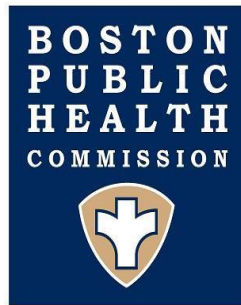


BOSTON PUBLIC HEALTH COMMISSION

Boston Emergency Medical Services



REQUEST FOR PROPOSALS for Multi-media Marketing Services

March 31, 2025

The Boston Public Health Commission (BPHC) is issuing a Request For Proposals (RFP) from qualified respondents for Boston EMS Multi-media and Marketing Services.

DEADLINE	
Monday, 3/31/25 by 5:00 PM ET	Advertisement released on The Boston Globe
Monday, 3/31/25 by 5:00 PM ET	RFP available online at boston.gov/bids
Friday 4/11/25, by 5:00 PM ET	<p>Deadline to submit INTENT TO APPLY. Submit an email to:</p> <p style="text-align: center;">Caitlin McLaughlin Director, Media and Public Relations CMcLaughlin@bostonems.org</p> <p>Subject Title: RFP Intent to Apply – Multi-media Marketing Services Message: Provide company name, point of contact, address and intent to apply.</p>
Friday 4/18/25, by 5:00 PM ET	<p>Deadline to submit QUESTIONS about the RFP via email to:</p> <p style="text-align: center;">Caitlin McLaughlin Director, Media and Public Relations CMcLaughlin@bostonems.org RFR@bphc.org</p> <p>Subject Title: RFP Questions – Multi-media Marketing Services</p>
Tuesday, 4/22/25, by 5:00 PM ET	Responses to questions received posted at boston.gov/bids
Friday, 4/25/25, by 5:00 PM ET	<p>Submit response via email to:</p> <p style="text-align: center;">Caitlin McLaughlin Director, Media and Public Relations CMcLaughlin@bostonems.org RFR@bphc.org</p> <p>Subject Title: RFP Submission – Multi-media Marketing Services</p>
Friday, 5/9/25, 2025, by 5:00 PM ET	<p>Notification of selection is expected to occur on or before this date. BPHC has the discretion to extend this time period without notice to the proposers. All proposals shall remain valid and open for a period of one hundred twenty (120) days from the proposal submission date, unless a proposer notifies BPHC of its withdrawal.</p>

Background

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. Boston Emergency Medical Services (Boston EMS), a Bureau of the Boston Public Health Commission, is the City's municipal 911 pre-hospital provider. Boston EMS has 440 full-time uniformed employees and hires new emergency medical technicians (EMTs) twice annually in cohorts of approximately 35 per class to fill vacancies. Additionally, Boston EMS hires two cohorts of approximately 20 Cadets annually, which are temporary employees paid to take the EMT course, a pre-requisite for employment as an EMT. With over 100 new hires annually, Boston EMS depends on a comprehensive approach to recruitment and retention, including a multifaceted marketing strategy.

BPHC is currently requesting proposals from qualified individuals or firms ("respondents") for Multi-media Marketing Services to include still photography, videography, and graphic design.

All service contracts awarded by the Boston Public Health Commission may be subject to following the City of Boston's living wage ordinance. This ordinance requires that all employees working on sizable city contracts earn an hourly wage that is enough for a family of four to live at or above the federal poverty level. This wage amount called the living wage, is recalculated every year. For more information, please visit <https://www.boston.gov/worker-empowerment/living-wage-division>.

As part of BPHC's efforts to have an equitable procurement process, BPHC will consider and encourage Certified Unrepresentative Businesses Enterprises (CUBE) that includes; Minority-owned Business Enterprises (MBE), Women-owned Business Enterprises (WBE), Veteran-owned Business Enterprises (VBE), Disability-owned Business Enterprise (DOBE), Lesbian Gay Bisexual Transgender Business Enterprises (LGBTBE), Minority Non-Profit (MNPO), Women Non-Profit (WNPO), Minority Women Non-Profit (MWNPO) and local businesses to apply to this RFP.

Scope of Work

Responses submitted should address the respondent's ability to provide all the following services:

Videography

This includes pre-production planning and consultation, filming/production, and post-production editing and review. Videos may range from short pieces intended for social media, to more extended spotlights, focusing on particular events, areas of the department, or trainings, which could be posted on websites or shared during department events.

Photography

Still photography needs may include images taken for ad campaigns, as well as portraits, action shots and/or event photos.

Graphic Design

Boston EMS anticipates needing various professional graphics, to be created using infographics or images taken of personnel and/or vehicles, with both Boston EMS and Boston Public Health Commission logos included. Designs may be used for vehicle wraps, poster or billboard ads, and digital video board ads.

Respondents should also possess knowledge with regard to what forum and how to go about publishing/releasing content and materials. Planning meetings can be done virtually. Respondents should not require travel expenses to attend video or photography shoots in the City of Boston.

Pricing

For comparing proposals respondents should outline their pricing model for the following potential projects:

- Short videos (no more than 5 minutes), including pre-production concept creation and planning; production; post-production editing, color grading and delivery; and any production fees/shoot expenses.
- Photography
- Graphic design to include infographics and vehicle wrap

Boston EMS anticipates a 3-year contract with two 1-year extension options, for a total of up to 5 years.

Pricing for 2nd through 5th years must be provided by March 31, three months prior to the start of the fiscal year.

Submission Instructions

Respondents must submit their response via email to:

Caitlin McLaughlin, Director of Media and Public Relations, CMcLaughlin@bostonems.org & RFR@bphc.org

Intent to Apply

1. Submit an email titled 'RFP Intent to Apply – Multi-media Marketing Services'
2. In the body of the email include your company name, point of contact, address and a note that you intend to submit a response.

Response format:

1. Submit response as a single document in PDF format
2. Include respondent's name and "RFP Submission – Multi-media Marketing Services" in the PDF filename

Responses should include the items listed below:

1. A written description of how respondent will address all components outlined in the scope of work.
2. A full description of the qualifications of the respondent.
3. Three references

This RFP is for planning purposes only and shall not be construed as a solicitation or as an obligation on the part of BPHC to award a contract or pay for preparations of any information submitted, however, this RFP may result in the award of a contract to a qualified respondent.

All responses to this RFP will be public record under the Massachusetts' Public Records Law, Mass. Gen. L. ch. 66 s. 10, regardless of confidentiality notices to the contrary.

Responses must be received no later than [DATE], by 5:00 PM ET. Responses received after this date and time will not be considered.