Express."	
X	14. Best's Guide Rating – A:VI or better or Equivalent	
X	15. The Certification must state the Request for Quotes Title	
	16. Umbrella Liability	\$5,000,000



6. INVOICES

A. INVOICES

1. Invoices shall be submitted by the Contractor for services/goods ordered, delivered, and accepted by VRE.
2. The Contractor shall submit invoices by electronic mail to cdunston@vre.org.
3. At a minimum, invoices shall contain the following information:
 - a. Name, address and telephone number of the Contractor
 - b. Remit to address
 - c. VRE Purchase Order Number
 - d. Invoice number
 - e. Invoice date
 - f. Number of hours worked and description of the associated work request
 - g. Total invoice amount
4. If invoices fail to meet all of the above requirements, they will not be processed for payment and will result in the invoice being returned to the Contractor for correction and resubmission. VRE may request additional substantiating documentation as necessary.

B. PAYMENT

Payment will be made upon receipt and acceptance of goods and services by VRE.



7. ATTACHMENTS

The following documents are incorporated in this Request for Quotes and the resulting Purchase Order by this reference.

A. Attachment 1 – Quote Form

B. Attachment 2 – VRE General Provisions

