

**BPHC Request for Proposals
Health Education and Communications Consulting Service**

Asked Questions:

1. What does the submission limit include? Does it include the budget samples/rate cards?

Attachments not considered part of the page or slide limit are as follows:

- *Resumes/CVs;*
- *No more than three examples of projects from the past three years; or*
- *References: References should be relevant to the vendor's expertise and requested scope of work.*

The budget samples/rate cards are included within the 7-page format or 20-slide deck.

2. How do we hope to see BPHC's values infused into the proposed approaches? How will this be evaluated and measured?

We expect BPHC's values to guide every project. As we are serving the Boston community, we want to emphasize the specific needs and concerns of communities, dispel misinformation, maintain up-to-date information, and provide equitable resources. (See metrics question below)

3. Can you please further explain what you're looking for in the example rate card/budget?

Please Provide cost(s) of services pertaining to the scope of service. Including an example of a project budget, hourly rate and any additional fees.

We are looking for the vendors/contractors to provide a budget and costs for a project scenario, an example could be for Vaccine Hesitancy – this project could include (but not be limited to) line items costs for the following examples:

- *Cost of Video/Commercial ads;*
- *Cost of Brochure development;*
- *Cost of Social Media development and placements;*
- *Capacity/staffing fees;*
- *Additional fees; and*
- *any other offerings that you would be able to provide*

4. Does the ideal contractor need to reside in Boston, or can the majority of the work be done remotely?

The vendor/contractor does not need to reside in Boston. However, the ideal contractor should be familiar with Boston's diverse community and population or have experience working with



communities with similar demographics to Boston's neighborhoods. Additionally, the ideal vendor/contractor will work collaboratively and closely with the BPHC team.

5. Is there a preferred way to include firm information outside of the specific questions from the RFP? I.E. Another attachment?

You may add additional attachments regarding your firm outside of the specific questions; however, we strongly encourage your firm to include your firm's information and capabilities within each answer.

6. Would BPHC accept joint, collaborative proposals from vendors?

There are no restrictions on submitting collaborative/joint proposals. However, vendors intending to partner will need to submit one proposal following the requirements and guidelines and identify one organization as the fiscal agent.

7. Should vendors/contractors be ready to work within other federal guidelines?

Yes, vendors/contractors are expected to follow federal guidelines. However, each project will be scoped and billed separately per funded grant.

*To fully understand the applicable federal regulations, please refer to the following site:
<https://www.ecfr.gov/current/title-2/subtitle-A/chapter-II/part-200?toc=1>*

8. Can you discuss the difference between the first RFP release and this current one?

We encourage vendors/contractors who are bidding to focus on the current RFP release.

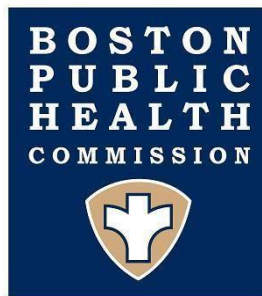
9. Does BPHC have a community advisory board or other mechanism for soliciting input from community members? If not, is BPHC open to recommendations on how to get input on draft materials from the community?

Yes, BPHC has various community advisory entities and partnerships that we may work with to get input and feedback on health education projects. Additionally, BPHC is open to discussions and recommendations from the awarded applicant on how to further encourage feedback/input from community members.

10. What is the total amount available?

The available funding is listed in RFP on page 4 of 6 of the current RFP. However, BPHC is not required to use all of the funds currently available.

11. What are the types of data that will be shared to help inform strategy and creative elements?



There are many sources of data that can be shared as necessary to the scope of the project. This may include BPHC's disease surveillance data, information routinely reported in our Health of Boston and other data briefs, or other data as needed. Please refer to the following site for health data published by the BPHC:

<https://www.boston.gov/government/cabinets/boston-public-health-commission/health-data>

12. Will selected partners also help select placement opportunities, in addition to the design?

Yes, the selected vendor/contraction will help with the placement opportunities such as social media, radio, billboards, ect. BPHC will make recommendations on placement opportunities and design, and each project will be scoped separately between the BPHC team and vendor/contractor.

13. What does success look like in these campaigns?

Measures of success will be determined within each scope of a project. This will include, but is not limited to, the engagement of residents/communities we are intending to reach. The campaigns should be representative of communities in language, cultural relevance, and promote and measure engagement through social media, websites, and where relevant access of resources.

14. Do you have any existing health equity frameworks that BPHC abides by that we can reference for further insight into values?

Yes, BPHC has existing health equity frameworks.

Please refer to the following site for BPHC's racial justice and health equity framework:

<https://www.boston.gov/government/cabinets/boston-public-health-commission/racial-justice-and-health-equity>

15. Does BPHC have existing brand guidelines?

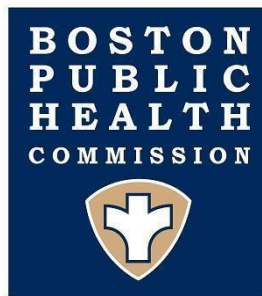
There are some limited brand guidelines, such as the use of the BPHC logo on all final products. However, the design opportunities are both flexible and may build off of existing content/campaigns.

16. Is there an incumbent creative firm also bidding for this opportunity?

Any firm can participate in this bidding process.

17. Can you share the name/roles of the individuals who will serve as decision makers re: this awarded contract?

The awarded contract will be overseen by Teakia Brown, the Division Director for Education and Community Engagement. Additionally, depending on the project, there will be additional



members of BPHC staff involved in the project. All final health education materials will require Bureau and Executive Office approval.

18. Do you have a preferred translation partner/in-house translation service to ensure consistency with previous materials among our 9 priority languages?

BPHC currently has a contracted translation partner. If the vendor/contractor utilizes another translation partner, then that is also allowed.

19. Of the available grant funding, what percentage will be allocated for media buys/placements vs. creative/design and strategy.

This will be dependent on the project's source of funding – the media buys/placements, strategy and design will be scoped at the beginning of each project.

20. Do you have a library of creative assets that we'll use/update for certain aspects of the campaigns or will everything be completely new? For example, does BPHC have a digital asset management system with preferred photography, or will that be sourced and/or taken by our team?

We do not have an extensive library of creative assets. There are some materials that need to be updated, and it will be expected that the vendor/contractor would be able to source and take new images.