



Request for Proposals for Graphic Design Services

2015 U.S. Trans Survey, National Center for Transgender Equality
<http://www.ustranssurvey.org> // <http://www.transequality.org>

Due Date: Wednesday, February 10, 2016. 6:00 PM, E.T.

About the 2015 U.S. Trans Survey

The 2015 U.S. Trans Survey is the second iteration of the groundbreaking National Transgender Discrimination Survey (NTDS), the largest survey ever devoted to the lives and experiences of trans people. The NTDS results were released in the 2011 report: *Injustice At Every Turn*. As the single-most cited study about trans people—cited by media over 15,000 times—it has dramatically changed how the public and policymakers understand the challenges facing trans people.

The 2015 U.S. Trans Survey was conducted by the National Center for Transgender Equality in the summer of 2015, and saw unprecedented levels of participation, with an estimated 25,000 people completing the survey. Survey results will be available in the spring of 2016. These results will give researchers, policymakers, and advocates much-needed updated information on the lives and experiences of transgender people in the United States, including the ability to see the experiences of trans people over time, how things are changing, and what can be done to improve the lives of trans people.

About the National Center for Transgender Equality (NCTE)

The National Center for Transgender Equality is the nation's leading social justice advocacy organization winning life-saving change for transgender people. Founded in 2003, NCTE provides a consistent voice in Washington D.C. for transgender people by monitoring federal activity and communicating this activity to our members around the country, providing congressional education, and establishing a center of expertise on transgender issues.

Project Overview and Scope

NCTE seeks a qualified designer or team of designers who are able to provide all of the graphic design services described below for a 4-6 month contract. NCTE invites proposals for the design of a series of digital and printed reports and data visualizations that will include all of the findings from the 2015 U.S. Trans Survey. We anticipate that findings will be ready for inclusion in the reports by April 2016. Services will be performed on a rolling basis throughout the duration of the 4-6 month contract, and invoiced upon the successful completion of the contract. Meetings to discuss the projects will be part of the contract.

Project Objectives

The 2011 National Transgender Discrimination Survey report has been the community's go-to resource for helping the public understand trans people. It's shown us how many trans people have faced discrimination and harassment at school, work, in health care, in homeless shelters, in the criminal justice system, as well as many other areas of life. The 2015 U.S. Trans Survey covers an even wider range of topics that reflect the lives and experiences of trans people and examines specific issue areas that impact trans people, such as unemployment and underemployment, housing, health care, HIV/AIDS, disabilities, immigration, sex work, and police interactions.

The full printed report of the 2015 U.S. Trans Survey and smaller breakout reports will serve as the “face” of the survey findings, and should bring this enormous quantity of data to life. The reports will also be available in .pdf format on the U.S. Trans Survey website, and we anticipate the majority of people will access the reports via the website. Overall, the reports will help us achieve our mission of educating the public and policymakers about the experiences of trans people with compelling data.

Project Requirements

Below is a list of reports that need to be designed. All will include charts, and sometimes, many charts per page:

1. 2015 US Trans Survey: Full Report (English, Spanish); about 300 pages
2. 2015 US Trans Survey: Executive Summary (English, Spanish); about 8-10 pages each
3. 2015 US Trans Survey: Asian, Asian American, Native Hawaiian, and Pacific Islander Respondents; about 4 pages each
4. 2015 US Trans Survey: American Indian and Alaskan Native Respondents (English); about 4 pages
5. 2015 US Trans Survey: Black Respondents (English); about 4 pages
6. 2015 US Trans Survey: Latino/a Respondents (English, Spanish); about 4 pages
7. 2015 US Trans Survey: Biracial/Multiracial Respondents (English); about 4 pages
8. 2015 US Trans Survey: Middle Eastern and North African Respondents (English); about 4 pages

In addition to the reports listed above, we would like a report template to use for state and regional data, as well as a report template for other subcategories of data. Both of these templates should be 4 pages in length.

A note about digital supplemental material:

Data visualization is a critical component to the success of this project. While NCTE is currently working with an individual volunteer to design a few data visualizations to publish on our social media channels and the survey website, the selected designer or design team will take the lead in crafting compelling visualizations to include in both digital and printed reports. Some of these visualizations will be in video and .gif format. Non-video versions of some of these visualizations, including charts, graphs, infographics, and maps, will be included in the printed reports. **Designers should highlight any previous experience with data visualization in their proposal.** The selected designer will work closely with NCTE's data visualization volunteer to ensure the U.S. Trans Survey brand guidelines are consistent across channels.

These are examples of the types of data visualizations that may be included in the final report and breakout reports:

- Data visualizations of respondent's demographics
- Data visualizations of discrimination by setting (e.g., i.e., experiences at work, school, healthcare settings, airport security, interactions with police, in jails/prison, identity documents, etc.)
- Data visualizations of each of the population reports
 - Asian American, South Asian, Southeast Asian and Pacific Islander
 - American Indian and Alaskan Native
 - Black
 - Latino/a
 - Multiracial

Timeline

NCTE invites vendors to provide a timeline that includes major milestones for:

1. When NCTE must complete the writing process for the main report
2. Designing the main report and the executive summary
3. How long each additional breakout report will take
4. How long templates will take to design
5. Several rounds of review of draft designs between designer and NCTE's team, including the data visualization volunteer

Ideally, the Main Report and Executive Summary will be designed and the Executive Summary printed in time for the Philadelphia Trans Health Conference, June 9-11, 2016. Other reports will

be needed on a rolling basis over the following two months. NCTE welcomes proposals that budget the design of the report to cost no more than \$30,000.

Target Audience

The audiences for the survey reports consist of the following: 1) transgender people, 2) policymakers, 3) LGBT movement partners and allies who want to learn more about transgender people, 4) journalists who are getting background information on transgender issues, and looking for research to cite, 5) members of the general public who are trying to understand more about the transgender community

Design Requirements

NCTE will provide the selected designer with our U.S. Trans Survey brand guidelines, which have been updated for the post-data-collection phase of the survey. The guidelines will include specs for: logo use, typography, photography, and color scheme. Designers should refer to the U.S. Trans Survey website: <http://www.ustranssurvey.org> and NCTE's main website: <http://www.transequality.org> to get a sense of the survey and NCTE's brand identity. While the U.S. Trans Survey reports should not be identical to NCTE's branding, they should complement the organization's existing brand standards. Designers can also visit <http://www.transequality.org/issues/national-transgender-discrimination-survey> to review the 2011 National Transgender Discrimination Survey full report and subsequent subject-specific "breakout" reports for a sense of the previous survey's brand identity.

Staff members have identified the following reports as examples of outstanding design that effectively presents a complex set of data in an engaging way:

- Turban Myths: The Opportunities and Challenges for Reframing Sikh American Identity in Post-9/11 America http://issuu.com/saldefmedia/docs/turbanmyths_121113
- 2015 Tennessee Educator Survey Results: <http://tndoe.azurewebsites.net/>
- Arts & Economic Prosperity IV (Executive Summary and Breakout Reports): <http://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-iv>

Infographics and Data Visualizations

- By The Numbers: Today's Military <http://www.npr.org/2011/07/03/137536111/by-the-numbers-todays-military>
- Sexual Assault Awareness Month <http://www.ywcaww.org/saam-infographic/>

With an unprecedented level of response to the 2015 U.S. Trans Survey, and a growing interest in trans issues and experiences from the general public, it's critical that the report designs engage a wide variety of audiences and present complex data in an exciting and accessible format. The design files will be provided to NCTE upon completion of the project, and NCTE will retain ownership of all work produced.

Instructions for Preparing Proposals

General Provisions

Any contract awarded as a result of this RFP will be awarded without regard to age, citizenship, color, creed, physical or mental disability, economic status, education, ethnicity, family responsibilities, gender identity and expression, genetic information, health status including HIV status, height, housing status, marital status, matriculation, national origin, physical appearance, race, religion, political affiliation, pregnancy, sex, sexual orientation, union membership, veteran status or other unlawful factors, with respect to recruiting, hiring, job assignment, promotion, discipline, discharge, compensation, training and other terms, conditions and privileges of employment and contracting

Submission of proposals

Please submit an electronic copy of your proposal via a PDF file by **Wednesday, February 10 at 6:00 PM E.T.** to ustranssurvey@transequality.org with the following information:

- 1) Letter of interest
- 2) Personal bio or profile of your firm that includes relevant experiences working on similar efforts in the last 5 years
- 3) Provide a proposed fee schedule
- 4) Provide 3 references
- 5) Provide relevant URL's to a portfolio, or any other types of attachments that demonstrate graphic design work and highlights data visualization work

Process and Schedule

RFP Released	Wednesday, January 20
Questions submitted and answered	Rolling basis, through February 5
RFP Submissions Due	Wednesday, February 10, 6:00 PM
Finalist Interviews	Wednesday, February 10-Friday, February 19
Designer selected	Week of February 22

Questions concerning this request for proposals should be addressed to Sandy James, ustranssurvey@transequality.org