



**Request for Applications: Building Bicycle Helmet Equity
Community Based Organization Partners for Bike Helmet Distribution**

EXTENDED Deadline: Friday March 7th at 5:00 PM

Chronic Disease Prevention and Control Division
Community Initiatives Bureau

Date posted: January 27, 2025

Overview

The Boston Public Health Commission (BPHC) is the local public health department for the City of Boston. BPHC's mission is to work in partnership with communities to protect and promote the health and well-being of all Boston residents, especially those impacted by racism and systemic inequities. The Chronic Disease Prevention and Control Division and the Injury Prevention Program at BPHC is seeking community-based organizations, who support the wellness of Boston residents by promoting physical activity, bicycling, and injury prevention, to partner with BPHC and distribute free bicycle helmets to Boston residents, especially for those that are low-income. Bicycle helmet use is an effective intervention that's shown to reduce the risk for bicycle-related head injury by as much as 85%.

Scope of Work

The "Bicycle Helmet Equity" project will provide bicycle helmets free of charge and make them more accessible to Community Based Organizations (CBOs). CBOs must be able to receive shipments during April and early May 2025 from the supply vendor and store helmets appropriately. CBOs will distribute helmets for free to families in their communities who need them. CBOs must track and report on their helmet distribution activities. CBO's must also commit to attending one mandatory in person training on helmet fitting. The ideal organization would have the capacity to store upwards of 50 helmets and distribute them as we receive requests.

Eligibility

CBOs located in the City of Boston, and serving Boston residents, are eligible to apply. Organizations serving communities of color in Dorchester, East Boston, Hyde Park, Mattapan, and Roxbury will be prioritized. Individuals are not eligible to apply.

BPHC will:

- Purchase, order, and ship helmets to the CBO location
- Provide promotion of CBO partners and helmet distribution events
- Provide training on proper helmet fittings to each partner CBO

Awardees must agree to the following:

- Designate one staff member or volunteer as the point-person for all communication between BPHC and the organization
- Assign a representative to attend a helmet fitting and safety training
- Provide a detailed workplan on how helmets will be distributed and how events are promoted to the public. Co-brand with BPHC as a sponsor of the event or activity.
- Receive helmet shipment and provide appropriate storage space for the helmets. Must have the capacity to store and distribute a minimum of 50 helmets. Total awarded will be subject to availability of funding.

- Distribute the helmets to individuals and families who may not be able to purchase them on their own
- Submit a summary report on the distribution activities

Proposal Requirements

Submit Application online via Microsoft Form: by Friday March 7th at 5:00 PM. Link to form: <https://forms.office.com/g/PYpckaJZZC>

Application Sections & Questions (must complete the final form using the link above)

Section 1: Applicant Organization Information

1. Name of Organization
2. Organization Street Address (example: 1234 Main St)
3. Organization Zip Code
4. Mailing Address, if different from street address
5. Contact Person Name:
6. Contact Person Email Address
7. Contact Person Phone Number

Section 2: Information on the communities your organization serves

8. Indicate which racial/ ethnic group(s) your organization serves.
 - American Indian/ Alaska Native
 - Asian
 - Black or African American (non-Hispanic/ Latinx)
 - Hispanic/ Latinx
 - Native Hawaiian or Pacific Islander
 - White
 - Other
9. Which neighborhood below does your organization PRIMARILY serve? (select one)
 - Allston/Brighton
 - Back Bay (Back Bay, Downtown, Beacon Hill, West End)
 - Charlestown
 - Dorchester (02121/02125)
 - Dorchester (02122/02124)
 - East Boston
 - Fenway
 - Hyde Park

- Jamaica Plain
- Mattapan
- Roslindale
- Roxbury
- South Boston
- South End
- West Roxbury

10. Which other neighborhoods below does your organization serve?

- Allston/Brighton
- Back Bay (Back Bay, Downtown, Beacon Hill, West End)
- Charlestown
- Dorchester (02121/02125)
- Dorchester (02122/02124)
- East Boston
- Fenway
- Hyde Park
- Jamaica Plain
- Mattapan
- Roslindale
- Roxbury
- South Boston
- South End
- West Roxbury

11. How does your organization support bicycling and physical activity and/or the health of residents in your neighborhood?

Section 3: Experience and Plan for Helmet Distribution

12. Does your organization have any experience with bike helmet distribution or helmet fitting? If so, please share more information on what you have done or any other relevant experience.

13. Which of the following best describes how the helmets will be distributed? Select all that apply.

- Given out at a public community event
- Distributed through your organizations' programming
- Given to individuals or families by request
- As part of a Boston Public School program
- Other (please specify)

14. Please describe how you plan to distribute the helmets and include a tentative timeline for the next year (2024):

15. Describe in detail how you will do the following:

- a. Promote safety and encourage proper helmet use
- b. Focus on low-income families and individuals who are not able to purchase a helmet for themselves
- c. BPHC will provide helmet fitting training to all awardees. How will you incorporate helmet fitting into your distribution plans?

Section 4: Helmet Order Details:

CBOs must have the capacity to store and distribute a minimum of 50 helmets. Max request is 500 helmets. Total awarded will be subject to other applications received and availability of supplies. **For the following section, please indicate how many of each model type you would like.** If none in that category, put "none" or "0". We will follow up after awards are announced to confirm orders, including helmets sizes and quantities.

- 16. [Model 02 Supreme Bike Helmet](#)
- 17. [Model 06 Bike Helmet](#)
- 18. [Model 08 Premium Bike Helmet](#)
- 19. [Model 09 Flash Graphics](#)
- 20. [Model 15G Toddler Bike Helmet](#) (all one size)
- 21. Total helmets requesting (must be over 50 and no more than 500)

Project Timeline	
------------------	--

Monday, January 27, 2025	RFA released
Monday, February 10, 2025	Questions are due
Friday, February 14, 2025	Answers to questions are posted online
Friday February 21, 2025 at 5:00 PM	Application due date
Monday, March 3, 2025	Awardees will be notified
Friday March 7th at 5:00 PM	EXTENDED application deadline
March 3 – March 21, 2025	BPHC will work with the awardee to finalize their helmet order

April 1 - April 15, 2025	Work with helmet distributor, HelmetsRUs Worldwide, to order and ship the helmets to each CBO awardee
--------------------------	---

Submission Instructions

Please submit applications by completing this online form:

<https://forms.office.com/g/PYpckaJZZC>

For questions, please contact Jazmin Cole: jcole@bphc.org or 617-694-5515

EXTENDED Deadline: Friday March 7th at 5:00 PM